

Influences of Website Quality and Service Quality on Consumer Satisfaction Among Online food Ordering Consumer



T. Girija, B. Asokumar, S.Meena

Abstract: The purpose of the study is to investigate the influence of website quality and service quality on consumer satisfaction among online food processing consumer. The research was undergone with well-structured questionnaire. The respondents were the consumers who orders food through Online. The convenience sampling technique was applied and sample size was 252. The collected data was edited, tabulated and coded. SPSS statistic software was used for analyzing the collected data. The findings of the study reveals as service quality and website quality have significance influence on consumer satisfaction. Consumer satisfaction has influence on consumer reference among online food ordering consumers.

Keywords: Online food service, Service Quality, Website quality, consumer satisfaction, and Consumer reference.

I. INTRODUCTION

The buying behavior of consumers in India has undergone a significant change. The working population, increase in the number of working members in each household, occupational demand and paucity of available time for preparing food at home have contributed to buying food stuff from commercial catering establishments. The Indian online Food services market is estimated to be Rs 3.8 lakh crores in 2017 with 51 billion transactions according to Association of Indian Restaurants and Hotels. With the explosion in communication infrastructure, devices and usage competence have encouraged the catering organizations to have leverage on them for better business performance as a value delivery channel. Consumers look forward to have the food of their choice, from the desired source with the least allocation of time for acquiring the food. This phenomenon of consumer expectations and commercial desires of organizations have synergy to develop in to a model of online food purchases. The study by (Rust,2001) reveals that rapid expansion of the information economy and electronic networks converge in the concept of e-service and will be one of the major competitive differentiator. The study has been organized by way of

conceptual review of literature to understand the system in different geographical areas, methodologies adopted in different contexts, primary data collection analysis, discussions on results for suggestions. The study has been confined to Chennai city in India during 2017.

II. REVIEW OF LITERATURE

A. Online food ordering services

According to Jean Kinsey, Director of the Food industry centre at the University of Minnesota, using internet for data transmission through proper web design would enable transaction efficiency in the food supply chain.(Kinsey,2000). A study by Zott et al (2000) establishes the value creation capabilities of electronic commerce by virtue of enhancement in efficiency.

The reviews focused on the mechanism involved in the online buying process of food (Anand and Aron,2003;Matsuo,2009; Wei et al, 2011)and the behavioural intentions and fulfillment process (Erdogmus and Cicek,2011; Liao et al,2012,Tsai et al 2011). The findings of research by Hsiung (2011) are of great relevance in understanding the consumer's satisfaction and the importance of food quality in online food buying.

Liwei Hsu and Pinying Wu(2013)conducted study to find the use of electronic- tablet- based menu on consumer satisfaction . Data was collected from 219 consumers of restaurants that adopted iPad-based menu cards. The finding of the study, brought out that technology innovation of menu and information available on the innovated menu had significant positive effect on consumer satisfaction, whereas service did not have influence on consumer satisfaction

B. Service Quality

The significant contribution from the study by Zeithaml and Bitner (2008) towards evaluating consumers' satisfaction in the context of electronic commerce has five dimensions of consumer satisfactions which are service quality, product quality; price, situation factor, and personal factor. The specified concepts are used in this study to evaluate consumer's satisfaction.

There has been a concurrence in the views of both academics and consultants (Slater,1997; Woodruff, 1997; Gale, 1997) that customer value delivery plays a key role in customer retention due to the reason that customer value is usually operationalas tradeoff between benefit and Price(Bolton and Drew, 1991).

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Besides the price advantage which in any case is enabled by the powerful search engines, the non-price competitive advantages like service quality has become more critical in acquiring and retaining customers according to (Jarvenpaa and Todd,1997; Liu and Arnett,2000).

The food quality has a significant bearing on consumer satisfaction according to Hsiung(2011). This view is further authenticated by the study made by Su (2010) which emphasize that Price of the product and accompanied service, quality and satisfaction with the quality of the service have significant positive influence on buyers' loyalty. The impact that the quality of service creates is determined by the features of services and / or the consumer characteristics too, as the study by Wu et al (2006) reveals.

Service quality of food ordering service is studied based on product quality, price and delivery service of food.

C. Website Quality

Billy Bai, et al.(2008), studied on "impact of website quality on customer satisfaction and purchase intention." Data was collected from 300 samples who had utilized travel websites to plan their travel. By analyzing the data research found that website quality had positive impact on customer satisfaction and customer satisfaction had positive impact on purchase intention. The research added that there also exists positive relationship between website quality and purchase intentions with customer satisfaction as mediating factor.

Zulkarnain Kedah, et al. (2015) examined the website quality, service quality, customer satisfaction and loyalty of the customer ordering experience of online food ordering consumers. The study was conducted by collecting data from 353 customers. The findings of the research was website trust had positive relation with website quality and customer satisfaction, further it was also found that customer satisfaction had positive relationship with service quality and customer loyalty.

Issues such as on- time delivery and ease of navigation have surfaced as critical elements of e-service quality and the online environment lacks most of the interactional human elements which are vital for the success of retailing operations as inferred in the study by Yang and Jun (2002).

Vanishree Pabalkar (2014), administered research to find out whether e shoppers repeated purchase depends on the reliability of the website and also to find whether they made impetuous purchase with well defined website. Data was collected from 100 sample units and they concluded that repeated purchase depends on the reliability of the website and the consumers make impetuous purchase if the website is well defined.

The collected reviews brought out website quality can be studied from the website design, ease of navigation and the security of the website, so these variables were studied for inferring consumer's opinion on website quality.

D. Consumer satisfaction

The satisfaction of consumers is related to the expectations that prevailed while making the decisions .The expectations of the consumers, the way the service providers perceive their expectations, the processes including the service delivery design specifications arrived at by the service providers, Influence of the primary and secondary groups of the

consumers, while receiving and perceiving the services delivered and comparison with their original expectations are the basic dimensions of the Servqual model of Parasuraman et al. Satisfaction is being looked from the view point of the evaluation of consistency between product performance expectations and actual performance and resulting in positive feelings.

Chun-Chun Lin, et al. (2011), conducted study to find the factors that influence online consumers' satisfaction. They tried to extricate the influence of information quality, system quality, service quality, product quality, delivery quality and perceived price factors on consumers' satisfaction. The sample of the study was 390 online purchase experienced university graduates. The researcher found that product and delivery are given more important by the consumers. The regression model in the study highlighted that 62% of consumer satisfaction is affected by the above said six factors.

The "Convenience" factor involved in the online purchases has been firmly established by the study of Szymanski and Hise (2000).Mathwick (2002) has established that consumers enter in to online buying relationship because they expect to receive positive value in various aspects including the internet related web design and operations that would lead to overall satisfaction.

According to Chi Kin (Bennett) Yim et al (2008), in the context of strengthening consumer loyalty through intimacy and passion indicate the necessity to leverage internet technology for electronic commerce activities. Such an effort has been established to have appropriate consumer friendly technology for empowering the consumers in enhancing the pleasant buying experience.

The review brought out that service quality and website quality will lead to consumer satisfaction and this research attempts to find whether that remains the same with the existing online food ordering consumers.

E. Consumer response

The food quality has a significant bearing on consumer satisfaction according to Hsiung(2011). This view is further authenticated by the study made by Su (2010) which emphasize that Price of the product and accompanied service, quality and satisfaction with the quality of the service have significant positive influence on buyers' loyalty. The impact that the quality of service creates is determined by the features of services and the consumer characteristics too, as the study by Wu et al (2006) reveals.

Byoungho Jin and Jin Yong Park (2006) studied on "the moderating effect of online purchase experience on the evaluation of online store attributes and the subsequent impact on market response outcomes." Data was collected from 453 consumers using online survey method and mall intercept method. The results showed that out of six attributes considered for the study merchandising is most portentous attribute to improve satisfaction and trust. The research found out that effect of online purchase experience acts as a moderator and creates trust in consumers but not satisfaction in them. Shu- Chun and Pei-Yu Chou, conducted research to analyze whether there exist relationship between, personal background with satisfaction and consumer satisfaction with repurchase intesion.



This study was carried out with 198 sample units who had experience of online group buying. This study ascertained that among different demographic variables considered gender has significant influence on consumer satisfaction with respect to price.

Further with respect to repurchase intention it observed that the consumer satisfied with food quality will repurchase the food again.

It is not just enough to acquire the consumers but retaining them with the least possible attrition and acquisition through referrals are highly cost effective business proposition, as established the Werner Reinatz et al. So this study attempts to find the relationship that exists between consumer satisfaction and consumer referring the app or the website to their friends.

The review of the literature has provided us certain insights. However, the contextual applicability in Indian conditions has been lingering over our mind. This aspect has made us to undertake this study for gaining better understanding and identify the areas for improvement for enhancing consumer experience of online food buying and satisfaction.

III. RESEARCH METHODOLOGY

A. Research Design

Descriptive research method has been pursued in harmonizing the research work. The descriptive researches try to construe the demeanor of the respondents in affiliation to a particular practice or culture of importance.

B. Framework

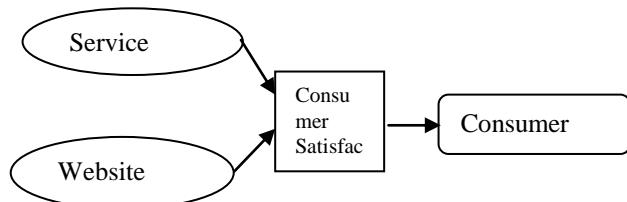


Fig. 1. Conceptual framework of the study

This study includes four different variables. Website quality and Service quality were the independent variable; consumer satisfaction was dependent variables; Consumer reference was the outcome variable

C. Objectives of the study

- To examine the effect of website quality on Consumer satisfaction.
- To identify the influence of Service quality on consumer satisfaction.
- To identify the impact of consumer satisfaction on Consumer reference.

D. Hypothesis of the study

- H_{01} : Website quality has no significant influence on Consumer satisfaction.
- H_{02} : Service quality has no major impact on consumer satisfaction.
- H_{03} : Consumer satisfaction has no significant effect on Consumer reference.

E. Instrument used for data collection

The interview schedule was the instrument used to gather the data for this research. The researchers acted as enumerators to collect the data. The interview schedule is divided into four parts first part was constructed to obtain demographic information and basic information about online food ordering consumers, part two was used to know consumer opinion website quality and service quality, the third part was used to know the consumer's satisfaction ; the fourth part was used to analyze the consumers reference intention.

F. Reliability Analysis

TABLE I- Cronbach's alpha, reliability test for various constructs.

Sl.No	Variable	Reliability
1	Website Quality	0.84
2	Service Quality	0.78
3	Consumer Satisfaction	0.89
4	Consumer Reference	0.87

Reliability analysis was applied to test the reliability of the factors presented in above table. The reliability range from 0.78 to 0.89, which satisfies the Cronbach's alpha, should be at least 0.70 to be considered as acceptable.

G. Area of sample and justification

Food service market through online is estimated to be INR 5.5 lakh crore by 2021 with 77 billion which is about 28.5% increase since 2017. The population of this research comprised of individuals who order and received food from the online food ordering services in Chennai. According to The Hindu in 2017 Chennai's volume of daily online food orders have crossed 10,000. Roscoe (1975) stated that sample sizes should be larger than 30 and less than 500 appropriate. Convenience sampling was used to collect the data from the 285 online food ordering consumers and it took about forty five days to complete. The customers must fulfill certain requirements before answering the questions. First, the respondents must have the experience of ordered food through online either using web page or mobile app or second they should be residents of Chennai. This two step approach was adopted from the studies done by Anderson and Gerbing (1988) and Liu and Jang (2009). Among the 285 collected questionnaires, 33 were discarded because of the errors, leaving 252 for the final analysis.

H. Tools for data analysis

Path analysis was adopted for primary data analysis. Website quality and service quality were the independent variables; consumers' satisfaction was dependent variable; Consumer reference was the outcome variable.

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IV. ANALYSIS AND INTERPRETATION

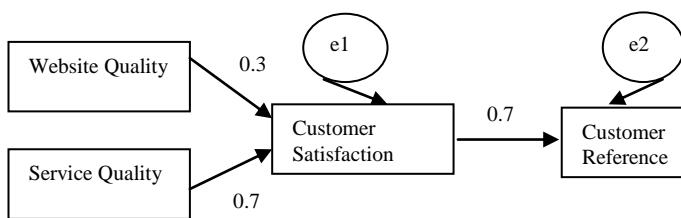


Fig. 2. Model fit indication

The results shown in Table II are indication of the model fit, which contains the chi-square value (4.295), and probability value (0.320). In this model, the researcher has obtained GFI was 0.794, the AGFI was 0.712 the Normal fit Index was .880 and Compared Fit Index was 0.872 as against the recommended level. RMSEA was 0.072 and is well nearby the recommended limit of less than 0.080.

Table II -Model fit Indication

Indicators	Observed Value	Recommended Value (Premapriya, et al. 2016)
Chi-Square	4.295	---
P	0.320	Greater than 0.050
GFI	0.794	Greater than 0.090
AGFI	0.712	Greater than 0.090
CFI	0.872	Greater than 0.090
NFI	0.880	Greater than 0.090
RMSEA	0.072	Less than 0.080

Source: Primary data

All the goodness of fit indicators falls into best level of fit as suggested by Velaudham and Baskar (2016) and Premapriya, et al. (2016).

Table III. Regression Weights of Website quality and Service quality towards Consumer Satisfaction

Independent variable	Dependant Variable	Estimate	S.E.	C.R.	Beta	P
Website Quality	→ Consumer Satisfaction	0.4195	0.025	16.655	0.351	0.005
Service Quality	→ Consumer Satisfaction	0.240	0.046	5.116	0.721	0.000

Source: Primary data

H₀₁: Website quality has no significant influence on Consumer satisfaction.

Influence of website quality on consumer satisfaction computed CR value was 16.655 and the probability value was 0.005. Hence, the hypothesis was rejected. The computed standard regression weight was 0.351. It shows that the one unit increase of website quality leads to increase of 35.1 percent increase in consumer satisfaction. Hence, it is concluded website quality has influence on consumer satisfaction. The current research has achieved support from the earlier studies Byoungho Jin and Jin Yong Park, (2006) and **Liwei Hsu and Pinying Wu** (2013)

H₀₂: Service quality has no major impact on consumer satisfaction.

Influence of service quality on consumer satisfaction computed CR value was 5.116 and the probability value was

0.000. Hence, the hypothesis was rejected. The computed standard regression weight was 0.721. It shows that the one unit increase of service quality leads to increase of 72.1 percent increase in consumer satisfaction. Hence, it is concluded that consumer satisfaction is influenced by service quality. The current research has achieved support from the earlier studies Vadivel Tharanikaran, Sutha Sritharan and Vadivelu, (2017) and Ahmad (2015)

Table IV Covariance of Consumer satisfaction towards Consumer Reference

Dependant Variable	Outcome Variable	Estimate	S.E.	C.R.	Beta
Consumer Satisfaction	→ Consumer Reference	0.455	0.031	14.625	0.698

Source: Primary data

H₀₃: Consumer satisfaction has no significant effect on Consumer reference.

Influence of consumer satisfaction on consumer reference computed CR value was 14.625 and the probability value was 0.019. Hence, the hypothesis was rejected. The computed standard regression weight was 0.698. It shows that the one unit increase of consumer satisfaction leads to increase of 69.8 percent increase in consumer reference. Hence, it is concluded consumer reference is influenced by consumer satisfaction. The current research is consistent with the study of Jinlang Bao (2015).

If you are using *Word*, use either the Microsoft Equation Editor or the *MathType* add-on (<http://www.mathtype.com>) for equations in your paper (Insert | Object | Create New | Microsoft Equation or MathType Equation). “Float over text” should *not* be selected.

IV. FINDINGS AND SUGGESTIONS

A. Findings

- Website quality has significant influence on Consumer satisfaction.
- Service quality has impact on consumer satisfaction.
- Consumer satisfaction has significant effect on Consumer reference.

B. Suggestions

Online food ordering market is growing at 28.5%. To harness the potential, based on the evidence produced by this study, following recommendations are made.

- For food products, the visuals of the end product should be appealing and create a desire among viewers. The information thus provided through Apps be compatible and interchangeable between various operative systems and communication gadgets. Also, the value creations by form, place and convenience needs attention.
- Scope for personalizing the product should be encouraged in the design of the ordering platform.



V. CONCLUSION

Neilson study states that 92% of consumers depend upon suggestions from friends rather than advertisement. As the online buying process has evolved, it is likely to lead to online group buying process in future as has happened in Taiwan in a big way, as the study by Edrognus and Cicek (2011) which emphasized that for a better bargaining power and to have price advantage, consumers form such groups and their other consideration is the influence of web site quality in enabling the process.

The study could be concluded that Consumer satisfaction is influenced by website quality and service quality and Consumer satisfaction has influence on Consumer reference. Hence the Online service providers widely depend on various applications for order processing has to see how efficient they could serve their consumers. User friendly design of the web for easy navigation with logical presentation of contents is required, , Satisfying the consumers will also increase their business.

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AUTHORS PROFILE



Dr. T.Girija completed her Masters in Management specialized in Marketing specialization and completed her Doctorate in the broad area of Marketing. She had also completed her PGDHRM. She has total 15years of experience in teaching PG Students and is present with SSN School of Management as Associate professor.

Publications include peer reviewed articles in 8 international and 4 national journals. Research interests include retail marketing, online marketing and e-learning. Addition to this her area of interest includes analysis of data. She had helped research scholars to apply multivariate analysis in their research work. She had applied for two funded projects.



Prof.B.Asokumar has an academic tenure as Professor over 15 years and in various Industries as profit center head for over 20 years. Publications include peer reviewed articles in 14 international and 11 national journals. Research interests include neural marketing, CRM and Marketing- Technology Inter phase. At present with SSN School of Management, Chennai, as Professor of Marketing. He has provided consultancy/ advisory services to Food Processing, Bio tech and Pckaging Industries besides higher education Institutions involved in management. His industrial consultancy focus on Product- Market growth strategies, Sick unit revival and value management processes in Organizations



Dr.S.Meena completed her Masters in Management specialised in Human Resource Management and Marketing Management specialisation and completed her Doctorate in the broad area of Human Resource. She has total 14years of experience in teaching PG Students and served in various reputed Institutions. She has presented papers at National and International conferences, and nearly 16 publications in the area of Human Resource. She has also been Guest speaker in various institutions for motivational speech to the students. She has been successful in organising Events like Man meet, Skill Enhancement programme, Management games, Soft skill Trainer for young graduates in improvising their skills.