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Measuring User Satisfaction in Mobile-Based Food Ordering Platforms in the Post-Pandemic Era

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***Abstract*—** This study explores user satisfaction in mobile-based food ordering platforms in the post-pandemic era, focusing on consumers in North Caloocan City. With the significant shift in consumer behavior following the COVID-19 pandemic, mobile food ordering applications have become essential tools for accessing meals conveniently and safely. The research aims to assess user satisfaction by examining key factors such as ease of use, reliability, delivery efficiency, user interface design, and overall service quality. A quantitative approach was employed, utilizing structured questionnaires distributed to selected residents in North Caloocan City who actively use mobile food ordering applications. Data were analyzed using descriptive statistics to determine satisfaction levels and identify significant relationships between user demographics and satisfaction indicators. The findings aim to provide insights for platform developers and food service providers to enhance user experience and ensure sustained customer engagement in a highly competitive digital marketplace.

***Keywords*—** Self-ordering kiosks, Customer satisfaction, Fast food chains, Service speed & Order accuracy.

I. INTRODUCTION

The advent of the COVID-19 pandemic precipitated a profound transformation in consumer behavior, particularly in how individuals access essential goods and services, including food. As traditional dine-in experiences became restricted due to health and safety protocols, mobile-based food ordering platforms experienced unprecedented growth, emerging as critical tools for ensuring continuity in food consumption practices. These platforms not only addressed immediate needs for safety and convenience but also catalyzed a broader shift toward digitalization in the food service industry.

The emergence of mobile information has brought about significant changes in people's lifestyles. One of them is using smartphone takeout applications to order takeout (Zhang, L., & Kim, D., 2022). One new field of an online-to-offline service delivery platform is online food delivery applications. By enabling customers to purchase food from the comfort of their homes during the COVID-19 pandemic, the online food delivery applications apps can support the growth of the restaurant and catering industries. Evaluating the quality of the entire service is crucial in this regard, from the consumer's experience with the meal and delivery quality in the final mile to their contact with the online food delivery applications apps for food ordering and search (Pal, D., Funilkul, S., Eamsinvattana, W., & Siyal, S., 2022).

In the post-pandemic landscape, the continued reliance on mobile food ordering applications underscores the importance of evaluating their performance from the perspective of end-users. User satisfaction has become a key metric for assessing the effectiveness and sustainability of these digital platforms. It encompasses a range of factors, including but not limited to system usability, service reliability, delivery efficiency, interface design, and perceived overall service quality. Understanding these factors is essential in guiding platform enhancements, fostering user loyalty, and maintaining competitiveness in an increasingly saturated digital marketplace. The expansion of online food services by faculty members to browse, compare prices, and conveniently access these services has been facilitated by the recent growth of the internet. Online ordering has become more and more necessary for the restaurant industry. Online ordering has revolutionized the food industry. Technology has a profound effect on the business sector; it has completely transformed the restaurant industry and will continue to do so. A highly advanced online food ordering system has fundamentally altered the restaurant's culture and provided individuals all around the world with a brand-new, incredible comfort zone (Gupta, M., 2019).

This study aims to critically assess user satisfaction with mobile-based food ordering platforms among residents of North Caloocan City. By employing a quantitative research approach and utilizing structured

questionnaires, the study seeks to capture user experiences and perceptions, while also identifying potential correlations between demographic variables and satisfaction indicators. North Caloocan City, as a developing urban area, presents a unique context wherein access to technology intersects with evolving consumer demands in the post-pandemic era. The findings of this research are intended to offer evidence-based insights for mobile application developers, food service providers, and policymakers. These insights will not only contribute to improving user experience but also support strategic decision-making in the digital transformation of the food service industry, thereby ensuring its adaptability and resilience in a rapidly changing societal context.

Statement of the Problem

How customers engage with food service providers has changed dramatically as a result of the growing use of mobile-based meal ordering platforms, especially in the wake of the COVID-19 pandemic. Customers resorted more and more to mobile applications for efficiency, safety, and convenience as physical dining options got scarcer. Even though these platforms are now a necessary part of everyday life, particularly in cities like North Caloocan City, there are still concerns about how well they satisfy user needs and expectations This study, therefore, seeks to explore the key dimensions influencing user satisfaction and to identify areas for improvement that can enhance service delivery in the post-pandemic era.

- What is the level of user satisfaction with mobile-based food ordering platforms among consumers in North Caloocan City in the post-pandemic era?
- Which factors (e.g., ease of use, reliability, delivery efficiency and user interface design) significantly influence user satisfaction with mobile-based food ordering platforms?
- What are the most common challenges experienced by users when using mobile-based food ordering platforms in the post-pandemic context?

II. METHODOLOGY

Research Design

This study employs a quantitative research design to measure user satisfaction with mobile-based food ordering platforms in the post-pandemic era, specifically among residents of North Caloocan City. Quantitative research is appropriate for this investigation as it allows for the systematic collection and statistical analysis of numerical data, enabling the identification of trends, patterns, and relationships among variables. The study utilizes a descriptive research method, which is effective in obtaining information about the current status of the respondents' experiences and satisfaction levels with the platforms. A structured questionnaire was developed as the primary data-gathering instrument, focusing on key dimensions such as ease of use, delivery reliability, user interface design, and overall service quality.

Data Collection

The data for this study were collected through the administration of structured questionnaires distributed to selected residents of North Caloocan City who actively use mobile-based food ordering platforms. A purposive sampling technique was employed to ensure that only individuals with relevant experience and familiarity with such applications were included in the study. The questionnaire was designed to assess various dimensions of user satisfaction, and such as ease of use, reliability, delivery efficiency, user interface design. It consisted of closed-ended questions rated using a 4-point Likert scale, allowing respondents to express their level of agreement with each item. Prior to the formal data gathering, the instrument underwent a pilot test to ensure its clarity, reliability, and validity.

The questionnaires were distributed both physically and electronically, depending on the accessibility and preference of the respondents. Data collection was conducted over a specified period, ensuring that responses were gathered in a systematic and timely manner. The completed questionnaires were then organized, encoded, and prepared for statistical analysis to identify trends and draw meaningful conclusions regarding user satisfaction.

Ethical Consideration

This study adheres to ethical principles to ensure the rights and welfare of the participants are safeguarded throughout the research process. Prior to data collection, all respondents were provided with an informed consent form, outlining the purpose of the study, the nature of their participation, and the confidentiality measures in place.

Participation was voluntary, and respondents were assured that they could withdraw at any point without any consequences. To protect privacy, all personal information was kept anonymous, and the data collected were solely used for the purpose of this study. The survey did not include any sensitive questions that would compromise the privacy or comfort of the participants.

Statistical Treatment of Data

The data collected from the structured questionnaires were analyzed using descriptive statistics to determine the level of user satisfaction with mobile-based food ordering platforms among the respondents. Descriptive statistical tools such as frequencies, percentages, means, and standard deviations were used to summarize the responses and present an overall picture of user satisfaction. The responses to the Likert scale items were assigned numerical values, and the mean scores were computed to determine the average satisfaction levels for each factor, such as ease of use, delivery efficiency, and service quality. Additionally, the frequency distribution was employed to examine the prevalence of particular satisfaction levels across the respondents. To explore potential relationships between demographic factors (such as age, gender, and frequency of use). This analysis helped to identify significant patterns and associations within the data, providing a deeper understanding of how user characteristics influence satisfaction. All statistical analyses were performed using statistical software, ensuring the accuracy and reliability of the results.

III. RESULT

Table 1. *Profile of the Respondents*

Respondents Demographic Profile	Frequency (f)	Percentage (%)
Sex		
Male	10	20%
Female	26	52%
Prefer Not to Say	14	28%
Age		
18-24	11	22%
25-34	15	30%
35-44	11	22%
45-54	6	12%
55- above	7	14%
Occupation		
Student	13	26%
Employed	32	64%
Self Employed	3	6%
Unemployed	1	2%
Retired	1	2%

The survey results show that the majority of respondents were female (52%), followed by male respondents (20%). A notable portion of participants (28%) chose "Prefer Not to Say", indicating some level of privacy concern or gender neutrality. This suggests that females may be more engaged in using mobile-based food ordering platforms in North Caloocan City or more willing to participate in related surveys. The largest age group among the respondents is 25–34 years old (30%), followed by both 18–24 years old and 35–44 years old (each at 22%). This indicates that young to middle-aged adults are the dominant users of mobile-based food ordering platforms. These age groups are typically more tech-savvy and comfortable with digital services. Smaller percentages were observed for 45–54 years old (12%) and 55 and above (14%), suggesting a lower but still relevant engagement among older adults.

A significant majority of respondents are employed (64%), which may imply that working individuals rely more on mobile-based food ordering due to convenience and time-saving factors. Students (26%) also make up a considerable portion, likely valuing ease of use and accessibility. Smaller proportions are self-employed (6%), unemployed (2%), and retired (2%), indicating that usage among these groups exists but is limited, possibly due to income or lifestyle factors. The demographic data suggest that mobile-based food ordering platforms are most popular among female, employed, and young to middle-aged adults (18–34) in North Caloocan City. These users likely prioritize convenience, time-efficiency, and ease of access in their food ordering experiences. The presence of older adults and privacy-conscious respondents also reflects a broadening user base, highlighting the inclusive appeal of mobile ordering services post-pandemic.

Table 2. User Satisfaction with Mobile-Based Food Ordering Platforms

Survey Item	Weighted Mean	Verbal Interpretation
Section 1: Level of user satisfaction with mobile-based food ordering platforms		
Q1: I am satisfied with my overall experience using mobile-based food ordering platforms.	3.76	Strongly Agree
Q2: Mobile-based food ordering has made it easier for me to order food compared to before the pandemic.	3.72	Strongly Agree
Q3: I am likely to continue using mobile-based food ordering platforms in the future.	3.80	Strongly Agree
Q4: These platforms have met my expectations in terms of convenience and service.	3.76	Strongly Agree
Section 2: Factors Influencing Satisfaction		
Q5: (Ease of Use) The food ordering process is simple and easy to understand.	3.88	Strongly Agree
Q6: (Ease of Use) I can easily navigate through the mobile food ordering apps.	3.74	Strongly Agree
Q7: (Reliability) My orders are accurately processed by the platform.	3.74	Strongly Agree
Q8: (Reliability) The platform rarely crashes or has technical issues during use.	3.78	Strongly Agree
Q9: (Reliability) The platform rarely crashes or has technical issues during use.	3.86	Strongly Agree
Q10: (Delivery Efficiency) Food is usually delivered within the estimated delivery time.	3.84	Strongly Agree
Q11: (Delivery Efficiency) Delivery riders are prompt and efficient.	3.74	Strongly Agree
Q12: (User Interface Design) The design and layout of the app make ordering convenient.	3.81	Strongly Agree
Q13: (User Interface Design) I find the visual appeal of the mobile app pleasant and professional.	3.68	Strongly Agree
Section 3: Challenges Encountered		
Q14: I have experienced delayed food deliveries when using the app.	3.66	Strongly Agree
Q15: I have encountered incorrect or missing items in my orders.	3.20	Agree
Q16: Customer service is sometimes difficult to reach or unhelpful.	3.73	Strongly Agree

Section 1 of the survey, which focuses on the level of user satisfaction with mobile-based food ordering platforms, all items received a "Strongly Agree" interpretation, reflecting a consistently high level of satisfaction among respondents. Users expressed a strong overall satisfaction with their experience using these platforms, as indicated by a weighted mean of 3.76. They also found mobile ordering to be significantly more convenient than traditional methods, particularly in the context of the post-pandemic era (3.72). Furthermore, the high score of 3.80 on the intention to continue using these platforms demonstrates a strong sense of user loyalty and trust. Lastly, respondents agreed that these platforms have effectively met their expectations in terms of both convenience and the quality of service provided (3.76). Research on user satisfaction with mobile-based food ordering platforms indicates that factors such as order accuracy, delivery time, and user-friendly interfaces significantly impact customer satisfaction, aligning with the high satisfaction levels reported in your survey (Lekshmi D, 2023). The COVID-19 pandemic has permanently shifted consumer habits towards mobile ordering due to its convenience and safety, supporting the notion that users find mobile ordering more convenient than traditional methods, especially in the post-pandemic era (Diaz-Gutierrez et al., 2023). Additionally, studies have shown that trust, service quality, and user satisfaction are critical in determining the continuous usage intention of online food delivery platforms, consistent with the high score of 3.80 on the intention to continue using these platforms in your survey (Do Thi Ngoc Lan et al., 2024). Furthermore, the impact of technology on food delivery services has been significant, with mobile apps improving order efficiency, accuracy, and overall customer satisfaction, supporting the idea that these platforms meet user expectations for convenience and quality of service (Bonfanti et al., 2023).

Section 2 of the survey, which explores the factors influencing user satisfaction, reveals that all items received a "Strongly Agree" rating, indicating highly positive user perceptions across various platform features. Under Ease of Use, the item with the highest overall rating (Q5, 3.88) highlights that users find the ordering process extremely simple and user-friendly. Additionally, users reported that they can easily navigate through the apps (Q6, 3.74), which contributes to a seamless and efficient ordering experience. In terms of Reliability, users agreed that their orders are processed accurately (Q7, 3.74), minimizing errors and building trust in the platform. The technical stability of the platforms was also positively acknowledged, with Q8 and Q9 receiving scores of 3.78 and 3.86 respectively, suggesting that users rarely experience crashes or disruptions during use. For Delivery Efficiency, respondents strongly agreed that food is typically delivered within the estimated timeframe (Q10, 3.84) and that delivery personnel are efficient and professional (Q11, 3.74). Lastly, in the area of User Interface Design, users found the app layouts to be convenient and helpful for streamlining the ordering process (Q12, 3.81). While still positive, the item on visual appeal (Q13, 3.68) received the lowest score in this section, pointing to a minor area where aesthetic or design improvements could be made. Research on user satisfaction with mobile-based food ordering platforms underscores the significance of various platform features in shaping user perceptions. Studies indicate that factors such as order accuracy, delivery time, and user-friendly interfaces significantly impact customer satisfaction, aligning with the high satisfaction levels reported in the survey (Lekshmi, 2023).

The ease of use of these platforms is a critical determinant of user satisfaction, with empirical evidence suggesting that users find the ordering process simple and user-friendly, thereby contributing to a seamless and efficient experience (Mun, 2017). Reliability is another pivotal aspect, as accurate order processing and technical stability build trust in the platform, minimizing errors and disruptions (Lin et al., 2023). Delivery efficiency is crucial, with research highlighting that timely delivery and professional conduct of delivery personnel significantly enhance user satisfaction (Peng et al., 2024). In terms of user interface design, studies have found that convenient and helpful app layouts streamline the ordering process, although visual appeal remains an area for potential improvement (Pham, 2023; Lee, 2020).

Section 3 of the survey addresses the challenges encountered by users when using mobile-based food ordering platforms. While overall satisfaction remains high, certain issues persist. A significant concern is delayed deliveries, with respondents strongly agreeing (Q14, 3.66) that this remains a frequent problem. Order inaccuracies, such as missing or incorrect items, were acknowledged (Q15, 3.20), though they are perceived as occasional rather than consistent issues. The most pressing challenge highlighted was customer service support (Q16, 3.73), which received a strong agreement from respondents. Research on the challenges encountered by users of mobile-based food ordering platforms reveals several persistent issues despite overall high satisfaction levels. Delayed deliveries remain a significant concern, as highlighted by a study which found that around 60% of orders were not delivered within the estimated time, causing disruptions to consumers' plans (Consumer Council, 2024). Order inaccuracies, such as missing or incorrect items, are also noted as occasional issues that can lead to customer frustration (Kothmeerkar et al., 2024). The most pressing challenge, however, is customer service support. Studies emphasize the importance of responsive and effective customer service in maintaining user satisfaction, with research indicating that timely app responses and accessible support significantly impact the user experience (Peng et al., 2024).

IV. CONCLUSION

Based on the results of the survey, it can be concluded that users in North Caloocan City exhibit a high level of satisfaction with mobile-based food ordering platforms in the post-pandemic era. The majority of respondents strongly agree that these platforms are convenient, user-friendly, and reliable, with many expressing a strong intention to continue using them in the future. Key factors that significantly influence satisfaction include ease of use, platform reliability, delivery efficiency, and intuitive user interface design.

Despite the overwhelmingly positive feedback, some challenges remain. Delayed deliveries and occasional order inaccuracies still affect the user experience, while customer service stands out as the most prominent concern, with many users finding it difficult to access or unsatisfactory in addressing issues. These findings suggest that while mobile food ordering platforms are meeting user expectations in many areas, there is still room for improvement particularly in enhancing customer service responsiveness and reducing delivery-

related issues. Addressing these concerns could further strengthen user trust and long-term engagement with these platforms.

V. RECOMMENDATION

Based on the results of the study, several recommendations are proposed to further enhance user satisfaction with mobile-based food ordering platforms in North Caloocan City. First, customer service should be significantly improved, as it was identified as a major concern among users. Platforms are encouraged to invest in more responsive support systems, such as 24/7 live chat, quicker resolution times, and better-trained service representatives. Second, delivery efficiency should be optimized by enhancing coordination with delivery partners, utilizing real-time tracking, and providing accurate delivery time estimates to reduce user frustration. Additionally, minimizing order inaccuracies is essential this can be achieved by implementing double-checking procedures and using customer feedback to monitor recurring issues. While users found the apps generally easy to use, refining the visual appeal and interface design could further improve the user experience. Lastly, it is important for platforms to maintain the reliability and user-friendliness that users highly rated, ensuring continued satisfaction and loyalty. By addressing these areas, mobile-based food ordering platforms can build on their strengths and offer an even more seamless and enjoyable service in the post-pandemic era.

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