

Customer Satisfaction on Food Delivery Services During Covid 19 Pandemic: A Case Study on Greenwich Pizza Restaurants in Selected Cities in Cavite

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Abstract: The level of customer satisfaction with online food delivery is a useful measure of a business success. The study's aim is to determine the customer's level of satisfaction on food delivery services of Greenwich Pizza Restaurant during the Covid 19 pandemic. One hundred participants were from selected cities in Cavite namely: Bacoor City, City of Imus and Dasmariñas City. An online survey questionnaire through the use of Google form was based on the SERVQUAL Model utilizing 4-point likert scale. All the data that has been analyzed showed that the respondents are very satisfied with the food delivery services of Greenwich Pizza restaurant in selected cities of Cavite during the Covid-19 pandemic. Customer's level of satisfaction does not depend on their demographic profile rather on the method of ordering and delivery of the rider. To further improve the service of Greenwich restaurants on their delivery, reliability, assurance, tangibles, empathy and responsiveness towards their customers should be enhanced. The findings may be used for Greenwich managers to gain an insight into how to fulfill the needs of the customers. The respondents will benefit from being efficiently served by the employees.

Keywords: COVID 19, Customer Satisfaction, Online Food Delivery Services, Pizza Restaurant, RATER, SERVQUAL Model.

I. INTRODUCTION

“Customers are the lifeblood of every business where success of business relies on customer service.” - J. Rampton

Customer satisfaction is one of the most important indicators of consumer purchase intentions and loyalty. It is described as a metric that determines how well a company's products or services satisfy customer expectations. Customers' thoughts and sentiments about the cuisine can have a positive or negative impact. (Szyndlr, 2021)

March 15, 2020 marked as the lockdown or community quarantine imposed by the Philippine government because of the continuous spread of the coronavirus nationwide affecting the tourism industry, especially the food service sector which has been one of the most affected (Madeira et al., 2020). Because of the restrictions established by most countries to manage the spread of the epidemic, CoViD-19 swiftly developed into a financial disaster. Madeira, et al., states that many restaurants closed their doors to customers due to social distancing and cleanliness requirements, which produced problems with sit-down meals.

The food ordering plays a huge part in everyone's life to fulfill the demands and necessities. It is the process of ordering food through a website or other packaging program (Anjali et al., 2020). The continued usage of food delivery service up to this time of pandemic includes the inconvenient time in going out for food, strict implementation of protocols and the most important thing to consider of using food delivery service is to lessen the spread of the virus.

Customers' demands are being met through online ordering from the comfort of their home thanks to the growing popularity of food delivery services. Clients, on the contrary, are cautious to place purchases during the outbreak, despite the fact that many online food deliveries mandated PPE for their partners in delivery and encouraged clients to pay online to assure contactless delivery. (Mehroliya, et al., 2020). Inevitable incidences of purchase cancellations or bogus consumers are rising in tandem. Fortunately, The Food and Grocery Delivery Services Protection Act, or HB 6958, was sponsored at Congress to protect riders in such situations. (Grecia, 2020).

Customer satisfaction is at foremost in the success of every business, consequently, as a result, the value of customer experience should be on everyone's mind in every industry. Customers, whether pleased or dissatisfied with the service, are likely to connect with posts on social media, offering some beautiful and admirable comments. Customer satisfaction is attained when a restaurant satisfies the expectations of its customers. In the study of Suvicate (2021), Surveys are one of the most efficient ways to obtain client feedback and enhance customer happiness. One of the most important advantages of doing customer surveys is that you will gain a deeper understanding of your clients.

Many studies explored the result of Covid-19 pandemic on the business/industry on top of its effects on the socio-economic condition of particular sectors in the country. More studies focused on customer satisfaction on food delivery systems on large/small scale businesses as well, however, none of these studies sightseeing customer satisfaction on pizza restaurants, particularly of Greenwich Pizza restaurants in selected cities in Cavite during the time of pandemic. This study will determine customers' satisfaction on food delivery services. This likewise anticipates improving the food delivery service of Greenwich Pizza restaurants in selected cities in Cavite through study findings and results.

1. Background of Study

Food delivery services affect customers' satisfaction with regard to availability of food, payment transaction options, and producer-consumer contact. (Kwong, et al., 2020). Food delivery service providers must prioritize service quality in order to achieve customer happiness.

Online food delivery services and their delivery systems can be classified as Restaurant-to-Consumer (in-house) or Platform-to-Consumer (outsourced) operations (third-party). Food is being prepared and delivered either by Restaurant-to-Consumer Delivery or by In-House Providers. Orders can be placed directly through the restaurant's web platform or through a third-party platform. (Li, et al 2020). In the Philippines, Greenwich Pizza restaurant provides in-house and third party deliveries which both require practicing the same standard of quality of delivery services required for accreditation. (National Restaurant Association, 2021)

Pizza, which is the most ordered delivery food (Nixon, 2017) even just before the time of pandemic and Greenwich claims to have a 30% percent share of the pizza market in Metro Manila, where most of its stores are located, and claims to be the country's largest pizza chain in terms of store network. (Lim, 2017). According to the official facebook website of Greenwich Philippines as of July 6, 2021, there are 8 branches of Greenwich Restaurant in malls located in selected cities in Cavite. Bacoor City has 3 branches; SM Bacoor, SM Molino and VistaMall Daang Hari. In Imus City, it has 2 branches one is in City Mall- Anabu and the other one is in Lotus Mall- Nueno Avenue. Dasmaringas has 3 branches; Robinsons Mall Dasma, SM Dasmaringas, and Waltermart Dasmaringas. Researchers are strategically located among these branches where they are situated and experienced delivery services. The researchers observed that some of the food delivery services do not follow certain standard policy when it comes to delivery. Moreover, one of them experienced deformed condition of the product. This experience in Greenwich food delivery services led them to the birth of this study.

2. Research Paradigm

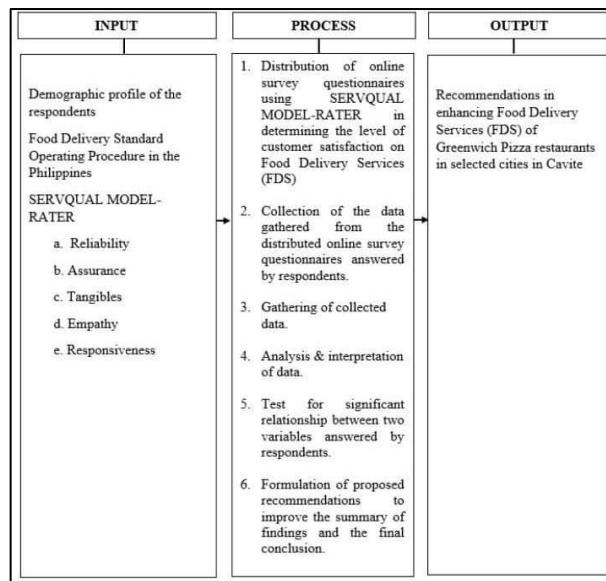


Fig. 1: Conceptual Framework of the Study

The conceptual framework depicts the study's variables and their relationships with one another. This model will help evaluate the level of customer satisfaction. The first frame includes the Input which consists of pertinent data of the demographic profile of the respondents, Food Delivery Standard Operating Procedure in the Philippines using SERVQUAL Model. This model is a multi-item scale developed by Parasuraman, et. al., (1985) which analyze consumer perceptions of service quality in service and retail organizations. Customer satisfaction towards food delivery service amidst Covid-19 pandemic will be evaluated in terms of (1) Reliability (2) Assurance (3) Empathy (4) Tangibles (5) Responsiveness.

In the second frame, the Process, which includes the methodologies of the proposed study namely: (1) the distribution of online survey questionnaires using SERVQUAL MODEL-RATER in determining the level of customer satisfaction on Food Delivery Services (FDS), (2) collection of the data gathered from the distributed online survey questionnaires answered by respondents gathering of collected data, (3) analysis & interpretation of data, (4) test for a significant relationship between two variables answered by respondents, (5) formulation of proposed recommendations to improve the summary of findings and (6) final conclusion.

The third frame is the Output, which includes recommendations in enhancing Food Delivery Services (FDS) of Greenwich Pizza restaurants in selected cities in Cavite after determining the level of customer satisfaction towards food delivery services during the pandemic.

3. Statement of the Problem

The research study aims to determine the level of satisfaction on food delivery services of Greenwich Pizza restaurants during the Covid-19 pandemic: A case study on Greenwich Pizza restaurants in selected cities on Cavite. The study will seek answers to the following questions:

1. What is the demographic profile of the respondents in terms of:

1.1 age

1.2 gender

1.3. profession

1.4 educational attainment

1.5 preferred method of ordering and delivery

2. What is the level of customer satisfaction in food delivery services of Greenwich Pizza restaurant during the Covid-19 pandemic in selected cities of Cavite in terms of:

2.1 Reliability

2.2 Assurance

2.3 Tangibles

2.4 Empathy

2.5 Responsiveness

3. Is there a significant difference in the level of customer satisfaction on food delivery services when grouped according to age, gender, profession, educational attainment and preferred method of ordering and delivery?

4. Based on the results of the study, what recommendations can be derived that will improve the food delivery service of Greenwich Pizza restaurants in selected cities in Cavite?

4. Statement of Hypothesis

In terms of the demographic profile of the respondents, there is no significant variation in how respondents rate the degree of customer satisfaction with Greenwich Pizza Restaurant's meal delivery service.

5. Literature Review

While the restaurant industry was on their smooth operation, the pandemic struck the Philippines and was put to partial lockdown and community quarantine resulting in the stop in the industry. Coronavirus Disease 2019 (COVID-19), according to the World Health Organization, is a disease caused by a recently discovered coronavirus. The World Health Organization declared COVID-19 a global pandemic on March 11, 2020, the first time since the H1N1 Influenza Pandemic was named a global pandemic in 2009.

The demand for food delivery has increased amidst COVID-19 pandemic. Previous studies indicate that in order to obtain a competitive edge in any service business, providing excellent service to improve client satisfaction and loyalty is critical (Yusra & Arawati, 2019). Ordering through online applications and delivery services were on the track recently to provide the requests and orders of the customers over the phone but there are disadvantages to this system such as privacy and security of the customers (Lau & Ng, 2019).

Businesses have been adopting mobile services as a main mode of communication with their customers over the years, and they are now using mobile technology to quickly plan their company objectives. To modernize, many businesses began offering meal deliveries through their websites or applications (Viktor, 2021). The process of ordering meals from a local restaurant via a web page or a mobile application platform is known as Online Food Ordering. (Ganapathi & Abu-Shanab, 2019). With the help of smart mobile applications or social media, the online food ordering system will produce an online food menu and transport of the requested food products to the customer's location (Lee, et al., 2017). It is more convenient to the customers than waiting for a long time in restaurants. It was also mentioned in the study of Ganapathi & Abu-Shanab (2019) that Online food ordering is beneficial to people who reside in metropolitan areas and just want their meals delivered to their specific location. According to the official website of Greenwich Pizza, customers can order from different ways such as hotline number, website, Greenwich Barkada Messenger and also through third party delivery services; Grab Food and Food panda. In the article of Legaspi (2021), GrabFood will account for 56 percent of the Philippines' food delivery, Gross Merchandise Value (GMV) in 2020. GrabFood is currently available in Metro Manila, Rizal, Cavite, Laguna, Pampanga, and Cebu, with plans to expand to more areas soon. Grab Food is a Grab App feature that allows End Users to use the Driver's services to order food and beverages from merchants (Grab, 2020). On the other side, 44% (as the second of the 6 companies) of the food delivery GMV is on food panda that operates in 4 Southeast Asian markets (Legaspi, 2021). Cities where Metro Manila, Makati, Pasig, Quezon City, Cebu, and other locations have food panda available. Food panda offers home delivery, "late-night" food delivery, and a wide range of cuisines from thousands of restaurants with a variety of payment methods (Food Panda, 2019).

In the Philippines, food delivery firms provide valuable services to Filipinos. To meet the demands and expectations of our clients, they should continue to focus on safety, cleanliness, and quality as they develop and serve them. Grab Philippines claims to be the first platform to partner with FOODSHAP to provide merchants and delivery partners with best-in-class learning experiences on safety and hygiene regulations, proper food handling, and food quality assurance. Grab Philippines will also undertake obligatory food safety training for its delivery partners through the Grab Academy platform to ensure safety and cleanliness throughout the food delivery life cycle. Grab Philippines will also perform

obligatory food safety training for its delivery partners using the Grab Academy platform, which offers online courses established by Food SHAP, to ensure safety and cleanliness throughout the food delivery life cycle. (Grab Philippines, 2021)

Service quality plays an important role in customer satisfaction (Balinado, 2021). Several parameters determine quality of service. One of these is time. Time is critical in delivery business. Even in a highly efficient business, if the time quoted is incorrect, it might result in late delivery and customer discontent (Foodtec Restaurant Solutions, 2019).

Along with customer satisfaction on food delivery service, safety and hygiene practices should also be observed. As mentioned in the news article of Pendon (2020), Centers for Disease Control and Prevention, reports no records demonstrating COVID-19 can be transmitted by food, surfaces, or food packaging on the F&B REPORT (CDC). Food Safety & Hygiene Academy of the Philippines' Vice President of Program Development and Food Inspection Services (FoodSHAP), Glenn Hyde Dela Cruz says that "however, this doesn't mean we do not need to highlight the usual food safety and hygiene practices, especially during food delivery." He also stated that strict compliance to local rules and regulations is required in any food outlet, and that food enterprises with or without delivery must obey the Philippine Code on Sanitation (PD 856) and the IRR of the Food Safety Act of 2013. (RA 10611).

Service quality is not the only priority in the pizza industry. People want high-quality, made-to-order pizzas that are tailored to their preferences. As a result, many pizzerias, particularly among the younger demographic, are extending their toppings, ingredients, and dipping sauce options (Marzullo, 2018).

Employees are also included in customer satisfaction as they are the one who does the service after the food and beverage was made at the establishment. In accordance with customer satisfaction, the reputation, promotion, and service of the online food delivery service all played a role in its success. (Natarajan et al., 2019).

The capability to meet client expectations at all times, as well as how the organization manages customer service issues, delivering the appropriate services the first time, delivering services on time, and maintaining an error-free record, are all examples of reliability. (Ibrahim et al., 2016).

Assurance refers to the steps performed to ensure client satisfaction before and during interactions. It's about ensuring that every product and/or service you sell is of the highest possible quality, and that your brand can be relied on to deliver the same level of excellence in every engagement. To put it another way, quality assurance refers to the steps you take to avoid problems, anticipate demands, and genuinely understand your consumers. (Alton, 2017)

Tangibles in delivery include the freshness of food in good condition and the appropriate temperature, grooming and neatness of employees and communication medium. These elements can help to improve the restaurant's overall image (Ramya, et al., 2020).

Empathy refers to an employee's concern and attentiveness to consumers. It entails providing customized or a series of services to better meet the needs and desires of clients, as well as their preferences (Ramya et al., 2020). Restaurants must put more emphasis on providing personalized service and treating clients with compassion.

When it comes to responsiveness, it's frequently about how employees assist their clients and immediately handle their concerns or difficulties. The restaurant can keep track of the employee's performance in terms of how well they meet consumer demands. (Ramya et al., 2020). Keep customers informed and updated about the delivery, prompt service during delivery, willingness to help customers and respond to customers enquiries can help to improve the food service of a restaurant.

The year 2020 was both a disaster and a terrifying prospect. Pizza was better positioned than other menu categories to deal with dine-in restrictions going into the epidemic. (Steady, 2020). Given that the pizza business could have fared far worse, most pizzeria owners recovered and prospered, exhibiting a fighting spirit and persistence that aided society in surviving a period of extraordinary catastrophe (Hynum, 2020).

As a result, the researchers want to conduct a study that focuses on customer satisfaction with food delivery services during Covid-19 pandemic. This is a case study on Greenwich Pizza restaurants in selected cities in Cavite. The goal of conducting this study is to determine the level of customer satisfaction on food delivery services in terms of reliability, assurance, tangible, empathy and responsiveness.

6. Scope and Limitations

This study focused on customer satisfaction on food delivery services during CoViD-19 Pandemic. It was conducted from the customers' point of view on how satisfied or dissatisfied are the participants with the food delivery services of Greenwich Pizza restaurants branches in Bacoor City, City of Imus and City of Dasmariñas in the province of Cavite.

In the data gathering, the researchers provided an online survey through Google Forms to 100 target respondents from selected cities in Cavite namely: Bacoor City, City of Imus, and City of Dasmariñas. Each of the respondents was given the same questionnaires to answer.

Most of today's surveys have gone digital since everyone is online these days. Online surveys are very convenient compared to the traditional survey. Respondents have some flexibility in terms of completion time and can answer questions on their own schedule.

One hundred (100) participants in this study were from selected cities in the province of Cavite namely: Bacoor City, City of Imus and Dasmariñas City. Thirty-three (33) from Bacoor City, thirty-three (33) from City of Imus and thirty-four (34) in Dasmariñas City, with a total of 100 participants volunteered in the study.

Inclusion criteria in the selection of the participants were as follows: (1) had experienced buying via food delivery service from any branches of Greenwich Pizza Restaurants in City of Bacoor, Imus, and Dasmariñas, Cavite during the outbreak of COVID-19 pandemic since March 2019 to present (2) must be 18 years old and above, (3) either male or female (4) willing to participate in the study. This study used the quantitative descriptive research design to determine the customer satisfaction on food delivery service of Greenwich Pizza restaurants during the Covid-19 pandemic. The survey was conducted between the summer term to 1st semester of the school year 2021-2022.

The online survey form is divided into four sections; the first part of the online survey form contains details of the informed consent about the purpose of study, data privacy, and confidentiality of respondents' identity. The researchers will make every effort to safeguard the respondents' privacy and confidentiality of information. None of the respondents' personal information will be disclosed to anyone, and only the researchers have access to their information. Moreover, the gathered data will be kept and disposed of by deleting the database of the "Google Forms" spreadsheet permanently. The next section of the online survey form questions will depend on the criteria for inclusion and exclusion. The third section contains questions about the respondents' profile, and the fourth section contains the 25-item questionnaire of customer satisfaction on food delivery services which was based on the SERVQUAL model utilizing 4-point Likert scale to determine the level of satisfaction on food delivery services. After answering all the questionnaires and researchers have reached their target sample size, the data gathered were analysed and interpreted accordingly.

Table 1. 4-point Likert Scale

Score	Mean Range	V.I.	Verbal Interpretation
1	1.00-1.74	V.D.	Very Dissatisfied
2	1.75 – 2.49	M.D.	Moderately Dissatisfied
3	2.50 – 3.24	M.S.	Moderately Satisfied
4	3.25 – 4.00	V.S.	Very Satisfied

The table above presents the 4-point Likert Scale that will be used to determine the level of customer satisfaction on food delivery services during Covid-19 pandemic: A Case study on Greenwich Pizza restaurant in selected cities in Cavite.

The range of 1.00-1.74 has a verbal interpretation of "Very Dissatisfied" (V.D), followed by 1.75-2.49 interpreted as "Moderately Dissatisfied" (M.D), 2.50-3.24 "Moderately Satisfied" (M.S), 3.25-4.00 with an interpretation as "Very Satisfied" (V.S).

All the data collected will be tabulated and analyzed to find out the level of satisfaction and dissatisfaction of the customers towards the food delivery services. It will be emphasized that the participation of the responses will be voluntary, and their responses would be kept confidential.

II. METHODOLOGY

The research design, study participants, research instrument, data collection, technique, and statistical treatment of data utilized in the study are all covered in this chapter.

7. *Research Design*

This study will be conducted using a quantitative non-experimental descriptive research design. A quantitative non-experimental descriptive research strategy reveals an existing phenomenon in which the variables cannot be modified or controlled and can only be determined on how, what, or when it occurred. (McCombes, 2019).

This research design was chosen to meet the objectives of the study to identify the level of satisfaction on the food delivery services during CoViD-19 pandemic on Greenwich Pizza restaurants in selected cities in Cavite.

8. *Research Locale*

The study will be conducted in Bacoor City, City of Imus, and City of Dasmarinas where the researchers are strategically located to conduct study during pandemic in order to minimize their chances of being infected. Greenwich Pizza branches in selected cities of Cavite are exemplified in the Table 2 below:

Table 2. Research Locale

City	Branch Location	Quantity
Bacoor City	SM Bacoor	3
	SM Molino	
	VistaMall Daang Hari	
City of Imus	City Mall- Anabu	2
	Lotus Mall- Nueno Avenue	
City of Dasmarinas	SM Dasmarinas	3
	Waltermart Dasmarinas	
	Robinson Dasmarinas	

The study was conducted between the summer term to 1st semester of the school year 2021-2022.

9. *Participants of the Study*

The study's population inclusion criteria were (1) participant's age should be 18 years old and above (2) either male or female and (3) experienced buying via food delivery service from any branches of Greenwich Pizza Restaurants in City of Bacoor, City of Imus, and City of Dasmarinas, Cavite during the outbreak of COVID-19 pandemic since March 2019 to present (4) willing to participate in the study.

10. *Research Sampling*

The researchers utilized the purposive stratified random sampling technique in selecting target respondents.

Purposive sampling is a type of non-probability sampling in which the researchers make the decision about which respondents to include in the study based on a predetermined criterion. Purposive sampling is depending on the researcher's opinion of who will supply the best data for objective analysis to succeed. (Etikan I. & Bala K. 2017). Inclusion criteria in the selection of the participants are as follows: (1) ages 18 years old and above (2) either male or female (3) who experienced buying via food delivery service from any branches of Greenwich Pizza Restaurants in City of Bacoor, City of Imus, and City of Dasmarinas, Cavite during the outbreak of COVID-19 pandemic since March 2019 to present (4) willing to participate in the study.

Sample size of 100 will be used in the study. The sample size was determined based on the rule of statistics in non-probability purposive sampling with unknown number of participants requiring a minimum of 100 participants as sample size.

As defined by Hayes (2020) a random sampling technique allows equal opportunity for all to be a participant in a study, on a more specific note, A stratified random sampling method is a form of sampling that divides a population into subgroups or strata. In this study, participants are to be divided into three (3) strata based on the selected cities in Cavite as research locale and will randomly select the participants of the study.

11. Research Instrument

The research instrument in this study is an adapted- modified questionnaire from the SERVQUAL Model, a multi-item scale developed to assess customer perceptions of service quality in service and retail businesses (Parasuraman et. al., 1991).

The proposed survey form has 2 components: section 1 is the demographic profile of the respondents, and section two is their level of satisfaction with Greenwich Pizza restaurants' food delivery service in Cavite's selected cities.

Using a 4-point Likert Scale with a range of: 4– Very Satisfied, 3– Moderately Satisfied, 2–Moderately Dissatisfied, and 1– Very Dissatisfied, the survey questionnaire aims to evaluate the level of customer satisfaction towards food delivery service amidst the Covid-19 pandemic in terms of (1) Reliability (2) Assurance, (3) Tangibles, (4) Empathy, and (5) Responsiveness.

Google Forms will be used in creating the survey questionnaire that will be distributed through social media platforms to the respondents who have availed the food delivery services of Greenwich Pizza restaurants in selected cities in Cavite.

The research instrument will be subjected for content and face validation by the tool validators assigned by the College after review and approval of the research proposal by the members and chairperson of the Thesis Review Panel.

12. Data Gathering Procedures

The researchers disseminated the research tool by personal referral and/or posting/sending the Google Forms link of the online questionnaire through various social media groups in prospective respondents of Bacoor City, City of Imus, and Dasmariñas City, Cavite. The respondents were obtained through referral, invited and volunteered to participate in the study.

The researchers provided an online survey questionnaire using the Google Forms to the respondents. The data were collated, tabulated and interpreted using appropriate statistical methods.

13. Data Treatment and Analysis

For the first statement of the problem, the researchers used the percentage method to determine the frequency and percentage of the participant's profile, namely: age, gender, profession, and educational attainment and preferred method of ordering and delivery.

For the second statement of the problem, Mean and Average Mean were computed per variable to determine the level of satisfaction of the participants in terms of reliability, responsiveness, assurance, empathy and tangible food delivery services.

For the third statement of the problem, t-test was used to determine if there's a significant difference in customer satisfaction when grouped according to gender. f-test (ANOVA) or Analysis of Variance was used to determine the significant difference in the customer satisfaction when grouped according to age, educational attainment and preferred method of ordering and delivery.

For the 4th statement of the problem, recommendations were formulated based on the results of the study.

III. RESULTS AND DISCUSSIONS

Table 1. Profile of the Respondents According to Age

AGE	Freq.	Percent
18-30	84	84
31-40	4	4
41-50	8	8
51-60	4	4
Total	100	100

Table 1 shows the profile of the respondents according to age. There are 84 respondents (84%) aged between 18 to 30 years old; 4 respondents (4%) are aged 31 – 40 years old; 8 respondents (8%) are between 41 to 50 years old, and 4

respondents (4%) are aged 51-60. This indicates that the most respondents belong to 18-30 years old who bought food by delivery from Greenwich. This group is considered millennials, the most demanding target group for many retailers, including restaurants (Suhartanto, et. al, 2019).

Table 2. Profile of the Respondents According to Gender

GENDER	Freq.	Percent
Female	64	64
Male	36	36
Total	100	100

Table 2 shows the profile of the respondents according to gender. The respondents consisted of 64 (64%) female respondents and 36 (36%) male respondents. This indicates that the majority of the respondents are female. Result of this negates the study on gender differences influencing online buying by Negahdari (2014). Findings of his study showed that merchandising, security and company items are more scores for men than women in online shopping in Iran. However, the study of Pradhana, et.al (2018), in Gender Differences in Online Shopping: Are Men More Shopaholic Online?, states that women shop online frequently, but men shop online expensively.

Table 3. Profile of the Respondents According to Profession

PROFESSION	Freq.	Percent
Retired	2	2
Employed	21	21
Self-Employed	7	7
Student	70	70
Total	100	100

Table 3 shows the profile of the respondents according to profession. By profession, 2 respondents (2%) are retired; 21 respondents (21%) are employed; 7 respondents (7%) are self-employed, and 70 respondents (70%) are students. This indicates that most respondents are students.

Based on the research found by the Cowen and Company Consumer Tracker survey (2020) in the US, it is the Millennials and Gen Z, which are students, that are responsible for the growth in delivery and keeping restaurants in business throughout a pandemic. This is possibly because these generations are the ones who are digitally inclined of the technology and have an advanced access knowledge on the online platform and applications.

Table 4. Profile of the Respondents According to Educational Attainment

Educational Attainment	Freq.	Percent
College	83	83
Graduate Degree	12	12
Postgraduate	5	5
Total	100	100

Table 4 shows the profile of the respondents according to educational attainment. In Educational Attainment, 83 respondents (83%) are college; 12 respondents (12%) have a graduate degree, and 5 respondents (5%) are post graduates. This indicates that most of the respondents are college graduates. Keeble, et. al (2020) states that more of the online food delivery service customers were highly educated people.

Table 5. Profile of the Respondents According to their Preferred Methods of Ordering and Delivery

PREFERRED METHOD OF ORDERING & DELIVERY	Freq.	Percent
Social Media & Grab/foodpanda	4	4
Grab/Food Panda	46	46
Phone Call	3	3
Phone Call, Grab/foodpanda	23	23
Phone Call, Social Media	2	2
Phone Call, Social Media, Grab/foodpanda	6	6
Phone Call, Social Media, Website	1	1
Phone Call, Website	1	1
Phone Call, Website, Grab/foodpanda	6	6
Social Media	3	3
Social Media, Websites, Grab /foodpanda	2	2
Websites	1	1
Websites, Grab/foodpanda	2	2
Total	100	100

Table 5 shows the profile of the respondents according to their preferred method of ordering and delivery. For the preferred method, 4 respondents (4%) preferred Social Media, Grab /foodpanda; 46 respondents (46%) preferred Grab/foodpanda; 3 respondents (3%) preferred Phone Call; 23 respondents (23%) Phone Call, Grab/foodpanda; 2 respondents (2%) preferred Phone Call, Social Media; 6 respondents (6%) preferred Phone Call, Social Media, Grab/foodpanda; 1 respondent (1%) preferred Phone Call, Social Media, Website; 1 respondent (1%) Phone Call, Website; 6 respondents (6%) preferred Phone Call, Website, Grab /foodpanda; 3 respondents (3%) Social Media; 2 respondents (2%) preferred Social Media, Websites, Grab /foodpanda; 1 respondent (1%) Websites and 2 respondents (2%) preferred Websites, Grab/foodpanda. This indicates that most respondents preferred Grab/Foodpanda in ordering and delivery.

From the survey conducted by Rakuten Insight (2021), it was revealed that Foodpanda and Grab Food were the most popular food delivery apps among Filipino consumers.

Table 6. Customer Satisfaction According to Reliability of Food Service Delivery

Reliability Statements	Mean	Std. Dev.	VI	Rank
R1. Food is delivered at the exact/correct location.	3.72	0.494	Very Satisfied	1
R2. Food delivered is accurate and complete.	3.71	0.478	Very Satisfied	2
R3 Food is fresh.	3.43	0.640	Satisfied	5
R4. The food is delivered on time as stated.	3.50	0.595	Very Satisfied	4
R5. Rider handles simple delivery problems/ challenges like wrong address, bad weather, shifting of customer preferences.	3.62	0.546	Very Satisfied	3
Reliability	3.60	0.382	Very Satisfied	

Verbal Interpretation:

- 3.63 – 4.00 Very Satisfied
- 2.51 – 3.25 Moderately Satisfied
- 1.76 – 2.50 Moderately Dissatisfied
- 1.00 – 1.75 Very Dissatisfied

Table 6 shows the customer satisfaction according to reliability of food service delivery. In terms of customer satisfaction according to the reliability of food service delivery, the mean which got the highest rank, 3.72, is statement number 1. This implies that the respondents have the highest satisfaction (very satisfied) about the delivery of food at the exact location. On the other hand, the item with the lowest mean response is item number 3 where the respondents are satisfied with the freshness of food. Overall, the respondents are very satisfied with the food service delivery.

The capability to meet client expectations at all times, as well as how the organization manages customer service issues, delivering the appropriate services the first time, delivering services on time, and maintaining an error-free record, are all examples of reliability. (Iberahim et al., 2016). In the study of Agbor (2011), reliability had a significant relationship with both customer satisfaction and service quality.

In this study, the respondents were very satisfied with the reliability of service of the Greenwich Pizza Restaurants in selected cities of Cavite.

Table 7. Customer Satisfaction According to Assurance of Food Service Delivery

Assurance Statement	Mean	Std. Dev.	VI	Rank
A1. Employees instill confidence in customers during delivery.	3.77	0.423	Very Satisfied	2
A2. Customers feel safe in their delivery transaction.	3.78	0.440	Very Satisfied	1
A3. Riders are consistently courteous.	3.76	0.474	Very Satisfied	3
A4. Riders have the knowledge to answer customer questions.	3.73	0.489	Very Satisfied	4
A5. Maintained an error-free delivery.	3.67	0.514	Very Satisfied	5
Assurance	3.742	0.368	Very Satisfied	

Table 7 shows the customer satisfaction according to assurance of food service delivery. The highest mean response in terms of respondent’s assurance is statement 2 with a mean response of 3.78. This shows that the respondents have the highest satisfaction (very satisfaction) about safety of the customers during the transaction. Whereas statement 5 with a mean response of 3.67 is the lowest in rank with an interpretation of very satisfied. Overall, the respondent is very satisfied with the assurance of the service with a mean response of 3.742.

Assurance refers to the steps performed to ensure client satisfaction before and during interactions. It's about ensuring that every product and/or service you sell is of the highest possible quality, and that your brand can be relied on to deliver the same level of excellence in every engagement. To put it another way, quality assurance refers to the steps you take to avoid problems, anticipate demands, and genuinely understand your consumers. (Alton, 2017). In the study of Umeå University, The Relationship Between Customer Satisfaction and Service Quality by Agbor (2011), states that assurance had significant relationships with both customer satisfaction and service quality. Assurance, which indicates employee’s competence, knowledge, and courtesy, the ability to build bridges of trust with customers determines the satisfaction of the customers.

In this study, the respondents were very satisfied with the assurance of service of the Greenwich Pizza Restaurants in selected cities of Cavite.

Table 8. Customer Satisfaction According to Tangibles of Food Service Delivery

Tangible Statement	Mean	Std. Dev.	VI	Rank
T1. Visually appealing food-packaging.	3.64	0.503	Very Satisfied	4
T2. Appropriate temperature and freshness of food being delivered.	3.43	0.640	Satisfied	5
T3. Riders have a neat, professional appearance.	3.73	0.489	Very Satisfied	2
T4. Visually appealing materials associated with service.	3.76	0.474	Very Satisfied	1
T5. Reasonable price of delivery.	3.65	0.626	Very Satisfied	3
Tangibles	3.642	0.411	Very Satisfied	

Verbal Interpretation:

- 3.63 – 4.00 Very Satisfied
- 2.51 – 3.25 Moderately Satisfied
- 1.76 – 2.50 Moderately Dissatisfied
- 1.00 – 1.75 Very Dissatisfied

Table 8 shows the customer satisfaction according to the tangibles of food service delivery. In terms of tangibles during delivery, the table shows that statement 4 is the highest rank with a mean response of 3.76. This means that the respondents are very satisfied with the materials used in service. However, statement 2 is the lowest rank with a mean response of 3.43. The respondents are satisfied with the freshness and right temperature of food when delivered. Overall, the respondents are very satisfied with the tangibles during delivery with a mean response of 3.642.

Tangibles in delivery include the freshness of food in good condition and the appropriate temperature, grooming and neatness of employees and communication medium. These elements can help to improve the restaurant's overall image (Ramya, et al., 2020). In the study of Umeå University, The Relationship Between Customer Satisfaction and Service Quality by Agbor (2011), Tangible was found to have a significant relationship with customer satisfaction.

In this study, the respondents were very satisfied with the tangibles of service of the Greenwich Pizza Restaurants in selected cities of Cavite.

Table 9. Customer Satisfaction According to Empathy on Food Service Delivery

Empathy Statement	Mean	Std. Dev.	VI	Rank
E1. Giving customers individual attention.	3.70	0.503	Very Satisfied	4.5
E2. Riders deal with customers in caring fashion.	3.79	0.433	Very Satisfied	1
E3. Riders have the customer's best interest at heart.	3.75	0.500	Very Satisfied	3
E4. Riders understand the needs of their customers.	3.78	0.462	Very Satisfied	2
E5. Hours of operation is enough to entertain delivery orders.	3.70	0.503	Very Satisfied	4.5
Empathy	3.74	0.378	Very Satisfied	

Verbal Interpretation:

- 3.63 – 4.00 Very Satisfied
- 2.51 – 3.25 Moderately Satisfied
- 1.76 – 2.50 Moderately Dissatisfied
- 1.00 – 1.75 Very Dissatisfied

Table 9 shows the customer satisfaction according to the empathy on food service delivery. Statement 2 is on the highest rank based on its mean response of 3.79. This means that the respondents are very satisfied with the riders that deal with their customers with care. While statements 1 and 5 are equally ranked on the lowest with a mean response of 3.70. The respondents are as well very satisfied with the attention given by the employees and enough operating hours. Overall, a mean response of 3.74 and a standard deviation of 0.378 shows that the respondents are very satisfied with the empathy shown to the customers.

Empathy refers to an employee's concern and attentiveness to consumers. It entails providing customized or a series of services to better meet the needs and desires of clients, as well as their preferences (Ramya et al., 2020). Restaurants must put more emphasis on providing personalized service and treating clients with compassion. In the study of Umeå University, The Relationship Between Customer Satisfaction and Service Quality by Agbor (2011), Empathy was found to have no significant relationship with customer satisfaction. However, in the study of Bahadur, et. al (2018) states that empathic behavior of employees (EE) showed significant differences on the customers satisfaction (CS) and loyalty with the service brand as in the case of telecommunication service brands which is being scrutinized in their current study.

In this study, the respondents were very satisfied with the empathy of service given by Greenwich Pizza Restaurants in selected cities of Cavite.

Table 10. Customer Satisfaction According to Responsiveness on Food Service Delivery

Responsiveness Statement	Mean	Std. Dev.	VI	Rank
RE1. Rider/Apps keep customers informed and updated about the delivery.	3.72	0.494	Very Satisfied	1
RE2. Prompt service of riders to customers during delivery.	3.65	0.557	Very Satisfied	4.5
RE3. Riders show willingness to help/answer customer's concerns.	3.65	0.539	Very Satisfied	4.5
RE4. Riders' readiness to respond to customer inquiries.	3.70	0.522	Very Satisfied	2.5
RE5. Delivery service is open during holidays.	3.70	0.541	Very Satisfied	2.5
Responsiveness	3.68	0.398	Very Satisfied	

Verbal Interpretation:

- 3.63 – 4.00 Very Satisfied
- 2.51 – 3.25 Moderately Satisfied
- 1.76 – 2.50 Moderately Dissatisfied
- 1.00 – 1.75 Very Dissatisfied

Table 10 shows the customer satisfaction according to responsiveness on food service delivery. Statement 1 ranks the highest with a mean response of 3.72. This shows that the respondents are very satisfied with the information and update of the rider or app about the delivery. While statements 2 and 3 are both on the lowest rank with a mean response of 3.65. Respondents are still very satisfied with the rider's promptness of service and willingness to answer concerns. Overall, the respondents are very satisfied with the responsiveness of the services during delivery with a mean response of 3.68.

Responsiveness is how the employees assist their clients and immediately handle their concerns or difficulties. The restaurant can keep track of the employee's performance in terms of how well they meet consumer demands. (Ramya et al., 2020). Keep customers informed and updated about the delivery, prompt service during delivery, willingness to help customers and respond to customers enquiries can help to improve the food service of a restaurant. In the study of Umea University, The Relationship Between Customer Satisfaction and Service Quality by Agbor (2011), it was found that responsiveness has a significant relationship with both customer satisfaction and service quality. In their study, responsiveness was found to have a significant relationship with customer satisfaction.

In this study, the respondents were very satisfied with the responsiveness of service given by Greenwich Pizza Restaurants in selected cities of Cavite.

Table 11. Overall Customer Satisfaction of the Respondents

	Mean	Std. Dev.	VI
Overall	6.68	2.560	Very Satisfied

Verbal Interpretation:

- 3.63 – 4.00 Very Satisfied
- 2.51 – 3.25 Moderately Satisfied
- 1.76 – 2.50 Moderately Dissatisfied
- 1.00 – 1.75 Very Dissatisfied

The overall customer satisfaction of the respondents has an overall mean of 6.68 which has an interpretation of very satisfied. This means that the respondents are very satisfied with the food delivery services of Greenwich Pizza restaurant. during the Covid-19 pandemic.

Customer satisfaction, a marketing concept that invariably receives attention, directly affects the creation of business profits as well as consumer behaviors (Cho et al., 2006; Lee, 2000; Kim & Oh, 2002 as cited in Song, et. al (2017). According to a National Customer Satisfaction Index (NCSI) report, the most influential factor on the demand curve of products or services is not quality, which represents engineering standards, but customer satisfaction, which is a subjective evaluation by customers. In addition, customer satisfaction requires actual consumption experience by the customer, and because the customer will purchase the product or service again if the customer is satisfied, customer satisfaction greatly influences demand (Korea Productivity Center, 2011). as cited in Song, et. al (2017). The reflection of satisfaction is therefore evident in the behavior shown by the customer which greatly affects the business loyalty and profits. This only shows that customer satisfaction is very important in business success.

Table 12. Customer Satisfaction on Food Delivery Services when Grouped According to Age

Age	F-Value	p-value	VI
18-30	0.63	0.594	NS
31-40			
41-50			
51-60			

Legend:

NS - Not Significant at 0.05 level (accept Ho)

df - 99

Table 12 shows the customer satisfaction on food delivery services when grouped according to age.

The F-Value 0.63 has a p-value of 0.594 which is greater than 0.05 level. Therefore, this finding showed that customer satisfaction on food delivery services have no significant difference when they are grouped according to age.

Result of this study negates the study of Singh (2018), “Customer Satisfaction With Respect To Age of Customers in Mobile Industry”, which showed significant differences in customer satisfaction levels among the respondents of different age groups. Age group 5 which had respondents with age 61- 85 years differs significantly from age group 2 (21-35years) and 4 (46-60 years).The reason behind this difference could be that people in age group 61-85 years are less aware about latest changes, they are less tech savvy and their use of mobile is basically for voice calling, all this makes them more satisfied in comparison to other age groups.

Table 13. Customer Satisfaction on Food Delivery Services when Grouped According to Gender

Gender	t-value	p-value	VI
Female	0.97	0.334	NS
Male			

Legend:

NS - Not Significant at 0.05 level (accept Ho)

df - 98

Table 13 shows the customer satisfaction on food delivery services when grouped according to gender.

The T-Value 0.97 has a p-value of 0.334 which is greater than 0.05 level. Therefore, this finding showed that customer satisfaction on food delivery services have no significant difference when they are grouped according to gender.

In the study Gender Differences in Consumer Behavior for Online Financial Transaction by Wan (2013), female respondents attached a higher level of importance to “security of online transactions”. They feel more satisfied if online transactions are secured. As the result showed in this study, Greenwich Pizza Restaurants offer a secure transaction method which favors both male and female consumers. This evidence disproves the result of this study.

Table 14. Customer Satisfaction on Food Delivery Services when Grouped According to Profession

Profession	F-Value	p-value	VI
Retired			
Employed	0.54	0.654	NS
Self Employed			
Student			

Legend:

NS - Not Significant at 0.05 level (accept Ho)

df - 99

Table 14 shows the customer satisfaction on food delivery services when grouped according to profession.

The F-Value 0.54 has a p-value of 0.654 which is greater than 0.05 level. Therefore, this finding showed that customer satisfaction on food delivery services have no significant difference when they are grouped according to profession.

Table 15. Customer Satisfaction on Food Delivery Services when Grouped According to Educational Attainment

Educational Attainment	F-Value	p-value	VI
College			
Graduate Degree	0.39	0.679	NS
Post Graduate			

Legend:

NS - Not Significant at 0.05 level (accept Ho)
df - 99

Table 15 shows the customer satisfaction on food delivery services when grouped according to educational attainment.

The F-Value 0.39 has a p-value of 0.679 which is greater than 0.05 level. Therefore, this finding showed that customer satisfaction on food delivery services have no significant difference when they are grouped according to educational attainment.

Result of this contradicts the result of the study, The Effect of Service Quality on Student Satisfaction and Student Loyalty: An Empirical Study by Chandra, et. al (2018). The results indicated that there were positive influences of service quality on student satisfaction, meaning that student satisfaction can be increased by improving service quality.

Table 16. Customer Satisfaction on Food Delivery Services when Grouped According to Preferred Method of Ordering and Delivery

Preferred Method	F-Value	p-value	VI
Social Media, Grab/ Food Panda			
Grab/Food Panda			
Phone Call			
Phone Call, Grab/FoodPanda			
Phone Call, Social Media	0.39	0.041	S
Phone Call, Social Media, Grab/Food Panda			
Phone Call, Social Media, Website			
Phone Call, Website			
Phone Call, Website, Grab/Food Panda			
Social Media			
Social Media,Websites, Grab/FoodPanda			
Websites			
Websites, Grab/FoodPanda			

Legend:

S - Significant at 0.05 level (accept Ho)
df - 99

Table 16 shows the customer satisfaction on food delivery services when grouped according to preferred method.

The F-Value 0.39 has a p-value of 0.041 which is less than 0.05 level. Therefore, this finding showed that customer satisfaction on food delivery services have significant differences when they are grouped according to preferred method of ordering and delivery.

From the survey conducted by Rakuten Insight (2021), it was revealed that foodpanda and Grab Food were the most popular food delivery apps among Filipino consumers. In Malaysia, most of the respondents are satisfied with the service being provided by Grab and foodpanda because the system is easy to use and the system is equitable. Nayan, et. al (2020).

IV. CONCLUSION

The following conclusions were obtained based on the findings of the study:

Majority of the respondents are 18-30 years old, female, college students and preferred Grab Food & foodpanda for online ordering and delivery of food. The respondents are very satisfied with the food delivery services of Greenwich Pizza restaurant in selected cities of Cavite during the Covid-19 pandemic.

The satisfaction of the respondents on the food delivery services of Greenwich Pizza restaurants in selected cities in Cavite during Covid-19 pandemic does not depend on age, sex, profession, and educational attainment. The satisfaction of the respondents depends only on the preferred method of ordering and delivery to the customers.

V. RECOMMENDATIONS

Recommendations were based on the lowest scores of the respondents:

To improve reliability of delivery service, Greenwich restaurants may adjust the promised time of delivery to appropriate time of food preparation and estimated transportation. Food service staff can refer to Google Maps for reference in adjusting the time so the customers may not expect early delivery in times of congested traffic. Food that is delivered hot makes customers believe that the food is freshly prepared while getting served food that is not hot gives an impression that it could be stale, leaving a negative impact on the customers. This could be taken care of by keeping track of the delivery time and ensuring the orders reach customers on time. They may improve their insulated food bags that keep hot items warm and cold things fresh through the ride. For items such as drinks and ice cream, they may use dry ice to keep them fresh and frozen.

To improve assurance of delivery service, proper communication with the customers must be improved. They could make a call to the customer before taking their order out for delivery to confirm the address and ask for appropriate landmarks if they think that the address seems incomplete. They may also use a CRM software that maintains the name, contact details, and the address of the customer to avoid asking for the address details each time. Provide their riders with a GPS that helps them locate the customers' addresses as well. Details like preferences on the food being ordered or specific instructions can be managed with proper communication to the customer achieving an error-free delivery.

To improve tangibles of service delivery, riders may avoid rushing driving to prevent deformation of packaging and spillage of food products. Packaging is a critical aspect of food delivery that can make or break the restaurant's delivery sales. Ensure to package the food well so that there is no spillage, and the food is in good condition.

To improve empathy of service delivery, riders should be well informed about courtesy and politeness in dealing with customers. Proper evaluation/customer feedback is also suggested for observance of their expected professional behavior.

To improve responsiveness of service delivery, the researchers recommend outsourcing delivery drivers to reduce the delivery time during unexpected rush hours. It also reduces overall food delivery costs, such as insurance and hourly wages.

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