



Electronic Theses and Dissertations

2025

Factors influencing customer satisfaction with online food Delivery platforms in Nairobi County.

Mbau, Benson Njogu
Strathmore Business School
Strathmore University

Recommended Citation

Mbau, B. N. (2025). *Factors influencing customer satisfaction with online food Delivery platforms in Nairobi County* [Strathmore University]. <http://hdl.handle.net/11071/15761>

Follow this and additional works at: <http://hdl.handle.net/11071/15761>

**FACTORS INFLUENCING CUSTOMER SATISFACTION WITH ONLINE FOOD
DELIVERY PLATFORMS IN NAIROBI COUNTY**



**BENSON NJOGU MBAU
MBA/145239/2021**

**A THESIS SUBMITTED IN PARTIAL FULFILLMENT OF THE REQUIREMENTS
FOR MASTER IN BUSINESS ADMINISTRATION, STRATHMORE UNIVERSITY**

MAY 2025

DECLARATION

I, the undersigned, declare that this thesis is my original work and has not been submitted for examination in any other institution.

No part of this thesis can be reproduced without the author's and Strathmore University's permission.

Benson Njogu Mbau

MBA/145239/2021

Sign: ...



.....

Date: April 2025

Approval

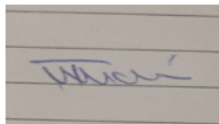
This thesis has been submitted for examination with my approval as the university supervisor.

Dr. Tabitha Waithaka

Lecturer

Strathmore University

Sign:



.....

Date: April 2025



DEDICATION

In memory of my late father, whose unwavering support and guidance shaped every step of my journey. Although he did not live to see this milestone, his lessons, mentorship, and belief in my potential continue to inspire me. I am forever grateful for the values he instilled and the love that carried me to these heights.



ACKNOWLEDGEMENT

I would like to express my deepest appreciation to those who have supported me throughout this journey. To my parents, whose steadfast love and encouragement have been my foundation—thank you for believing in me even when I doubted myself. My sincere gratitude goes to my supervisor, Dr. Tabitha Waithaka, for her insightful feedback, patient mentorship, and unwavering dedication; her expertise has been invaluable to this work. I am also grateful to my family and siblings for their constant motivation, thoughtful advice, and moments of levity that kept me balanced. Above all, I give thanks to God for granting me perseverance, health, and inspiration during every stage of this dissertation.



ABSTRACT

The online food delivery sector in globally has experienced substantial growth, largely due to the increasing reliance on digital platforms for food ordering. This study explored the key factors influencing customer satisfaction with online food delivery services in Nairobi, focusing on aspects such as food quality, service quality, order fulfillment, and platform usability. The research was anchored in two theoretical frameworks: the Technology Acceptance Model (TAM), which highlights the importance of perceived ease of use and perceived usefulness in technology adoption, and the SERVQUAL Model, which evaluated how different service quality dimensions impact customer satisfaction. A quantitative research approach was employed, utilizing data collected from Nairobi residents who actively use online food delivery applications. The study sample was 385 respondents who were sampled randomly from the residents of the county. The research adopted structured questionnaires in the data collection with electronic and physical questionnaires designed for the data collection process. The study applied quantitative analysis using a mix of descriptive and inferential approaches with tables and figures used in the presentation of the results. Conclusions were that food quality has an insignificant effect on improving the level of customer satisfaction with online food delivery services among Kenyan consumers. The findings supported the conclusion that both platform usability and service quality significantly improved the customer satisfaction with online food delivery services. The study concludes that customers are satisfied with the delivery time which is reasonable and meet customer expectations. Further, it was established that customers find online food delivery platforms to be easy to navigate, stable and free from crashes and glitches that can cause customer satisfaction. Recommendations on policy development were that the hotels should focus on food quality factors such as freshness and packaging to ensure these are maintained at healthy and clean levels to meet customer expectations. The study also recommends that managers strive to adapt platforms that are flexible and easy to use as this would increase customer satisfaction. Further the firms should strive to maintain a manageable customer base to ensure they maintain timely delivery times and ensure they control food temperature and presentation during delivery. Finally, the study calls on these firms to adopt digital technologies to improve route optimization and improve delivery time to maintain freshness and temperature.

TABLE OF CONTENTS

DECLARATION	i
DEDICATION	ii
ACKNOWLEDGEMENT.....	iii
ABSTRACT.....	iv
TABLE OF CONTENTS	v
LIST OF TABLES	xi
LIST OF FIGURES	xii
LIST OF ABBREVIATIONS	xiii
DEFINITION OF TERMS	xiv
CHAPTER ONE	1
INTRODUCTION	1
1.1 Background to the Study.....	1
1.1.1 Customer Satisfaction.....	2
1.1.2 Factors Influencing Customer Satisfaction.....	4
1.1.3 Online Food Delivery in Nairobi.....	6
1.2 Problem Statement.....	7
1.3 Research Objectives.....	9
1.4 Research Questions.....	9
1.5 Scope of Study	9

1.6 Significance of Study	10
1.7 Chapter Summary	10
CHAPTER TWO	12
LITERATURE REVIEW	12
2.1 Introduction.....	12
2.2 Theoretical Review	12
2.2.1 Technology Acceptance Model (TAM).....	12
2.2.2 SERVQUAL Model.....	13
2.3 Empirical Review.....	14
2.3.1 Food Quality and Customer Satisfaction	14
2.3.2 Service Quality and Customer Satisfaction	15
2.3.3 Platform Usability and Customer Satisfaction.....	17
2.4 Summary of Research Gap	18
Table 2.1 Summary of research gaps.....	19
2.5 Conceptual Framework.....	22
Figure 2.1 Conceptual Framework	24
2.6 Operationalization of Study Variables.....	24
Table 2.2 Operationalization of the Variables	24
2.7 Chapter Summary	26
CHAPTER THREE	27

METHODOLOGY	27
3.1 Introduction.....	27
3.2 Research Philosophy.....	27
3.3 Research Design.....	27
3.4 Target Population.....	28
3.5 Sampling Design.....	28
3.6 Data Collection Instruments	28
3.7 Research Quality.....	29
Table 3.1 Reliability Results.....	29
3.8 Data Analysis.....	30
3.9 Ethical Considerations	31
3.10 Chapter Summary	31
CHAPTER FOUR.....	32
PRESENTATION OF RESEARCH FINDINGS.....	32
4.1 Introduction.....	32
4.2 Background Information.....	32
4.2.1 Response Rate.....	32
Figure 4.1 Response Rate	33
4.2.2 Profile of Respondents.....	33
Table 4.1 Analysis of Demographic Profile of Respondents.....	33

4.2.3 Analysis of the Online Delivery Platforms	34
Table 4.2 Overview of Online Delivery Platform Features	35
4.3 Descriptive Analysis	36
4.3.1 Food Quality	36
Table 4.3 Analysis of Food Quality	36
4.3.2 Service Quality.....	37
Table 4.4 Analysis of Service Quality	37
4.3.3 Platform Usability	38
Table 4.5 Analysis of Platform Usability	38
4.3.4 Customer Satisfaction	38
Table 4.6 Analysis of Customer Satisfaction.....	39
4.4 Correlation Analysis	39
Table 4.7 Correlation Analysis	39
4.5 Regression Analysis.....	40
4.5.1 Simple Linear Regression	40
Table 4.8 Food Quality and Customer Satisfaction with Online Food Delivery Platforms	41
Table 4.9 Service Quality and Customer Satisfaction with Online Food Delivery Platforms ..	42
Table 4.10 Platform Usability and Customer Satisfaction with Online Food Delivery Platforms	43
4.5.2 Multiple Linear Regression.....	44

Table 4.11 Regression Summary	44
Table 4.12 ANOVA Summary	44
Table 4.13 Regression Coefficient Summary	45
CHAPTER FIVE	47
DISCUSSION, CONCLUSION AND RECOMMENDATION.....	47
5.1 Introduction.....	47
5.2 Summary of Findings.....	47
5.3 Discussion of Findings.....	48
5.3.1 Food Quality and Customer Satisfaction	48
5.3.2 Service Quality and Customer Satisfaction	49
5.3.3 Platform Usability and Customer Satisfaction.....	50
5.4 Conclusions.....	51
5.5 Recommendations.....	52
5.5.1 Policy Recommendations.....	52
5.5.2 Practical Recommendations.....	53
5.5.3 Theoretical Recommendations.....	54
5.6 Limitations of the study	54
5.7 Suggestion for Further Studies.....	54
5.8 Chapter Summary	55
REFERENCES.....	56

APPENDICES **58**

Appendix I: Introductory Letter..... 58

Appendix II: Participants Consent Form 58

Appendix III: Research Questionnaire..... 61

Appendix IV: NACOSTI Research Permit..... 68

Appendix V: Institutional Ethics Permit..... 69



LIST OF TABLES

Table 2.1 Summary of research gaps.....	19
Table 2.2 Operationalization of the Variables	24
Table 3.1 Reliability Results.....	29
Table 4.1 Analysis of Demographic Profile of Respondents.....	33
Table 4.2 Overview of Online Delivery Platform Features.....	35
Table 4.3 Analysis of Food Quality.....	36
Table 4.4 Analysis of Service Quality	37
Table 4.5 Analysis of Platform Usability	38
Table 4.6 Analysis of Customer Satisfaction.....	39
Table 4.7 Correlation Analysis	39
Table 4.8 Food Quality and Customer Satisfaction with Online Food Delivery Platforms	41
Table 4.9 Service Quality and Customer Satisfaction with Online Food Delivery Platforms .	42
Table 4.10 Platform Usability and Customer Satisfaction with Online Food Delivery Platforms	43
Table 4.11 Regression Summary	44
Table 4.12 ANOVA Summary	44
Table 4.13 Regression Coefficient Summary	45

LIST OF FIGURES

Figure 2.1 Conceptual Framework	24
Figure 4.1 Response Rate	33



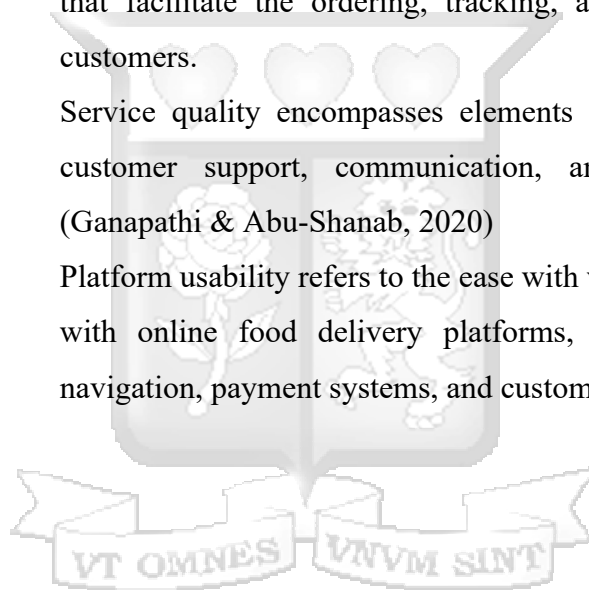
LIST OF ABBREVIATIONS

OFD	Online Food Delivery
SPSS	Statistical Program for Social Sciences
CAK	Competition Authority of Kenya
SERVQUAL	Service Quality
TAM	Technology Acceptance Model



DEFINITION OF TERMS

Customer satisfaction	According to Biesok & Wyród-Wróbel (2011), customer satisfaction is determined by the emotions and perceptions that customers have towards a product or service relative to their expectations.
Food quality	Food quality encompasses attributes such as taste, freshness, temperature, and accuracy are critical in ensuring a positive customer experience.
Online food delivery	Online food delivery refers to digital technologies and platforms that facilitate the ordering, tracking, and delivery of food to customers.
Service quality	Service quality encompasses elements such as responsiveness, customer support, communication, and delivery reliability. (Ganapathi & Abu-Shanab, 2020)
Usability	Platform usability refers to the ease with which customers interact with online food delivery platforms, including features like navigation, payment systems, and customization options.



CHAPTER ONE

INTRODUCTION

1.1 Background to the Study

Technological advancements have revolutionized business operations, elevating customer expectations and disrupting traditional business models across various industries (Karahana, 2025). Digital channels such as websites, mobile applications, and messaging apps have become vital tools for businesses to engage with customers and provide products and services across various sectors such as banking, e-commerce, marketing, and food delivery (Bellaaj, 2023). In the banking sector, digital platforms have enabled customers to perform transactions conveniently, anytime and anywhere, without the need for physical branches (Lin et al., 2020). In e-commerce, these platforms allow consumers to shop online, compare prices and product offerings, and receive their orders at their doorstep. In marketing and advertising, businesses leverage digital platforms to reach a broader audience through targeted advertisements and personalized promotions, enhancing customer engagement and brand awareness (Hairuddin, Thoo, Tat, & Hang, 2021).

The hotels sector has also been transformed with the emergence of online food delivery services, with digital platforms reshaping traditional business models and enhancing customer satisfaction by providing seamless and efficient ordering experiences (Chotigo & Kadono, 2021). Online food ordering platforms such as mobile apps, websites, and third-party delivery services have simplified the purchasing process, enabling consumers to choose from diverse restaurants, personalize their orders, and monitor deliveries in real time (Sidharta, Adityo, Iqbal, & Gunadi, 2021). Sidharta et al. (2020) explain that COVID-19 restrictions accelerated the use of online food delivery services (OFDs), as consumers increasingly utilized digital platforms to minimize physical interactions while ensuring continued access to restaurant-prepared meals. Meena and Kumar (2022) indicate that the increased reliance on delivery applications during the pandemic increased customer's awareness of the importance of factors such as convenience, accessibility, and safety on platform value.

In Kenya, online food delivery adoption has expanded rapidly, particularly among tech-savvy, urban consumers (Mutisya, 2020). Statista (2024) approximates that revenues from the Kenyan

online food and grocery delivery market grew to USD 103 million 2023, and is projected to grow at an annual rate of 19.15%, reaching USD 208.2 million by 2027. This surge is driven by increasing smartphone penetration, evolving consumer preferences, and demand for efficiency and convenience in food delivery services (CAK, 2024). Despite this impressive growth, Kenya's online food delivery market is dominated by a few key players, raising concerns over market power concentration and competitive fairness.

According to CAK (2024) and Statista (2024), platforms such as Glovo, Uber Eats, Jumia Food, and Bolt Food exercise substantial control over pricing structures, commission fees, and courier payment systems, often without allowing room for negotiation. This dominance enables them to dictate service charges, delivery pricing models, and restaurant commissions, creating significant entry barriers for smaller businesses and limiting competition. Additionally, the absence of clear regulatory frameworks has allowed platforms to set unilateral service terms, data privacy policies, and dispute resolution mechanisms, often to the detriment of consumers and service providers (Gachuru, 2017). The asymmetry in bargaining power between platforms, couriers, and restaurant partners has led to concerns about service quality, consumer protection, and transparency, ultimately impacting customer satisfaction (Akbar, et al., 2023; Akegbejo-Samsons, 2021). Addressing these structural issues is essential to ensuring fair competition and fostering a consumer-friendly digital marketplace (CAK, 2024).

With the continuous growth of OFDs in Nairobi, it is essential to analyze the key factors affecting customer satisfaction, particularly food quality, service quality, and platform usability. This study seeks to explore these aspects to offer meaningful insights for businesses, policymakers, and platform operators on how to enhance service delivery, improve consumer experience, and promote a fair and competitive food delivery ecosystem in Kenya.

1.1.1 Customer Satisfaction

Customer satisfaction has significant impacts on business success, especially in sectors such as the online food delivery, where customer satisfaction plays a key role in driving revenue and long-term growth (Agus, 2020; Leo et al., 2022). According to Biesok and Wyród-Wróbel (2011), the emotions and perceptions that customers have towards a product or service relative to their expectations determine their level of satisfaction, explaining that it measures how well a product

or service aligns with customer expectations and is commonly assessed through feedback collection (Liu, Guo, & Huang, 2023). Liu et al., (2023) explain that in the digital context, customer satisfaction encompasses the fulfillment or contentment of customers' experience with a service, including factors such as food quality, delivery timeliness, ease of ordering, and the overall customer experience. Businesses that prioritize customer satisfaction are more profitable since their customers are more loyal, make repeat their purchases, and recommend the service to others (Capri, 2021; Ratnasari et al., 2020).

Effective management of customer experience is central to achieving high levels of customer satisfaction (Andrianto et al., 2023). In the OFD sector, Ratnasari et al. (2020) opine that factors such as the responsiveness of online services and the usability of the platforms, which are access points for online services, are especially important as they directly impact how customers perceive the value and reliability of the service. The study highlights that service quality, trust in the platform, and overall customer satisfaction with the food delivery process work in tandem to create a loyal customer base, thereby enhancing long-term business success. Furthermore, Ugolkov and Karyy (2019) emphasize that a simple, intuitive, and consistent customer experience across all touchpoints is essential in shaping a positive perception with digital products and services.

According to Andrianto et al. (2023), customer experience is not limited to one specific channel but spans the entirety of the customer's interaction with the company, with each interaction contributing to the overall level of satisfaction. This implies that customer satisfaction is the totality of experiences that shapes the customer's perception of a product or service. Arslanagic-Kalajdzic et al. (2020) offered a nuanced view of customer satisfaction and demonstrated that the intensity of customer orientation in service relationships can also impact satisfaction levels. The study revealed a curvilinear relationship between perceived customer orientation and satisfaction, implying that while some form of attention may be preferable to the customer, excessive attention can put off customers. The researchers added that the inverted U-shaped relationship is further moderated by the perceived emotional value of the service, implying that higher emotional value may reduce the negative effects of excessive customer orientation, consequently improving satisfaction levels.

Andrianto et al. (2023) and Arslanagic-Kalajdzic et al., (2020) confirm that managing the customer journey effectively, and supporting this with effective communication is essential to fostering a

positive and lasting customer experience and increasing satisfaction levels in the online food delivery market. This insight implies that online food delivery services must carefully balance personalized attention with other key factors like food quality and delivery efficiency to meet customer expectations. Understanding this balance is critical to enhancing customer satisfaction, especially in markets with intense competition. Akegbejo-Samsons (2021) confirmed that to increase customer satisfaction levels, businesses have to ensure they deliver excellent services because high quality of services have good effects on customer satisfaction.

Research into customer satisfaction identify a variety of indicators to measure customer satisfaction, with some being behavioral such as referral to others, return purchase, brand loyalty and positive word of mouth (Gachuru, 2017), (Enanoria & Maranga, 2022), engagement, ratings and reviews (Karahan, 2025), or direct feedback indicators (Onyango, 2018). This study utilized a mix of behavioral and engagement and interaction metrics indicators of customer satisfaction as utilized by Gachuru (2017), and Karahan (2025) which are effective indicators of customer satisfaction in the digital sphere. Enanoria and Maranga (2022) also confirmed that satisfied customers are likely to be more loyal, make repeat purchases and recommend the services to others, which is essential to gaining a competitive edge.

1.1.2 Factors Influencing Customer Satisfaction

The level of customer satisfaction in the OFD industry is subjective and influenced by a variety of factors, with researchers identifying a host of factors ranging from factors unique to the service, to factors unique to the individual delivering the service, and factors unique to the product. Banerjee, Jain, and Nayyar (2019) explained that these can be categorized into internal and external factors which can further be delineated into broad categories of the quality of the food, the service accessed and the platform utilized to access the service. In Sri Lanka, for instance, food quality and quality customer services were highlighted as the most valuable drivers of customer satisfaction (Jayasingha & Dayangana, 2022), while according to Banerjee, et al., (2019), Gen Z customers in India value reliability and responsiveness (service and platform quality) over food quality when evaluating quality of food delivery services.

The three primary factors—food quality, service quality, and platform usability—were selected for this study due to their consistent relevance and significant influence on customer satisfaction

across diverse contexts. While other factors, such as price, security, and delivery time, have also been explored (Agus, 2020; Prasetyo et al., 2021), they often appear secondary or context-specific variables that mainly influence different customer segments. In contrast, the chosen factors are universally applicable and consistently affect satisfaction, making them well-suited to the study's objective of exploring customer satisfaction in Nairobi's online food delivery sector. Examining how the totality of these three factors should influence how hotels approach digital services and improve their ability to meet customer expectations, enhance customer experience and increase satisfaction levels. Each factor is discussed below, with insights from previous studies justifying their inclusion in this research.

Food quality is a key determinant of customer satisfaction in the online food delivery context (Jayasingha & Dayangana, 2022). Attributes such as taste, freshness, temperature, and accuracy are critical in ensuring a positive customer experience. Studies have confirmed that food quality significantly influences both satisfaction and loyalty, with Suhartanto et al. (2019) demonstrating that food quality directly impacts customer satisfaction and loyalty by enhancing perceived value. Similarly, Ganapathi and Abu-Shanab (2020) indicated that while restaurant quality did not have a direct effect, food quality indirectly influenced satisfaction through customer perceptions. Dalawampo, Malaqui, Rementilla, and Cordero (2024) indicated that food quality factors of appearance, taste, and sanitary quality influence customer satisfaction, while according to Akegbejo-Samsons (2021), food attributes such as its freshness, packaging and taste all directly impact customer satisfaction. These attributes of food quality will be the focus of this study.

Service quality encompasses elements such as responsiveness, customer support, communication, and delivery reliability (Banerjee, et al., 2019). Ganapathi and Abu-Shanab (2020) service quality as a key factor shaping the levels of satisfaction, confirming that higher quality services have positive and direct effects on customer satisfaction. Prasetyo et al. (2021) add that simple factors such as availability of quality information quality and reliability of promotional material also influence satisfaction levels. Arshad et al. (2024) found that e-service quality was the most influential factor in determining satisfaction with mobile payment systems for food delivery. Akbar, et al., (2023) highlighted communication as a critical service quality determinant of customer satisfaction, indicating customers are more satisfied with responsive, reliable, timely and cordial communication when they make online purchases. Ganapathi and Abu-Shanab (2020),

and Akbar, et al., (2023) underscore the importance of ensuring service providers prioritize responsive, reliable, timely and effective communication in customer services, and will be the focus of this study.

Platform usability refers to the ease with which customers interact with online food delivery platforms, including features like navigation, payment systems, and customization options (Prasetyo et al., 2021). Usability significantly impacts user experience and satisfaction. Alalwan (2020) explored the use of mobile food ordering applications in Jordan, revealing that ease of navigation, performance expectancy, and online tracking were critical predictors of customer satisfaction and intention to reuse such platforms. Similarly, Prasetyo et al. (2021) highlighted the significance of hedonic motivation and perceived ease of use, especially during the COVID-19 pandemic. The researchers found technical usability factors less significant during specific periods, concurring with Arshad et al. (2024) whose finding highlighted the value of platform usability on customer satisfaction. Prasetyo et al. (2021) and Arshad et al. (2024) confirm that easy to use platforms that have friendly user interfaces as well as superior functionality factors such as presence of payment systems, order customization and order tracking can all impact customer satisfaction and will be the focus of the current research.

1.1.3 Online Food Delivery in Nairobi

Online food delivery (OFD) refers to digital technologies and platforms that facilitate the ordering, tracking, and delivery of food to customers. These platforms are now integral to the food delivery ecosystem, enabling businesses to engage with customers, enhance convenience, and streamline operations. Features such as menu browsing, real-time order tracking, payment options, and feedback mechanisms provide users with seamless and personalized experiences (Mahajan, et al., 2022). Online food delivery platforms also serve as marketing tools, offering businesses opportunities to reach their target audiences through promotions and partnerships.

Researchers Galhotra and Dewan (2020), and Raj et al. (2020) opine that these platforms have proven particularly valuable in helping restaurants survive economic downturns by generating demand and fostering resilience. Raj et al. (2020) identified two main types of platforms used in the food delivery sector: aggregators, which provide customers with access to multiple restaurants through a single interface and manage the ordering process, and new delivery players, which not

only allow customers to compare food options but also handle the logistics of delivery, ensuring end-to-end service.

Prominent examples of online food delivery platforms include mobile apps, online ordering systems, and third-party delivery services (Mahajan, et al., 2022; Sidharta et al., 2020). In Kenya, the main OFD platforms are Uber Eats, Glovo, Bolt Food, Jumia Food, and Yum Deliveries (CAK, 2024). These platforms are key determinants of customer satisfaction and transforming the food delivery landscape, highlighting their increasing significance in both developed and developing markets.

1.2 Problem Statement

Digital technologies have been revolutionizing the hospitality sector where the rapid growth of online food delivery services (OFDSs) shifted consumer taste, expectations and purchasing behavior. Consequently, OFDSs have emerged as viable vehicles for many families to raise sustainable income (Onyango, 2018). Despite this expansion, the CAK (2024) reports that there is growing discontentment among customers that the services delivered on online channels are below quality. The CAK (2024) report indicates that customers are frequently switching between OFDSs and cite issues such as delivery delays, poor food quality, incorrect or incomplete orders, excessive service charges, and inadequate complaint resolution mechanisms. Enanoria and Maranga (2022) add that many entrants into the burgeoning market have little understanding of what customers expect, and lack the knowhow to satisfy their customers. These challenges underscore a growing disparity between customer expectations and the actual service delivery by online food delivery services. Understanding what drives customer satisfaction with online services is critical to identifying satisfaction drivers, enabling businesses to prioritize improvements and enhance user experience, retention rates and ensure sustainable business growth.

Research into the factors influencing customer satisfaction identify a host of factors ranging from factors unique to the product accessed, to the process of access, to the user's own perceptions (Suhartanto et al., 2019; Akegbejo-Samsons, 2021; Liu, et al., 2023; Mensah, et al., 2024). However, the findings from these studies may not fully apply to Nairobi's unique market dynamics, where infrastructure limitations, digital adoption rates, and service inconsistencies play a significant role in influencing customer satisfaction (Mutisya, 2020). Moreover, they may use

conflicting measures and indicators. Akegbejo-Samsons (2021), for instance, provided evidence from Estonia while the research by Liu et al., (2023) focused on mobile-based platforms in Taiwan. The analysis by Suhartanto et al. (2019) specified customer loyalty and used customer satisfaction as a moderator variable; this study did not include a moderator variable. The study by Banerjee, et al., (2019) also evaluated customer satisfaction but only among Gen Z customers while the study by Mensah, et al., (2024) was unique to rider effectiveness on customer satisfaction.

Highlighting the value of local analyses, Kagendo-Kiarie (2024) confirms that studies carried outside Kenya may not be representative of the local online food delivery market which is primarily controlled by a few key players who exert significant control over pricing structures, commission fees, and courier payments. This market power imbalance, as highlighted by CAK (2024), allows platforms to dictate service conditions, creating barriers for smaller businesses and limiting competition, which ultimately affects the overall consumer experience. Moreover, existing research on online food delivery in Kenya has largely focused on customer loyalty, financial performance, and service adoption (Meena & Kumar, 2022; Mutisya, 2020), leaving a significant gap in understanding the key factors that drive customer satisfaction. Furthermore, while studies in other developing economies have explored similar themes (Alalwan, 2020; Arshad et al., 2024), there is limited empirical evidence on how food quality, service quality, and platform usability interact to shape customer perceptions in Nairobi.

This study aimed to address this gap by investigating how these three factors—food quality, service quality, and platform usability—influence customer satisfaction with OFD platforms in Nairobi. By examining these dimensions in the context of Kenya’s market conditions, this study provided meaningful insights for businesses, platform operators, and policymakers on how to enhance service delivery, improve user experience, and strengthen consumer trust in the highly competitive food delivery industry.

1.3 Research Objectives

The focus of the study was to establish the influence of online food delivery platforms with customer satisfaction with online food delivery services in Nairobi. The specific research objectives were:

- i. To establish the influence of food quality on customer satisfaction with online food delivery platforms in Nairobi.
- ii. To establish the influence of service quality on customer satisfaction in the online food delivery sector in Nairobi.
- iii. To establish the influence of platform usability on customer satisfaction with online food delivery services in Nairobi.

1.4 Research Questions

- i. What is the influence of food quality on customer satisfaction with online food delivery platforms in Nairobi?
- ii. What is the influence of service quality on customer satisfaction with online food delivery services in Nairobi?
- iii. What is the influence of platform usability on customer satisfaction with online food delivery services in Nairobi?

1.5 Scope of Study

This study aims to explore factors influencing customer satisfaction with online food delivery platforms in Nairobi. Specifically, it examined the effect of food quality, service quality, and platform usability on customer satisfaction. The research focused on collecting data from residents of Nairobi County who actively use online food delivery applications. Data collection was conducted through online surveys over three months, with subsequent analysis and interpretation of the findings to address the research objectives.

1.6 Significance of Study

This study was significant as it enhanced the understanding of key factors affecting customer satisfaction with OFD platforms in Nairobi, with a particular emphasis on food quality, service quality, and platform usability. Businesses will be able to refine their digital services, boost customer satisfaction, and stay competitive in the OFD industry.

The research also offered critical information to policymakers and regulators about the challenges and opportunities within Nairobi's online food delivery sector. By understanding customer preferences and expectations, policymakers can design effective regulations that promote fair competition, protect consumer rights, and support sustainable industry growth.

Additionally, the study added to the existing literature on online food delivery and customer satisfaction in developing countries. Examining customer satisfaction in Nairobi will provide new insights into how consumers in this region perceive and interact with online food delivery platforms, serving as a foundation for further research and policy development.

1.7 Chapter Summary

This chapter introduced the study on customer satisfaction with OFD services in Nairobi County, outlining its background, key concepts, and research focus. It explored the rapid growth of the OFD industry, driven by digital advancements and changing consumer preferences. The chapter identified food quality, service quality, and platform usability as the primary factors influencing customer satisfaction, emphasizing their relevance through existing literature. The problem statement highlighted major concerns such as inconsistent food quality, delivery delays, and service inefficiencies, which affect customer experiences in Nairobi's online food delivery sector. To address these issues, the chapter formulated specific research objectives and questions to investigate the relationship between these factors and customer satisfaction.

Furthermore, the study's scope was established, focusing on Nairobi County residents who actively use OFD services. The chapter then discussed the significance of the research, underlining its potential contributions to businesses, policymakers, and academia. The study sought to provide actionable insights for how hoteliers can improve service quality, fostering competition, and enhancing regulatory frameworks in Kenya's evolving food delivery market. The next chapter, the

Literature Review, studied relevant theories, empirical studies, and research gaps to establish a strong foundation for the study.



CHAPTER TWO

LITERATURE REVIEW

2.1 Introduction

This chapter comprehensively reviewed the literature on customer satisfaction with online food delivery. It examined relevant theories, summarizes previous research studies, and provides a conceptual framework to guide the current study.

2.2 Theoretical Review

The research was anchored on two theoretical frameworks, the Technology Acceptance Model (TAM) and the Expectation Confirmation Theory (ECT), in the examination of online food delivery and customer satisfaction.

2.2.1 Technology Acceptance Model (TAM)

The Technology Acceptance Model (TAM), developed by (Davis, 1989), is a foundational theory in understanding how users decide to adopt and continue using technology. The model suggests that two primary factors—perceived ease of use (PEOU) and perceived usefulness (PU)—are key drivers of user acceptance. PEOU is defined as the extent to which an individual believes using a system will be free of effort, whereas PU reflects the degree to which an individual expects a system to help them meet their objectives (Davis, 1989). These factors are particularly relevant when examining online food delivery platforms, as users often choose platforms based on their ease of use, convenience, and efficiency. For example, if a food delivery app is easy to navigate, with intuitive design and seamless payment options, customers are more likely to find it easy to use and, consequently, continue using it.

TAM helps explain how platform usability—such as how user-friendly the interface is, how easily customers can place an order, and the overall smoothness of the payment process—impacts customer satisfaction (Koay, Cheah, & Chang, 2022). According to Gachuru (2017) findings, for instance, platforms with simple ordering processes that are more convenient to access can increase satisfaction and customer loyalty while Banerjee, et al., (2019) confirmed that Gen Z customers are more responsive to interactive platforms that have adequate customer support. These studies

confirmed that platform factors can have significant direct impacts on customers' satisfaction levels and show that the theory can be used to anchor platform usability factors in analysis of how technology factors affect customer satisfaction. In this study, the theory provided the framework used in examination of how properties of online food delivery platforms influence the satisfaction of customers with food delivered on online channels.

2.2.2 SERVQUAL Model

Parasuraman et al.'s (1988) SERVQUAL model is a useful model for evaluating the gap between customer expectations and their perceptions of the service received. Parasuraman et al. (1988) identified five main dimensions of quality which are essential to assessing customer experience: tangibles, reliability, responsiveness, assurance, and empathy. In the context of OFD services, tangibles refer to the physical aspects of the service, including its appearance in the app or website and the packaging of the food. Reliability is critical, as it pertains to the ability of the platform to consistently deliver orders accurately and on time.

Responsiveness speaks to how effectively the platform addresses customer issues or concerns, while assurance relates to the confidence customers have in the service's dependability and credibility. Finally, empathy reflects the personalized care and attention the platform provides to its customers. Each of these distinct aspects directly impacts customer satisfaction, as a reliable, responsive, and efficient food delivery service can significantly enhance the user experience (Akegbejo-Samsons, 2021). Enanoria and Maranga (2022) deployed the model in analysis of how rider service factors such as timeliness influence customer satisfaction, while analysis from Su, et al. (2022) revealed that the quality of the food in terms of freshness, taste and temperature are service quality factors that directly influence customer satisfaction.

These studies highlighted how product factors and service factors influence customer satisfaction and, in this study, the SERVQUAL model provided the service dimensions to examine when assessing the factors that influence satisfaction with services delivered in the online food delivery industry. Gaining insight into how these dimensions shape customer perceptions can offer valuable knowledge on the key factors driving satisfaction in this sector.

2.3 Empirical Review

This section examined the existing empirical literature on the connection between various online food delivery and customer satisfaction concerning the objectives of the study.

2.3.1 Food Quality and Customer Satisfaction

Few studies have explored the food quality-customer satisfaction in the OFD sector and researchers' Suhartanto et al. (2019) emphasize that food quality is a critical determinant of customer loyalty in this sector. Their findings reveal that high-quality food enhances customers' perceived value and satisfaction and loyalty to specific applications. The research found that high-quality food, characterized by freshness, taste, nutrition, and portion size has significant positive impacts on customers' perceived value of service. Similar observations were made by Park and Bae (2020) who identified food taste as the second most significant factor influencing customer satisfaction in OFD services, underscoring the centrality of sensory attributes in shaping consumer preferences. The study used multiple regressions in analysis and results were that customers are more satisfied with tastier, more nutritious and fresh food delivered hot and on time. Moreover, the study confirmed that customers are more likely to re-use hotel applications are convenient, have sufficient description of the menu, and display all charges.

Further expanding on this, Leo et al. (2022) conducted research in Bandung, Indonesia, which found that food quality significantly impacts customer satisfaction in the OFD sector. Food quality was confirmed to exert stronger influences on customer satisfaction than e-service quality, suggesting that consumers prioritize the culinary experience over the technological or service aspects of the platform. Akegbejo-Samsons (2021) used regression methods in analysis of drivers of satisfaction with OFD service in Estonia and results revealed that customer satisfaction is a function of food attributes such as its health, freshness, packaging and taste. Companies were recommended to ensure they deliver quality food on time and handle customer complaints expeditiously.

Koay, Cheah, and Chang (2022) used PLS-SEM in analysis of satisfaction with OFD service quality in Malaysia. The findings were that in addition to food factors of meal quality and hygiene, service quality factors of service assurance, reliability, security and system operation have

significant impacts on customer satisfaction. In the study, the ability to track the delivery within the apps did not have any impact on customers' satisfaction, highlighting the need to focus on the basic elements. Su, et al. (2022) categorized the drivers of customer satisfaction into functional and technical qualities and used PLS-SEM in analysis of satisfaction with Gronroos' food delivery services. From the analysis, it was established that functional quality factors such as design, personalization, ease of use, app responsiveness, information quality, privacy and security have significant direct effects while technical quality factors of food safety and quality of delivered food were determined to have indirect positive effects. The study used a case study approach.

Jayasingha and Dayangana (2022) evaluated the factors for customer satisfaction with OFD in Sri Lanka, restricting their findings to the COVID-19 period. The study applied a quantitative approach and results revealed that customers favor food quality, customer service fulfillment, and convenience and restaurants were recommended to not only offer healthy menus, but also ensure they use fresh ingredients, clean packaging and well-presented food to maintain customer satisfaction. South Africa's Capri (2021) used the Unified Theory of Acceptance and Use of Technology 2 (UTAUT2) model in analysis of the factors influencing satisfaction and adoption of digital services. The study used regression analysis and results were that performance expectancy, effort expectancy, and trust are the factors influencing choice of food delivery app, and hotels strive to maintain meal quality and freshness and provide continuous social engagement methods, and services such as intuitive application navigation, 1-Click ordering, rewards, loyalty programs, and maintain an efficient delivery service.

2.3.2 Service Quality and Customer Satisfaction

Gachuru (2017) consider the ability of a service to meet consumer expectations to be a critical driver of customer satisfaction with digital services. Arshad et al. (2024) evaluated mobile payment for online meal delivery applications, finding that e-service quality was ranked as the most crucial driver of consumer satisfaction. This underscores the importance of continually evaluating and improving the entire service delivery process. Supporting this, Ganapathi and Abu-Shanab (2020) found that service quality significantly impacts both customer satisfaction. Their study utilized an online survey to investigate customer perceptions of service quality dimensions in Qatar. The results confirmed that service provider quality directly affects customer satisfaction while restaurant quality had no direct effect.

Agus (2020) examined the factors for customer satisfaction in Malaysia using correlations and Hierarchical Moderated Regression Analysis and the findings emphasized the role of service quality in enhancing customer satisfaction and loyalty within the online food delivery context. The study highlighted service responsiveness as the most significant service quality dimension and confirmed that high service quality can meet customer expectations and provide a positive overall experience. The study further confirmed that satisfaction levels are lower among customers with high sense of personal innovativeness and restaurants were recommended to ensure they continue improving the design and functionality of their applications to maintain their appeal to such customer segments.

Oh and Kim (2017) provide an interesting comparison of research trends on customer satisfaction, service quality, and customer value in the hospitality and tourism industries. The study offers a comprehensive review of articles from both hospitality journals and business journals published between 2000 and 2015, shedding light on the evolving nature of service quality research. Their findings suggest that while research on service quality in hospitality and tourism has expanded, there has been a decline in service quality research within general business disciplines. The study provides evidence from industries adjacent to OFDs, and while may not be representative of the sector, it remains a cornerstone of customer satisfaction models in the hospitality sector.

Ghana's Mensah, et al. (2024) evaluated the effect of rider behavior on customer satisfaction in OFD services, employing descriptive statistics in analysis. Results were that Ghanaian customers place high emphasis on the operational integrity of the operation, traceability, and meal maintenance and limited focus on assurance and security aspects of the delivery process. The study also confirmed that customers are more satisfied when the rider is well presented and neat, polite and well dressed for delivery, and that key concerns were late delivery and mishandling of food. Findings from India contradict these observations as Kaur, Jaggi, and Singh (2025) found traceability to have insignificant effects on customer satisfaction with e-services. The study used multiple regression technique in analysis and findings were that customers are more concerned with platform security, dependability, assurance, and design, as well as the quality of the food and the hygiene of the delivery person.

Enanoria and Maranga (2022) evaluated the effect of GrabFood riders' service quality on the satisfaction of customers in Cebu City, Indonesia using regression analysis. The study findings

revealed that customers complaints were dominated by concerns of delays or poor communication. The findings highlighted that alongside GrabFood riders' timeliness and professionalism, customers' satisfaction levels were also influenced by the platforms' ease of use, enjoyment, and in-app discounts. The study was unique to analysis of one food delivery application while the current examines features from multiple applications. Akbar, Alawi, Faizal, and Menon (2023) singled out communication as a critical determinant of customer satisfaction with online deliveries in Bahrain. The study used SEM methods and CFA, and results were that while both e-service quality and food quality factors of food variety, taste and health are key determinants of customer satisfaction, there is also a need for the restaurants to ensure communications between riders and customers are responsive, cordial and respectful.

2.3.3 Platform Usability and Customer Satisfaction

Platform usability, including ease of navigation, user-friendly interfaces, and convenient payment options, significantly influences customer satisfaction. Arshad et al. (2024) identified PEOU as a critical determinant of consumer decisions to adopt food delivery platforms in Africa. This finding aligns with Bannor and Amponsah (2024), who defined PEOU as the ease with which a technological solution can be understood and utilized, highlighting its substantial impact on customer satisfaction. Abbas et al. (2024) offered the Cross-Platform Usability Measurement (CPUM) model as a tool to measure the value users attribute to the usability of a digital banking platforms and its insights are highly relevant to the online food delivery sector since user experiences are similar in determining consistency and ease of navigation across devices.

Abbas et al. (2024) findings were that platform consistency and usability are critical drivers of customer satisfaction and these findings align with those of Oh and Kim (2017), who emphasized the significance of user-friendly platforms in the hospitality and tourism industries. According to Oh and Kim (2017), seamless interaction with service platforms is essential for customer satisfaction and retention. Therefore, applying these principles to the OFD industry could greatly enhance user engagement and customer satisfaction.

Karahan (2025) evaluated the factors influencing intention to using OFD services in Turkey. The study based its foundations on perceived benefit and perceived risk factors and analysis involved structural equation modeling (SEM). Findings were that customers were mostly influenced by the

design, trust and in essence, the convenience of using the application have the most significant impacts. The study found no significant impact of product variety and application ratings on user satisfaction and continued usage of food delivery apps. Liu, Guo, and Huang (2023) also associated satisfaction with continuance intention in research that sought after the drivers of customers satisfaction with mobile food ordering platforms in China. The study used SEM methods in analysis and results were that while factors to do with platform security and effort expectancy had insignificant effects, performance expectancy and social influence had direct effects, highlighting the importance of ensuring platforms have minimal crashes, are reliable and responsive to customer needs.

Onyango (2018) used regression methods in analysis of the effect of e-service quality of e-commerce providers on customer satisfaction in Kenya, explaining that digital service providers were revolutionizing Kenya's purchasing behavior. Result findings were that top retailers' ability to maintain consistent customer satisfaction is dependent on ensuring they can maintain high levels of efficiency, responsiveness, assurance and security. The study confirmed that price and convenience factors are less impactful than the service providers' ability to provide consistent quality services. similar observations had been made by Gachuru (2017) whose analysis revealed that Kenyan customers place a lot of emphasis on the ordering platform's convenience and security. The study used multiple regression and correlation analysis and results revealed that in addition to simple e-menus and ordering platform information quality, hoteliers should ensure their platforms are secure and people cannot fall for fraudulent activities online.

2.4 Summary of Research Gap

Although the body of literature is expanding on online food delivery services globally, studies focusing on customer satisfaction within Nairobi's food delivery sector remain limited. Existing research has primarily examined related areas, such as the influence of online food delivery services on financial performance (Mutisya, 2020), the study was unique to COVID-19 periods. CAK (2024), and customer loyalty in online food services (Mutisya, 2020). However, there is a notable scarcity of studies specifically addressing how online food delivery influences customer satisfaction in Nairobi. This gap is particularly significant given the rapid growth of the online food delivery market in Kenya, projected to reach a market volume of US\$839.50 million by 2029

(Statista, 2024). Additionally, a recent study revealed that only 16% of consumers in Nairobi and Mombasa have complained about unsatisfactory service, with 60% of these complaints neither attended to by the platforms nor followed up by the complainant (CAK, 2024). These findings underscore the need for research that specifically examines the factors influencing customer satisfaction in Nairobi's online food delivery sector, particularly in the areas of food quality, service quality, platform usability, and comparative platform experience.

Examining these dimensions within the Nairobi context addressed the existing gap and offer deeper insights into the key factors influencing customer satisfaction in this rapidly expanding market.

Table 2.1 Summary of research gaps

Author	Title of study	Findings	Research Gap	How the current study addressed the gap
Ganapathi & Abu-Shanab, (2020)	Customer Satisfaction with Online Food Ordering Portals in Qatar	Quality of the service provided by restaurants has a significant impact on customer satisfaction and loyalty, customer satisfaction acts as a mediator in the connection between the quality of service provided and customer loyalty.	The focus was on the quality of online ordering service and customer loyalty	This research endeavors to comprehensively examine the relationship between customer satisfaction and the utilization of digital platforms for food delivery services.

<p>Meena & Kumar, (2022)</p>	<p>The Impact of Online Delivery Services on the Financial Performance of Restaurants</p>	<p>Significant performance in terms of profitability and liquidity of restaurants from online food delivery</p>	<p>Focus on financial performance as a result of using online food delivery</p>	<p>The study proposes to focus on customer satisfaction with the use of online food delivery</p>
<p>Mutisya(2020)</p>	<p>Effects of Online Service Quality on customer loyalty: case of online food services in Nairobi County in Kenya</p>	<p>The study suggests that factors such as efficiency, accessibility, and the presence of current menu options play a significant role in fostering customer loyalty.</p>	<p>The focus was on customer loyalty to online food delivery.</p>	<p>The purpose of this research is to investigate the impact of different online food delivery on customer satisfaction.</p>
<p>Galhotra & Dewan, (2020)</p>	<p>Impact of COVID-19 on digital platforms and change in E-commerce shopping trends</p>	<p>The study found that people extensively used digital platforms for various purposes such as entertainment, online shopping, and education during the</p>	<p>The focus was generally on e-commerce shopping trends using digital platforms</p>	<p>The research proposal specifically focuses on online food delivery in the food delivery sector</p>

		<p>pandemic while prioritizing essentials over non-essential items.</p>		
<p>Alalwan, (2020)</p>	<p>Mobile food ordering apps: An empirical study of the factors affecting customer e-satisfaction and continued intention to reuse</p>	<p>Online reviews, online ratings, online tracking, performance expectancy, hedonic motivation, and price value are important factors that contribute to e-satisfaction and continued intention to reuse MFOAs.</p>	<p>The focus was on Jordanian customers' satisfaction and continued intention to reuse MFOAs.</p>	<p>This research proposal seeks to understand how the use of online food delivery impacts customer satisfaction specifically in a developing world context.</p>
<p>Enanoria and Maranga (2022)</p> <p>evaluated the effect of GrabFood riders'</p>	<p>Assessment of Grabfood Delivery Rider'S Services and its Effect on Customer Satisfaction</p>	<p>The riders' timeliness and professionalism as well as the platforms' intractability have significant impacts on customer</p>	<p>The study limited itself to analysis of service quality factors</p>	<p>The current will examine product quality factors alongside service quality</p>

		satisfaction		
Leo et al. (2022)	Online Food Delivery Service: Role of e-Service Quality and Food Quality Customer Loyalty	Food quality had a stronger influence on customer satisfaction than e-service quality, suggesting that consumers prioritize the culinary experience	The study provides data from Indonesia and specified customer loyalty which will not be evaluated in this study.	This study presents findings from a developing country where online food services are only emergent and where few large-scale food delivery services dominate the market
Jayasingha and Dayangana (2022)	A study on consumer satisfaction on online food delivery services in the Colombo District	Customers favor food quality, customer service fulfillment, and convenience	The study was limited to customer satisfaction with online food delivery in Sri Lanka during the COVID-19 pandemic	This study examines customer satisfaction at normal periods where movement restrictions impacted customer choice

Source: Researcher (2025)

2.5 Conceptual Framework

The conceptual framework provides the interpretation of the relationship between the independent variables. It is grounded in relevant theoretical models, including the Technology Acceptance

Model (TAM) and the SERVQUAL Model, which provide a structured approach to understanding customer perceptions and service expectations in online food delivery platforms.

These parameters have been previously examined in various studies across different contexts, highlighting their significance in shaping customer satisfaction in OFD platforms (Abbas et al., 2024.; Andrianto et al., 2023; Arshad et al., 2024; Prasetyo et al., 2021). Prior research has demonstrated that food quality, service efficiency, and platform usability play crucial roles in consumer decision-making and satisfaction levels, reinforcing the relevance of these factors in the current study.

Food quality is a key determinant of customer satisfaction, as it directly influences customer perceptions of value and experience. Attributes such as taste, freshness, temperature, and packaging contribute to whether customers feel satisfied or disappointed with the service. Poor food quality often leads to negative reviews, decreased customer retention, and reputational damage for service providers.

Service quality addresses aspects such as responsiveness, communication, and order fulfillment efficiency. A seamless, reliable, and professional service experience increases trust and satisfaction levels, leading to customer loyalty. In contrast, delays, poor communication, and inconsistent service delivery can result in dissatisfaction and loss of customers.

Platform usability refers to how easily customers can interact with an online food delivery system, including its navigation, payment systems, and tracking features. The TAM singles out PU and PEOU in determining customer satisfaction. A well-designed, intuitive platform enhances user experience, making ordering more convenient and efficient, thereby increasing overall satisfaction.

The interplay between these independent variables influences customer satisfaction levels, which in turn affects customer retention, brand loyalty, and repeat purchases. Understanding these relationships provides valuable insights for online food delivery businesses to optimize their service offerings and enhance customer experiences.

Independent Variables

Dependent Variables

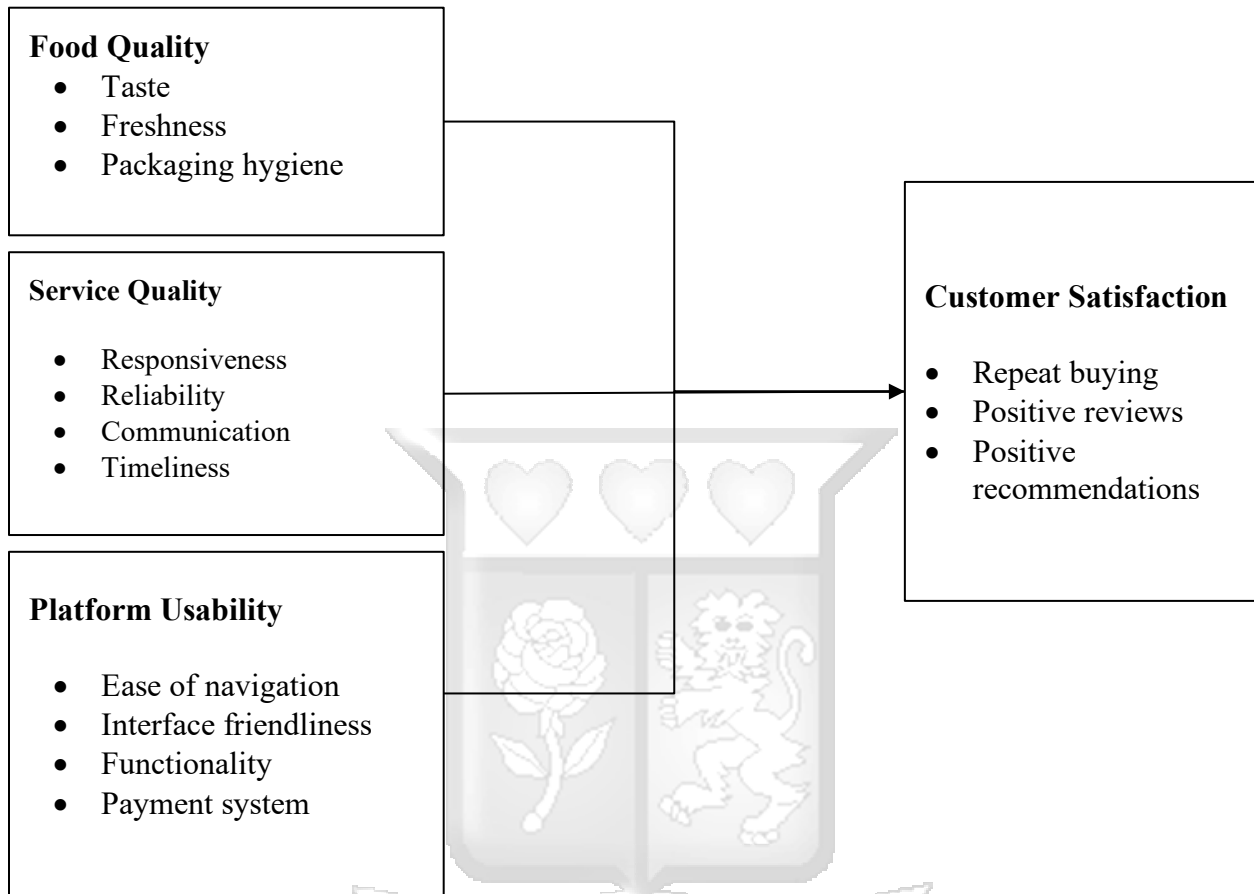


Figure 2.1 Conceptual Framework

Source: Researcher (2025)

2.6 Operationalization of Study Variables

Table 2.2 Operationalization of the Variables

Variable	Operational definition	Indicators	How it is measured	Source
----------	------------------------	------------	--------------------	--------

Independent Variables				
Food Quality (FQ)	The degree to which food taste, freshness, and presentation meet customer expectations.	Taste, freshness, temperature, packaging, portion size	Ordinal 5-point Likert Scale	Suhartanto et al. (2019), Park and Bae (2020)
Service Quality (SQ)	The overall efficiency, reliability, and responsiveness of the service provided by the food delivery platform.	Responsiveness, reliability, communication, order fulfillment	Ordinal 5-point Likert Scale	Arshad et al. (2024), Ganapathi & Abu-Shanab (2020), Arshad et al. (2024)
Platform Usability (PU)	The ease of navigation, user-friendly interface, and convenient functionality of the food delivery platform.	<ul style="list-style-type: none"> Ease of navigation, Interface friendliness, Functionality, payment system 	Ordinal 5-point Likert Scale	Bannor and Amponsah (2024), Prasetyo et al. (2021)

Dependent Variables				
Customer Satisfaction (CS)	The extent to which customer expectations are met or exceeded, reflecting a positive experience with the OFD service.	Repeat customers, positive reviews, positive recommendations	Quantitative	Arshad et al. (2024), Ganapathi & Abu-Shanab (2020)

Source: Researcher (2025)

2.7 Chapter Summary

This chapter provides a comprehensive review of the existing literature on customer satisfaction with online food delivery services, focusing on the Nairobi context. Key theoretical frameworks, including the TAM and the SERVQUAL model, are explored to understand the factors influencing customer adoption and satisfaction within the digital service sector. A critical analysis of the existing literature reveals significant gaps in research, particularly regarding the interplay of factors like food quality, service quality, platform usability, and customer service within the unique context of the Nairobi market. Based on these findings, a conceptual framework is developed, outlining the hypothesized relationships between key independent variables (food quality, service quality, platform usability,) and the dependent variable, customer satisfaction. The chapter further delineates the research objectives and operationalizes study variables, explaining how each variable was measured through a structured survey questionnaire.

CHAPTER THREE

METHODOLOGY

3.1 Introduction

This chapter outlined the research methodology, encompassing the research philosophy, design, target population, sampling methods, data collection procedures, data analysis techniques, and ethical considerations. The chosen methodology aimed to ensure the reliability, validity, and generalizability of the findings.

3.2 Research Philosophy

The study utilized a positivism philosophy which advocates for the use of objective methods to gain an understanding of observable social phenomena. Specifically, positivism emphasizes the use of structured quantitative data collection techniques and the application of hypothesis testing to draw generalizations about the research objectives (Park et al., 2020). Positivism philosophy focuses on collecting observable data and searching for regularities and causal relationships to create law-like generalizations (Saunders et al., 2012), which is suitable for studying the influence of OFDs on customer satisfaction.

Positivism emphasizes the use of hypotheses, facts, and quantifiable observations that lend themselves to statistical analysis. This approach is also relevant to this research topic. Additionally, the positivist approach's value-free perspective helps ensure that the researcher remains neutral and objective when collecting data and concluding the influence of OFDs on customer satisfaction (Saunders et al., 2012).

3.3 Research Design

A descriptive research design is employed to systematically analyze customer satisfaction factors in Nairobi's online food delivery sector. Descriptive research depicts variables and their relationships without manipulating the environment (Kombo & Tromp, 2009). This approach allows for the study to identify trends, measure perceptions, and draw meaningful conclusions about how food quality, service quality, and platform usability influence customer satisfaction.

3.4 Target Population

Kombo and Tromp (2009) defined the study population as the target group of individuals or objects that a researcher intends to examine and from whom a sample was selected. In the present investigation, the study population consists of customers who have utilized OFDs to request food delivery within Nairobi County. This county is home to a population of approximately 4,397,073 individuals, as reported by the KNBS based on a population survey conducted in 2019 (KNBS, 2019).

3.5 Sampling Design

A non-probability sampling method, specifically convenience sampling, is used to select participants for this study. This method is appropriate as it enables easy access to respondents who frequently use online food delivery services, ensuring relevant insights into customer satisfaction. While this method has limitations in terms of generalizability, it is practical for reaching individuals who have firsthand experience with the subject matter (Saunders et al., 2012).

The sample size is determined using Cochran's (1977) formula for infinite populations, ensuring statistical adequacy for analysis. The standard normal deviation at a 95% confidence level ($Z = 1.96$), an estimated proportion of online food delivery users at 50% ($p = 0.5$) to maximize variability, and a margin of error of 5% ($E = 0.05$) are used in the calculation. Applying the formula:

$$n = Z^2pq/E^2 = (1.96)^2(0.5)(0.5)/0.05^2 = 384.16$$

The sample size is rounded up to 385 respondents to ensure an adequate representation of online food delivery users in Nairobi.

3.6 Data Collection Instruments

The research relied on primary study data that was collected using structured questionnaires. The adoption of such a research instrument allows for uniformity in the responses obtained thus making data management easier. The structured questionnaire was developed using a 5-point Likert scale. The questionnaire is divided into three sections: the first gathers demographic details such as age,

gender, occupation, and length of online food delivery usage; the second examines independent variables by evaluating perceptions of food quality, service quality, and platform usability; and the third measures the dependent variable, customer satisfaction, using various satisfaction indicators. The questionnaires were administered physically among customers of first-food establishments within the main malls where most online food establishments are found. Further, the study collected data from members of the public within the malls to foster the response rate.

3.7 Research Quality

The research ensured that relevant approvals are obtained from the institution before progressing with the data collection process. The supervisor review and approval for the document was obtained before proceeding with ethical review process and seeking research license from NACOSTI. The study relied on physical data collection due to the ease of access to respondents within major shopping malls and restaurants chains within the premises which ensured there was a personal appeal in the process. Further, physical data collection allowed respondents the opportunity to submit any queries they had on the nature and aims of the data collection process.

A pilot tests of the questionnaire was conducted among 10% of the sample respondents with 38 individuals involved in the pretest not included in the main survey. The pilot data was used to test for the reliability of the questionnaire using the Cronbach Alpha test. The standard rule of thumb in checking for internal consistency is that Cronbach Alpha scores above 0.7 are deemed acceptable for the questionnaire to be adopted in it's current form.

The results are presented below;

Table 3.1 Reliability Results

Variable	Cronbach's Alpha	N of Items	of Interpretation
Food quality	.768	5	Accepted for the main survey since Alpha is above 0.7
Service quality	.742	6	Accepted for the main survey since Alpha is above 0.7
Platform usability	.789	5	Accepted for the main survey since Alpha is above 0.7
Customer satisfaction	.760	3	Accepted for the main survey since Alpha is above 0.7

3.8 Data Analysis

Data analysis involved the Statistical Package for the Social Sciences (SPSS), a widely utilized tool in quantitative research. Descriptive statistics, including means, standard deviations, and frequency distributions, are employed to summarize the data and highlight key trends in customer satisfaction levels. Additionally, inferential statistical methods, such as correlation analysis and multiple regression analysis, are used to explore relationships between variables.

Correlation analysis is employed to assess the strength and direction of relationships between food quality, service quality, platform usability, and customer satisfaction. Multiple regression analysis further determines the degree to which each independent variable contributes to customer satisfaction. The regression model applied in this study is:

$$CS = \beta_0 + \beta_1 FQ + \beta_2 SQ + \beta_3 PU + \epsilon$$

Where:

CS represents Customer Satisfaction (dependent variable),

FQ represents Food Quality,

SQ represents Service Quality,

PU represents Platform Usability,

β_0 is the constant,

β_1 , β_2 , β_3 are the regression coefficients,

ϵ is the error term.

This model allows the study to determine the relative importance of each independent variable in influencing customer satisfaction. The results are presented in tables, graphs, and charts for clarity and ease of interpretation.

3.9 Ethical Considerations

This study upholds ethical research standards to safeguard participants' rights and maintain data integrity. Before participation, individuals are informed about the study's purpose and provide voluntary consent. Confidentiality is ensured by refraining from collecting personally identifiable information, keeping responses anonymous. Additionally, participants had the choice of refraining from participating. Institutional approval is obtained from the Strathmore University Institutional Ethics Review Board to ensure adherence to ethical research guidelines. Additionally, a research permit has been obtained from NACOSTI to comply with national research regulations. The study also follows the ethical principles outlined in the Belmont Report (1979), including respect for persons, beneficence, and justice. These measures ensure that the research is conducted responsibly and ethically.

3.10 Chapter Summary

This chapter has outlined the research methodology, detailing the study's philosophy, design, population, sampling method, data collection techniques, analysis procedures, and ethical considerations. The positivist research philosophy supports a structured, objective approach, while a descriptive research design facilitates an in-depth examination of customer satisfaction factors. The methodology ensures reliability and validity in evaluating the impact of food quality, service quality, and platform usability on customer satisfaction with online food delivery platforms in Nairobi.

CHAPTER FOUR

PRESENTATION OF RESEARCH FINDINGS

4.1 Introduction

The fourth chapter focus was on the presentation of the study findings. The key areas covered are the background of the respondents, the delivery platforms and the descriptive summary of the structured questionnaires. The chapter then presents the correlation and regression results.

4.2 Background Information

The background part focused on the response rate, respondents' profile, and the online delivery platforms.

4.2.1 Response Rate

The study focused on collecting data from 385 residents drawn within Nairobi County who utilize online food delivery services. The research obtained 307 responses which translated to 80% response rate – sufficient for proceeding with the quantitative analysis as well as adequate for applying the results to the overall study sample.

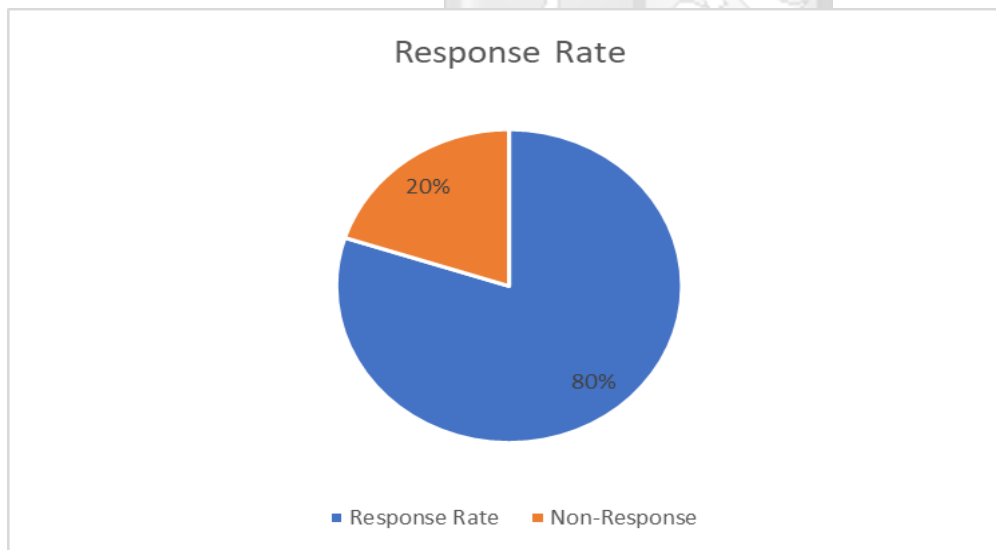


Figure 4.1 Response Rate

4.2.2 Profile of Respondents

The study presented participants with questions on their demographic profile such as age, gender, education etc. and the summary of the analysis is presented in Table 4.1

Table 4.1 Analysis of Demographic Profile of Respondents

		Frequency	Percent
Age of respondent	18-25	61	19.9
	26-35	133	43.3
	36-50	86	28.0
	Over 50	27	8.8
	Total	307	100.0
Gender of respondent	Male	134	43.6
	Female	147	47.9
	Other	26	8.5
	Total	307	100.0
Education level	Post graduate	61	19.9
	Undergraduate	112	36.5
	College	105	34.2
	High school	22	7.2
	Other	7	2.3
	Total	307	100.0
Occupation	Employed	76	24.8
	Self employed	97	31.6
	Casual labor	65	21.2
	Seeking employment	36	11.7
	Other	33	10.7
	Total	307	100.0
Residency in Nairobi	0-6 months	18	5.9
	6-12 months	62	20.2
	1-2 years	99	32.2
	Over 2 years	128	41.7
	Total	307	100.0

Findings revealed that 43% (n = 133) were between 26-35 years of age and 20% of age 18-25 years and at least 8% above 50 years of age indicating there was utilization of online delivery platforms across different age groups. The results revealed that 48% (n = 147) were female users of online platforms with 44% being male users showing there was parity in the utilization of the platforms. The study noted that 37% (n = 112) of participants had an undergraduate degree, 34% a college diploma, 20% a postgraduate degree and 7% a high school attainment showing diverse education attainment. 31% were self-employed, 25% were employed, 21% were casual laborers and 12% actively seeking employment. The results implied that the platforms were being embraced by individual across different occupation status. The study noted that at least 42% of the respondents have resided in the county for more than 2 years, 20% for 6-12 months, 32% for 1-2 years with 6% having stayed for less than 6 months showing that majority of those included in the study have been residents of the county for a lengthy period thus meet inclusion requirements.

4.2.3 Analysis of the Online Delivery Platforms

The study further reviewed features of the online platforms such as frequency of use, the most used apps and payment options adopted and summary of response is shown below.

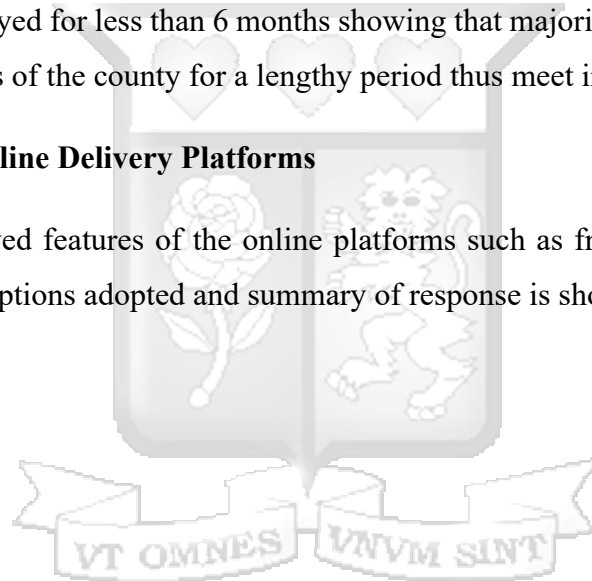


Table 4.2 Overview of Online Delivery Platform Features

		Frequency	Percent
Use of online food delivery apps	Daily	24	7.8
	Weekly	118	38.4
	Monthly	59	19.2
	Rarely	106	34.5
	Total	307	100.0
Frequently used apps	Uber eats	81	26.4
	Glovo	86	28.0
	Bolt food	73	23.8
	Dial-a-delivery	27	8.8
	Jumia food	24	7.8
	Yum delivery	16	5.2
	Total	307	100.0
	Payment options for online delivery apps	mobile money	173
cash on delivery		32	10.4
debit/credit cards		102	33.2
Total		307	100.0
Platform used in online food delivery	Mobile app	205	66.8
	Website	69	22.5
	Social media	29	9.4
	Other	4	1.3
	Total	307	100.0

The analysis revealed that 38% of the respondents used the OFD apps weekly, 19% at least monthly, 8% at least daily and 34% rarely used the apps. Overall, the results showed there was high utilization of the apps among the respondents at least within a month. The results revealed that the most popular platform was Glovo (28%), Uber Eats (26%), Bolt Food (24%), Jumia Food (8%) and Dial-a-Delivery (9%). This implied there was diversity in the choice of the OFD apps that are available to consumers within the County thus providing better user preferences. The study found out that 56% of the users relied on mobile money as the preferred payment option for online food platforms, 33% on debit/credit cards with 10% relying on cash on delivery. This is indicative of increased preference of cashless payments among most of the consumers within the country. The analysis showed that 67% of the users relied on mobile apps to access the online delivery services, 22% utilized the platform websites while 9% relied on their social media pages.

4.3 Descriptive Analysis

The research reviewed how food quality, service quality and platform usability affected the customer satisfaction with OFD services and summary of responses is shown in this section.

4.3.1 Food Quality

The study evaluated how the degree to which food taste, freshness, and presentation meet customer expectations. The analysis of the response received is shown below;

Table 4.3 Analysis of Food Quality

	N	Mean	Std. Deviation
I often find the taste of the food I receive through online food delivery platforms to be satisfying	307	4.1303	.8833
I often find the food I receive through online food delivery platforms to be fresh	307	3.8111	.9885
I often receive food that is accurately prepared according to my order through online food delivery platforms	307	3.6547	1.0777
I am satisfied with the portion size of the food delivered	307	3.3257	1.2092
I feel confident that the food packaging is secure and maintains hygiene	307	3.4039	1.1171
Overall		3.665	1.055

The highest mean ($m = 4.1303$) showed agreement respondents find the taste of the food they receive through online food delivery platforms to be satisfying. Further, there was agreement the respondents find the food they receive through online food delivery platforms to be fresh ($m = 3.8111$). The results noted a low mean ($m = 3.3257$) there was disagreement among respondents they felt satisfied with the portion size of the food delivered.

4.3.2 Service Quality

The research further queried the respondents on the degree of efficiency, reliability, and responsiveness of the service of the OFD platform. The analysis is presented in Table 4.4 below

Table 4.4 Analysis of Service Quality

	N	Mean	Std. Deviation
I find the tracking provided by the food delivery service to be accurate and updated in real time	307	3.739	1.024
I often find customer support to be responsive when I use online food delivery platforms	307	3.703	1.097
I often find online food delivery platforms to be flexible in terms of order customization and delivery options	307	3.589	1.076
I often find the communication regarding order status and delivery updates from online food delivery platforms to be clear and helpful	307	3.430	1.059
I am satisfied with the delivery time, as it is reasonable and meets my expectations	307	3.362	1.173
When I have issues, refunds and complaints are handled efficiently	307	3.616	1.085
Overall		3.573	1.085

Findings indicated the highest mean ($m = 3.7394$) revealed respondents find the tracking provided by the food delivery service to be accurate and updated in real time. The results noted agreement ($m = 3.7036$) respondents often find customer support to be responsive when I use online food delivery platforms. Respondents also disagreed ($m = 3.43$) they find the communication regarding order status and delivery updates from online food delivery platforms to be clear and helpful. A low mean of 3.3616, revealed disagreement that participants felt satisfied with the delivery time, as it is reasonable and meets my expectations.

4.3.3 Platform Usability

The research further focused on the usability of the platform through review of the ease of navigation, user-friendly interface, and convenient functionality of the OFD platform. The results are shown in Table 4.5

Table 4.5 Analysis of Platform Usability

	N	Mean	Std. Deviation
I find it easy to navigate and use the online food delivery platforms I have used	307	3.606	1.125
I am satisfied with the variety of options available through online food delivery platforms	307	3.635	1.153
I am satisfied with the payment options offered by online food delivery platforms.	307	3.593	1.085
I rarely experience crashes or glitches when using the online food delivery platform.	307	3.334	1.147
I feel confident that my personal and payment information is secure on online food delivery platforms	307	3.476	1.076
Overall		3.529	1.117

A high mean (m = 3.6352) noted agreement participants are satisfied with the variety of options available through OFDs. The analysis showed agreement (m = 3.6059) respondents find it easy to navigate and use the online food delivery platforms I have used. A low mean (m = 3.3355) revealed disagreement among respondents they rarely experience crashes or glitches when using the online food delivery platform.

4.3.4 Customer Satisfaction

The research focused on the extent to which customer expectations are met or exceeded, reflecting a positive experience with the OFD service. The summary of responses is shown in Table 4.6 below

Table 4.6 Analysis of Customer Satisfaction

	N	Mean	Std. Deviation
I would recommend this online food delivery service to others	307	3.912	.951
I am likely to continue using this online food delivery services in the future	307	4.068	1.075
I am satisfied with the overall process of online food delivery	307	4.029	.886
Overall		4.003	0.970

The highest mean ($m = 4.0684$) noted the respondents agreed they are likely to continue using this OFDs in the future. The results noted agreement ($m = 4.0293$) the respondents are satisfied with the overall process of online food delivery.

4.4 Correlation Analysis

The correlation analysis was adopted to estimate the direction and strength of the association between the three selected factors and the customer satisfaction for online food delivery platforms.

Table 4.7 Correlation Analysis

	Customer Satisfaction	Food Quality	Service Quality	Platform Usability
Spearman's rho	Customer Satisfaction	Correlation Coefficient 1.000		
		Sig. (2-tailed) .		
		N 307		
Food Quality	Food Quality	Correlation Coefficient .438**	1.000	
		Sig. (2-tailed) .000	.	
		N 307	307	
Service Quality	Service Quality	Correlation Coefficient .513**	.621**	1.000
		Sig. (2-tailed) .000	.000	.
		N 307	307	307
Platform Usability	Platform Usability	Correlation Coefficient .565**	.452**	.567**
				1.000

Sig. (2-tailed)	.000	.000	.000	.
N	307	307	307	307

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

The results of the correlation tests revealed a moderate positive relation between food quality ($r = .438^{**}$, $\text{sig} = .000$), service quality ($r = .513^{**}$, $\text{sig} = .000$), platform usability ($r = .565^{**}$, $\text{sig} = .000$) and customer satisfaction with OFD platforms in Nairobi County, Kenya.

4.5 Regression Analysis

The research applied both simple linear regression and multiple regression and analysis is shown within this section.

4.5.1 Simple Linear Regression

The simple linear regression specifically focused on how the food quality, service quality and platform usability affect the customer satisfaction with online food delivery platforms in Nairobi County, Kenya.

4.5.1.1 Food Quality and Customer Satisfaction with Online Food Delivery Platforms

The analysis focused on the level of effect of food quality and customer satisfaction with online food delivery platforms and results are shown below;

Table 4.8 Food Quality and Customer Satisfaction with Online Food Delivery Platforms

Model Summary						
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate		
1	.483 ^a	.234	.231	.70192		
a. Predictors: (Constant), Food Quality						
ANOVA^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	45.836	1	45.836	93.032	.000 ^b
	Residual	150.272	305	.493		
	Total	196.108	306			
a. Dependent Variable: Customer Satisfaction						
b. Predictors: (Constant), Food Quality						
Coefficients^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.963	.215		9.117	.000
	Food Quality	.557	.058	.483	9.645	.000
a. Dependent Variable: Customer Satisfaction						

The results had a coefficient of determination ($R^2 = .234$) which showed with other factors held constant; the food quality had positive predictive power on the customer satisfaction. Based on the coefficient 23.4% of the changes in customer satisfaction with online food delivery platforms in Nairobi County, Kenya are determined by food quality. The statistical significance showed an f-value 93.032, sig = .000 there was a positive and significant effect of food quality and customer satisfaction with online food delivery platforms in Nairobi County, Kenya. The results on the first coefficient had a coefficient $\beta_1 = .557$, Sig = .000 < .05 which revealed there was a significant effect of food quality on the level of customer satisfaction with online food delivery platforms in Nairobi County.

4.5.1.2 Service Quality and Customer Satisfaction with Online Food Delivery Platforms

The analysis focused on the level of effect of service quality and customer satisfaction with online food delivery platforms and results are shown below;

Table 4.9 Service Quality and Customer Satisfaction with Online Food Delivery Platforms

Model Summary						
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate		
1	.597 ^a	.357	.355	.64300		
a. Predictors: (Constant), Service Quality						
ANOVA^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	70.006	1	70.006	169.321	.000 ^b
	Residual	126.102	305	.413		
	Total	196.108	306			
a. Dependent Variable: Customer Satisfaction						
b. Predictors: (Constant), Service Quality						
Coefficients^a						
Model		Unstandardized Coefficients		Standardized	t	Sig.
		B	Std. Error	Coefficients		
1	(Constant)	1.623	.187		8.699	.000
	Service Quality	.666	.051	.597	13.012	.000
a. Dependent Variable: Customer Satisfaction						

The findings showed a coefficient of determination ($R^2 = .357$) which showed with other factors held constant; the service quality had positive predictive power on the customer satisfaction. Based on the coefficient 35.7% of the changes in customer satisfaction with online food delivery platforms in Nairobi County, Kenya are determined by service quality. The statistical significance showed an f-value 169.321, sig = .000 there was a positive and significant effect of service quality and customer satisfaction with online food delivery platforms in Nairobi County, Kenya. The results on the service quality revealed coefficient $\beta_2 = .666$, Sig = .000 < .05 which revealed there was a significant effect of service quality on the level of customer satisfaction with online food delivery platforms in Nairobi County.

4.5.1.3 Platform Usability and Customer Satisfaction with Online Food Delivery Platforms

The analysis focused on the level of effect of platform usability and customer satisfaction with online food delivery platforms and results are shown below;

Table 4.10 Platform Usability and Customer Satisfaction with Online Food Delivery Platforms

Model Summary						
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate		
1	.624 ^a	.389	.387	.62674		
a. Predictors: (Constant), Platform Usability						
ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	76.304	1	76.304	194.256	.000 ^b
	Residual	119.804	305	.393		
	Total	196.108	306			
a. Dependent Variable: Customer Satisfaction						
b. Predictors: (Constant), Platform Usability						
Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients		Sig.
		B	Std. Error	Beta	t	
1	(Constant)	1.641	.173		9.476	.000
	Platform Usability	.669	.048	.624	13.938	.000

a. Dependent Variable: Customer Satisfaction

The regression output revealed a coefficient of determination ($R^2 = .389$) which showed with other factors held constant; the platform usability had positive predictive power on the customer satisfaction. Based on the coefficient 38.9% of the changes in customer satisfaction with online food delivery platforms in Nairobi County, Kenya are determined by platform usability.

The statistical significance showed an f-value 194.256, sig = .000 there was a positive and significant effect of platform usability and customer satisfaction with online food delivery platforms in Nairobi County, Kenya. The results on the platform usability revealed coefficient $\beta_3 = .669$, Sig = .000 < .05 which revealed there was a significant effect of platform usability on the level of customer satisfaction with online food delivery platforms in Nairobi County.

4.5.2 Multiple Linear Regression

The research employed multiple linear regression to estimate the magnitude of the relationship between the research variables. The results of the regression are presented in this section.

Table 4.11 Regression Summary

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.670 ^a	.449	.443	.59734

a. Predictors: (Constant), Platform Usability, Food Quality, Service Quality

The findings of the regression analysis above showed a coefficient of determination ($R^2 = .449$) which showed with other factors held constant; the food quality, service quality and platform usability have a positive predictive power on the customer satisfaction. Based on the coefficient 44.9% of the changes in customer satisfaction with online food delivery platforms in Nairobi County, Kenya are determined by the three factors.

Table 4.12 ANOVA Summary

ANOVA^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	87.995	3	29.332	82.205	.000 ^b
	Residual	108.113	303	.357		
	Total	196.108	306			

a. Dependent Variable: Customer Satisfaction

b. Predictors: (Constant), Platform Usability, Food Quality, Service Quality

The ANOVA test yielded a F -calculated = 82.205 with a $sig = .000 < .05$ which was indicative of a significant effect. This revealed that there was a positive and significant effect of food quality, service quality and platform usability on the customer satisfaction with online food delivery platforms in Nairobi County, Kenya.

Table 4.13 Regression Coefficient Summary

Model		Unstandardized Coefficients		Standardized	t	Sig.
		B	Std. Error	Coefficients		
1	(Constant)	1.106	.199		5.545	.000
	Food Quality	.061	.070	.053	.872	.384
	Service Quality	.327	.076	.293	4.299	.000
	Platform Usability	.426	.063	.397	6.805	.000

a. Dependent Variable: Customer Satisfaction

The resulting regression equation becomes;

$$CS = \beta_0 + .061FQ + .327SQ + .426PU + .199$$

The results of the regression coefficient were interpreted based on the research specific objectives as shown below;

To establish the influence of food quality on customer satisfaction with online food delivery platforms in Nairobi.

The results on the first coefficient had a coefficient $\beta_1 = .061$, Sig = .384 > .05 which revealed there was an insignificant effect of food quality on the level of customer satisfaction with online food delivery platforms in Nairobi County. The findings showed that among the selected factors; food quality was the least concern for customers which can imply that the institutions have already met that quality preference hence the customers' patronage.

To determine the influence of service quality on customer satisfaction in the online food delivery sector in Nairobi.

The second objective had a coefficient $\beta_2 = .327$, Sig = .000<.05 which signified a positive and significant effect. The findings revealed that service quality positively improved the customer satisfaction with online food delivery platforms in Nairobi County. A change in service quality can lead to improvement in customer satisfaction by .327 or 32.7%. The implication from this finding is that Kenyan customers place high emphasis on high quality of services provided.

To assess how platform usability affects customer satisfaction with online food delivery services in Nairobi.

The analysis of the third objective revealed a coefficient $\beta_3 = .426$, Sig = .000<.05 which signified a positive and significant effect. The findings revealed that platform usability positively improved the customer satisfaction with online food delivery platforms in Nairobi County. A change in platform can lead to improvement in customer satisfaction by .426 or 42.6%. The implication from this finding is that Kenyan customers place high emphasis the practicability and usability of the platform.



CHAPTER FIVE

DISCUSSION, CONCLUSION AND RECOMMENDATION

5.1 Introduction

This chapter provided a presentation of the discussion, conclusions and recommendations that were drawn from the research analysis and findings. The chapter concludes by providing recommendations. The chapter was presented in line with the study objectives.

5.2 Summary of Findings

The objectives were to carry out analysis of the factors influencing customer's satisfaction with OFD platforms in Nairobi County, specifying the influence of food quality factors, service quality factors and platform usability factors. The study adopted a positivism research philosophy, a descriptive research design and was founded on principles of the TAM and SERVQUAL model. The study targeted all consumers who had used OFD applications in Nairobi County and settled on 385 respondents. Descriptive and inferential analysis were used in analysis.

The research was able to obtain 307 responses which translates to an 80% response rate. Of these, 133 (43%) were aged between 26-35 years of age, while 20% were between 18-25 years. Moreover, 47% were female, hold undergraduate degrees and college diplomas, and were either self-employed or employed. Only 12% indicated that they are actively seeking employment. Regarding their usage of OFD apps, the analysis reveals that while 34% of the respondents rarely used the applications, 38% used the applications weekly, 19% at least monthly, and only 8% used the applications on a daily basis. The most popular of these apps was Glovo, Uber Eats, and Bolt Food, with Jumia Food and Dial-a-Delivery being the least popular. Moreover, the respondents were in agreement that mobile money was the most popular method of payment showcasing increased expectations that the OFD apps offer cashless payment services.

The correlation analysis results reveal a moderate positive relation between food quality and customer satisfaction, that there is a moderate positive relation between service quality and customer satisfaction, and that there is a moderate positive relation between platform usability and customer satisfaction with OFD platforms in Nairobi County, Kenya.

The regression findings were that holding other factors constant, food quality, service quality and platform usability all have significant positive effects on the satisfaction of customers with online food delivery platforms. Regarding objective one, findings were that food quality has an insignificant effect on the level of customer satisfaction with OFD platforms in Nairobi County. On the second objective, findings were that service quality has a positive and significant effect on customer satisfaction with OFD platforms in Nairobi County. Finally, regarding the third objective, findings were that platform usability has significant positive effects on customer satisfaction with OFD platforms in Nairobi County.

5.3 Discussion of Findings

The discussion of the findings is presented in this section.

5.3.1 Food Quality and Customer Satisfaction

The findings from analysis of the first objective which was food quality reveal that food quality has insignificant effects on customer satisfaction with OFD platforms in Nairobi County. This finding has significant implications given food quality factors, as explained by Suhartanto et al. (2019) and Park and Bae (2020), is a critical determinant of CS in the sector. According to these studies, customers are highly conscious of the quality of food, its taste and packaging, and that these factors have significant impacts on their satisfaction and intention to use digital hotel applications. This finding also contradicts theoretical expectations from the SERVEQUAL model that physical qualities of food, such as its taste, visual appearance, temperature and healthiness should have positive impacts on customer satisfaction.

These findings also contradict observations made by numerous researchers such as Leo et al. (2022), Akegbejo-Samsons (2021) and Koay, et al., (2022) whose analyses revealed a significant positive effects of food quality on customer satisfaction with OFD services. There was a high degree of agreement among respondents that they find the taste of the food they receive through online food delivery platforms to be satisfying and these observations mirror findings from the study by Leo et al. (2022) which revealed that food quality had a stronger influence on customer satisfaction than e-service quality as consumers in Indonesia prioritize the culinary experience over the technological or service aspects of the platform. Akegbejo-Samsons (2021) analysis results

revealed that food healthiness, freshness, packaging and taste are all key determinants of customer satisfaction among Estonian customers while according to Koay, et al., (2022), food factors of meal taste and hygiene are key determinants of satisfaction with OFD services.

There was further agreement that customers find the food delivered to be fresh and these findings are confirmed by Jayasingha and Dayangana (2022) and Capri (2021) in analysis which revealed a significant association between nutritious offerings and freshness on CS with OFD services. The study by Jayasingha and Dayangana (2022) which was limited to customer satisfaction during the COVID-19 lockdowns revealed that customers were more concerned with the freshness of the food they were delivered, its health impact, and the quality of packaging. Similar observations were made by Su, et al. (2022) whose analysis results were that technical quality factors such as food safety and quality have indirect positive effects on customer satisfaction. These findings contradict theoretical and empirical evidence and could imply that hotels involved in online food delivery in Kenya already have quality food; and that customers have little concern that the quality of food can be improved upon.

5.3.2 Service Quality and Customer Satisfaction

Results on the second objective demonstrated a significant positive effect of service quality factors on CS with OFD platforms in Nairobi County. These findings are consistent with empirical evidence from researchers' Ganapathi and Abu-Shanab (2020), Agus (2020), Arshad et al. (2024) and Mensah, et al. (2024) whose analyses all established that service quality enhances customer satisfaction with OFD services. These studies confirm that the degree to which food deliveries meet the users' expectations improves customer satisfaction with digital services in the food sector. These findings concur with assertions of the SERVEQUAL model which predict that factors of the quality of services such as its responsiveness, reliability, communication, order fulfillment, and timelines should have direct effects on customer satisfaction.

There was a high degree of agreement among respondents that customers find the tracking capability of food delivery services to be accurate and updated in real time, a factor which was confirmed by Mensah, et al. (2024) to have significant influences on satisfaction with OFD services. The study by Arshad et al. (2024) highlighted the importance of mobile payment

availability on increasing the accessibility and convenience of e-commerce, while in the study by Mensah, et al. (2024), factors such as traceability, communication efficiency and responsiveness, as well as rider presentation were confirmed to influence customers' satisfaction with online delivery services. These observations contradict those in the study by Kaur, et al., (2025) whose analysis found traceability to have insignificant effects on customer satisfaction with e-services and platform security, dependability, assurance, and design to instead, influence customer satisfaction.

There was also a high degree of agreement among respondents that they find customer support services to be responsive when they use online food delivery platforms. The findings align with Agus (2020) who found that service responsiveness is the most significant service quality dimension influencing customer expectations and by Enanoria and Maranga (2022) whose analysis results were that while riders' timeliness and professionalism were key to influencing their satisfaction, customers were mostly concerned with delays and poor communication. The study by Akbar, et al., (2023) also singled out communication as the most critical determinant of customer satisfaction with OFD services. These studies stress the importance of ensuring food is delivered in a professional manner and riders maintain open channels of communication to increase assurance and satisfaction with services rendered.

5.3.3 Platform Usability and Customer Satisfaction

The analysis of the third objective revealed a positive and significant effect of platform usability on customer satisfaction with online food delivery platforms in Nairobi County. The findings align Arshad et al. (2024), Bannor and Amponsah (2024) and Abbas et al. (2024) whose findings revealed that platform-based factors such as the ease of navigation, user-friendly nature, and convenient payment options, and simplicity have significant impacts on customer satisfaction. These studies confirm that it is essential that platform developers ensure the platforms they design are user-friendly, easy and convenient to use. These findings also align with theoretical assertions of the TAM that ease of use and accessibility factors are among the key drivers of satisfaction with food ordering applications.

Abbas et al. (2024) made similar observations, reporting that platform reliability and usability are critical drivers of customer satisfaction and Oh and Kim (2017) whose analysis had revealed that customers profess a high degree of satisfaction with user-friendly platforms that meet their immediate needs. From the analysis, participants agreed that they are satisfied with the variety of options available to them on online food delivery platforms. These findings concur with findings made by Oh and Kim (2017) who established that seamless interactions increase customer satisfaction and retention. This finding, however, contradicts observations made by Karahan (2025) who found no significant effects of product variety and application ratings on user satisfaction with platform usage. In the study, the design, trust and convenience of using the application trumped the product variety concerns among Turkish customers.

Abbas et al. (2024) found a positive effect of navigability of digital applications on customer satisfaction with digital platforms and these findings are corroborated in the current study which revealed a high degree of agreement among the respondents that they are satisfied with the ease of navigating within online food delivery platforms they use. Similar observations were made in the study by Liu, Guo, and Huang (2023) which revealed that performance expectancy has direct effects on customer satisfaction. The researchers found customers to be satisfied with reliable platforms that have minimal crashes, and are responsive to customer needs. Indeed, many respondents agreed that they experience minimal crashes or glitches when using online food delivery platforms. Researchers' Onyango (2018) and Gachuru (2017) enhanced these findings by confirming that aside from convenience and ease of use, security factors also have significant effects on customer satisfaction with online delivery services.

5.4 Conclusions

From the results, the study concludes that customers are satisfied with the services they receive when accessing online food delivery services, and that they would recommend their favorite online food delivery service to others. Findings from the first objective reveal that food quality has an insignificant effect on improving the level of customer satisfaction with OFD services among Kenyan consumers. The study concludes that customers find the taste of the food they receive through online food delivery platforms to be satisfying, that the food they receive through OFD platforms is fresh, and healthy. However, the study also concludes that consumers are not satisfied with the size of the portion they receive when they use OFD delivery.

Regarding objective two, the study concludes that customers are satisfied with the quality of services they get and that service quality has significant positive effects on customer's satisfaction with OFD platforms in Nairobi County. The study concludes that customers appreciate the ability to trace the progress of the delivery within their phones and computers, that they value responsive customer support when they raise concerns, and that they find communication regarding order status and delivery updates from OFD platforms to be clear and helpful. The study also concludes that customers are satisfied with the delivery time which is reasonable and meet customer expectations.

The study further concludes that platform usability has a positive and significant on customer satisfaction with OFD platforms in Nairobi County. The study concludes that customers are highly satisfied when food ordering platforms are simple and easy to access and use, and that they are satisfied with the variety of options available in online menus. The study also concludes that customers find online food delivery platforms to be easy to navigate, stable and free from crashes and glitches that can cause customer satisfaction. The study concludes that food delivery platforms stand to increase customer satisfaction by making sure the platforms they develop are streamlined and meet their expectations.

5.5 Recommendations

Recommendations from the conclusions are presented in this section. These will be presented in line policy recommendations, practical recommendations and theoretical recommendations.

5.5.1 Policy Recommendations

The findings of the highlight the value of quality and usability factors on customer satisfaction with OFD platforms and policy makers use take this information to design regulations that can guide app developers on high quality factors for the Kenyan market. The study recommends policy development on what hotels should focus on food quality factors such as freshness and packaging to ensure these are maintained at healthy and clean levels to meet customer expectations. The study calls for laws on factors such as heat-retaining packaging materials to prevent cold/soggy food and on food quality control to ensure restaurants can ensure they maintain high quality taste expected by customers.

The study further calls on policy development to ensure these firms offer health-improving foods such as fresh salads that many consider critical to maintaining health of the workforce. The study also recommends that food delivery companies be compelled to reveal hidden price details that can be predatory in nature and have a negative impact on customers' satisfaction with digital platforms. In addition to this, the study recommends that policies be developed to compel the companies to be transparent about their ingredients as this would increase awareness of what products are in their food.

5.5.2 Practical Recommendations

Restaurant managers participating in online deliveries are recommended to consistently improve the design and appearance of the food delivery applications, and ensure they offer a variety of offers that can enhance customer experience. The study recommends that the managers strive to adapt platforms that are flexible and easy to use as this would increase customer satisfaction. The study also calls for these apps to provide informational material to provide instructions that can provide orientation to first-time users.

The study further recommends that restaurant managers strive to consistently deliver food that is fresh and tasty enough to meet the expectations of their customers. The study calls for the use of fresh ingredients in the dishes, and the inclusion of traditional, local-based food products that many consider to be healthy. In addition, they should strive to maintain a manageable customer base to ensure they maintain timely delivery times and ensure they control food temperature and presentation during delivery.

Managers were also recommended to ensure they have working hotline numbers, and responsive agents, customer care staff and riders who have accurate knowledge and information that can be used to not only inform customers, but also resolve their queries in a respectable manner. The study also recommends that managers ensure they allow for customization and introduce special instructions to customers to show their appreciation. Finally, the study calls on these firms to adopt digital technologies to improve route optimization and improve delivery time to maintain freshness and temperature.

5.5.3 Theoretical Recommendations

The study has key theoretical contributions. First, the study contributes to informing how the TAM and SERVEQUAL model can be used in predicting customer satisfaction with digital services in the hospitality sector, and within the specific niche of OFD services. The study findings highlight the positive effect of platform usability on customer satisfaction and this contributes to explaining how the TAM elements explain satisfaction with OFD services. The study also contributes to the TAM by highlighting how food quality and service quality factors relate with ease of use and convenience factors to influence on customers' satisfaction and sustained use of OFD platforms. This study, thus, links the TAM and SERVEQUAL and these theories can be used in future studies when examining the factors influencing customer satisfaction with other digital services.

5.6 Limitations of the study

The study has a variety of limitations that have to be acknowledged as they can influence the relevance of the findings. First, while customers can use a variety of online services, the study limited itself to analysis of customers satisfaction with OFD services where factors unique to the food not included in this study can influence customer satisfaction. Moreover, the study only utilized three factors, future studies can carry out analysis to determine how other factors influence satisfaction with online services. The study also examined the subject from a general perspective and this may fail to inform the factors that influence satisfaction with digital services among different customer segments such as youth or women. The study was also limited to analysis of customer satisfaction with services and products accessed through online sources in Nairobi County. Future studies can explore customer satisfaction with online services in smaller towns where the quality of services may not be as high as in the capital city.

5.7 Suggestion for Further Studies

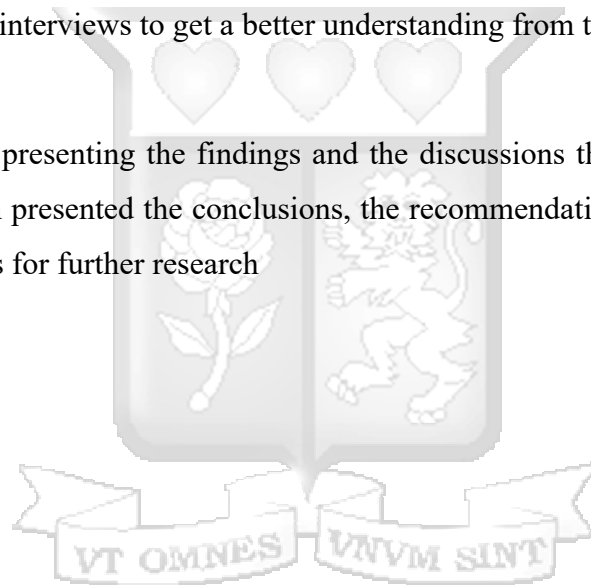
The study concentrated on customer satisfaction within a niche sector within the e-commerce services space. The setup of this study can be used in analysis of the factors influencing the satisfaction of different services offered in the hospitality sectors such as tours and travel as well as accommodation. Moreover, these examinations can be extended to different customer segments who use e-commerce services such as logistics and retail services which are also at the brink of transformation due to the rapid adoption of digital technologies. These findings can be used to

draw a more conclusive understanding of factors that influence customer satisfaction with digital services.

The study further calls for more analysis on factors influencing satisfaction across different customer segments such as the elderly, youth, along gender basis, income class, business customers and vulnerable groups such as individuals with limited technological exposure to get a better understanding of the varying needs and expectations of different customers. This can aid in the development of more fine-tuned responses to their challenges. This study was also conducted within the capital city and these investigations can be extended to smaller towns where online food deliveries may not be as popular as in the city. The study can also explore an alternative approach and use methods such as interviews to get a better understanding from the users' point of view.

5.8 Chapter Summary

This chapter focused on presenting the findings and the discussions that can be made from the literature. The study then presented the conclusions, the recommendations, the limitations of the study and the suggestions for further research



REFERENCES

- Akbar, M. A., Alawi, S. H., Faizal, S., & Menon, N. S. (2023). The Role of Communication on The Quality of E-Services and Food Quality: The Case of Online Food Delivery. *International Journal of Interactive Mobile Technologies*, 17(13).
- Akegbejo-Samsons, T. (2021). The role of e-service quality and food quality in customers' satisfaction towards online food Delivery service in Estonia. *Mba, Eesti Maaülikool*.
- Banerjee, S. P., Jain, D., & Nayyar, R. (2019). Measuring service quality of food delivery services: a study of generation Z. *African Journal of Hospitality, Tourism and Leisure*, 8(1), 1-12.
- Bellaaj, M. (2023). Why and how do individual entrepreneurs use digital channels in an emerging market? Determinants of use and channel coordination. *International Journal of Emerging Markets*, 18(9), 2735-2764.
- Biesok, G., & Wyród-Wróbel, J. (2011). Customer satisfaction-Meaning and methods of measuring. *Marketing and logistic problems in the management of organization*, 23-41.
- Capri, T. (2021). Factors that impact the adoption of online food delivery services by urban consumers in South Africa. *Mba, University of the Witwatersrand, Johannesburg*.
- Chotigo, J., & Kadono, Y. (2021). Comparative analysis of key factors encouraging food delivery app adoption before and during the COVID-19 pandemic in Thailand. *Sustainability*, 13(8), 4088.
- Dalawampo E., M., Malaqui, K. Z., Rementilla, G. H., & Cordero, M. D. (2024). Fast-Food Delivery Service: A study of the determining factors that affect Consumer's Satisfaction in Dasmariñas City, Cavite. *International Journal of Thesis Projects and Dissertations (IJTPD)*, 12 1 72-81.
- Enanoria, P. N., & Maranga, M. C. (2022). Assessment of Grabfood Delivery Rider'S Services and its Effect on Customer Satisfaction.
- Gachuru, C. (2017). Influence of e-services on customer satisfaction: a case of fast food restaurants in Nairobi County. *Mba, Strathmore University*.
- Hairuddin, K. N., Thoo, A. C., Tat, H. H., & Hang, S. P. (2021). The implementation of social media marketing strategies to increase brand awareness and engagement behaviour of a private college. *International Journal of Academic Research in Business and Social Sciences*, 11(7).
- Jayasingha, W. M., & Dayangana, K. T. (2022). A study on consumer satisfaction on online food delivery services in the Colombo District. *1st International Research Symposium on Management 2022*.
- Kagendo-Kiarie, R. (2024). Fairness Dilemmas of Location-Based Gig Work: Case Study of East African Countries. *Humanistic Management in the Gig Economy: Dignity, Fairness and Care*, 205-227.
- Kagendo-Kiarie, R. (2024). Fairness Dilemmas of Location-Based Gig Work: Case Study of East African Countries. *Humanistic Management in the Gig Economy: Dignity, Fairness and Care*, 205-227.
- Karahan, M. O. (2025). Factors Impacting Consumers' Continuance Intention for Online Food Delivery Services in Turkey. *International Review of Management and Marketing*, 15(2), 273-284.
- Kaur, N., Jaggi, S., & Singh, H. (2025). Unearthing the impact of service quality on customer satisfaction and purchase intention in online meal delivery services. *International Journal of Electronic Finance*, 14(2), 194-213.

- Koay, K. Y., Cheah, C. W., & Chang, Y. X. (2022). A model of online food delivery service quality, customer satisfaction and customer loyalty: a combination of PLS-SEM and NCA approaches. *British Food Journal*, 124(12), 4516-4532.
- Liu, C. T., Guo, Y. M., & Huang, S. R. (2023). The factors affecting customers' satisfaction and continuance intention in platform-to-consumer environments: a case of mobile food ordering platforms. *e-Service Journal*, 15(1), 1-28.
- Mahajan, V., Pathak, A., Joshi, L., Pushpad, Y., Kushwaha, Y., & Shaikh, Z. (2022). Smart ordering and payment solution for restaurants.
- Mensah, E. E., Adi, D. D., Olu, E. L., Akubia, Y. M., Nartey, N. E., & Adonu, R. E. (2024). Influences of Rider Practices and Online Food Delivery Services on Customer Satisfaction. *African Journal of Applied Research*, 10(2), 429–455.
- Onyango, C. O. (2018). Service Quality of Kenyan Online Shopping Services and Customer Satisfactions' levels. *Mba, University of Nairobi*.
- Raj, M. (2021). Friends in high places: Demand spillovers and competition on digital platforms.
- Ratnasari, R. T., Gunawan, S., Septiarini, D. F., Rusmita, S. A., & Kirana, K. C. (2020). Customer satisfaction between perceptions of environment destination brand and behavioural intention. *International Journal of Innovation, Creativity and Change*, 10(12), 472-487.
- Sidharta, S. M., Adityo, D. B., Iqbal, P. M., & Gunadi, W. (2021). Customer loyalty analysis on online food delivery services. *Turkish Journal of Computer and Mathematics Education*, 12(3), 4003-4013.
- Su, D. N., Nguyen-Phuoc, D. Q., Duong, T. H., Dinh, M. T., Luu, T. T., & Johnson, L. (2022). How does quality of mobile food delivery services influence customer loyalty? Gronroos's service quality perspective. *International Journal of Contemporary Hospitality Management*, 34(11), 4178-4205.
- Su, D. N.-P. (n.d.).
- Suhartanto, D., Helmi Ali, M., Tan, K. H., Sjahroeddin, F., & Kusdibyo, L. (2019). Loyalty toward online food delivery service: the role of e-service quality and food quality. *Journal of foodservice business research*, 22(1), 81-97.
- Ugolkov, I., & Karyy, O. (2017). The choice of languages for website of organizations in case of multilingual customers. *Economics, Entrepreneurship, Management*, 4(2), 37-44.

APPENDICES

Appendix I: Introductory Letter

Dear Participant,

My name is Benson Njogu Mbau, and I am an MBA student at Strathmore Business School. As part of my research, I am conducting a study on customer satisfaction with online food delivery services in Nairobi. The study aims to understand the key factors that influence customer experiences and satisfaction levels with these services.

I invite you to participate in this study by completing a short questionnaire, which will take approximately 15 minutes to complete. Your participation is completely voluntary, and you may withdraw at any time without any consequences. All responses will remain confidential and anonymous, and the data collected was used solely for academic purposes.

Your insights was invaluable in contributing to a better understanding of customer satisfaction in the online food delivery in Nairobi. If you have any questions or require further clarification, please feel free to reach out to me at njogu.benson@strathmore.edu.

Thank you for your time and consideration. I sincerely appreciate your participation in this study.

Regards,

Benson Njogu Mbau

Appendix II: Participants Consent Form

Title of the Proposed Study:

FACTORS INFLUENCING CUSTOMER SATISFACTION WITH ONLINE FOOD DELIVERY PLATFORMS IN NAIROBI COUNTY

Section I:

Investigator: **Benson Njogu Mbau**

Institutional Affiliation: Strathmore University Business School

Section II: Information Sheet

Why is this study being carried out?

The research is being carried out as a partial requirement for the academic award of a Master of Business Administration(MBA) Degree.

Do I have to take part?

Participation in the study is optional, and only those who are willing was requested to complete the enclosed questionnaire. Additionally, individuals can choose to withdraw from the study at any time during the process.

Who is eligible to take part in the study?

Individuals who have used online food delivery platforms to order food and are residents of Nairobi County are eligible to participate in the study.

Are there benefits of taking part in this study?

Please note that participating in this study does not directly benefit you and may not affect your current circumstances in any way. However, your contribution will help us better understand the subject matter, and the findings may inform future policies or programs that could benefit society.

Who can I contact in case I have further questions?

For any inquiries regarding this research, please feel free to contact me, Benson Njogu, or my research supervisor, Dr. Tabitha Waithaka, through the Strathmore University Business School information desk.

If you require an independent party to address any concerns related to this research, please contact the Secretary of the Strathmore University Institutional Ethics Review Board via ethicsreview@strathmore.edu or telephone at +254 703 034 375. The postal address is P.O BOX 59857, 00200, Nairobi.

I _____, have reviewed and comprehended the study,
and all of my queries have been satisfactorily addressed.

Participation in the research study

I AGREE to be part of the research study. ()

I DO NOT AGREE to be part of the research study. ()

Sign:

Date:



Appendix III: Research Questionnaire

The attached questionnaire is designed to gather information for a research study that aims to establish the factors influencing customer satisfaction with online food delivery services in Nairobi County. Your participation is greatly appreciated, and I kindly request that you answer the following questions to the best of your ability. Thank you for your valuable contribution to this research.

Part A: Demographics

1. What is your age bracket?

18-25 ()

26-35 ()

36-50 ()

Over 50 ()

2. What is your gender identity?

Male ()

Female ()

Other ()

3. What is your highest education level attained?

Post Graduate degree ()

Undergraduate degree ()

College diploma ()

High school ()

Primary school ()



Other ()

4. In which occupation are you?

Employed ()

Self-employed ()

Casual labor ()

Seeking employment ()

Other ()

5. How long have you lived in Nairobi County?

0-6 months ()

6-12 months ()

1-2 years ()

Over 2 years ()

6. How often do you use online food delivery apps for food orders in a typical month?

Daily ()

Weekly ()

Monthly ()

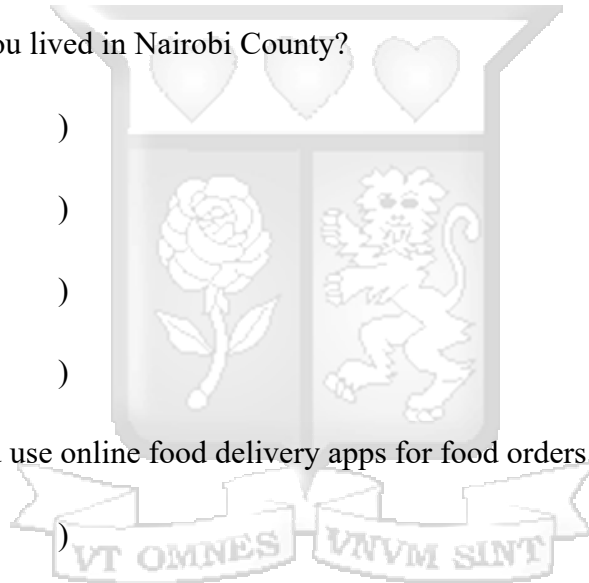
Rarely ()

I have never used online food delivery ()

7. Which online food delivery apps do you use most frequently in Nairobi County?

Uber Eats ()

Glovo ()



Bolt Food ()

Dial-a-delivery ()

Jumia Food ()

Yum Deliveries ()

8. Which payment options do you typically use for online food delivery?

Mobile Money ()

Cash on Delivery ()

Debit / Credit Cards ()

9. Which platform do you typically use to place your online food delivery orders?

Mobile app ()

Website ()

Social media ()

Other _____



Part B: Factors Influencing Customer Satisfaction

Please indicate your level of agreement with the following statements on online food delivery for food delivery, using a 5-point Likert scale ranging from 1=Strongly Disagree to 5=Strongly Agree. Please utilize the rating scale, where 5 signifies "strongly agree," 4 represents "agree," 3 represents "neither agree nor disagree," 2 indicates "disagree," and 1 represents "strongly disagree."

	Food Quality	5	4	3	2	1

1	I often find the taste of the food I receive through online food delivery platforms to be satisfying.					
2	I often find the food I receive through online food delivery platforms to be fresh.					
3	I often receive food that is accurately prepared according to my order through online food delivery platforms.					
4	I am satisfied with the portion size of the food delivered.					
5	I feel confident that the food packaging is secure and maintains hygiene.					
	Service Quality	5	4	3	2	1
1	I find the tracking provided by the food delivery service to be accurate and updated in real time.					
2	I often find customer support to be responsive when I use online food delivery platforms.					

3	I often find online food delivery platforms to be flexible in terms of order customization and delivery options.					
4	I often find the communication regarding order status and delivery updates from online food delivery platforms to be clear and helpful.					
5	I am satisfied with the delivery time, as it is reasonable and meets my expectations.					
6	When I have issues, refunds and complaints are handled efficiently.					
	Platform Usability	5	4	3	2	1
1	I find it easy to navigate and use the online food delivery platforms I have used.					
2	I am satisfied with the variety of options available through online food delivery platforms.					
3	I am satisfied with the payment options offered					

	by online food delivery platforms.					
4	I rarely experience crashes or glitches when using the online food delivery platform.					
5	I feel confident that my personal and payment information is secure on online food delivery platforms.					

Part C: Customer Satisfaction

Please indicate your level of agreement with the following statements on customer satisfaction for food delivery, using a 5-point Likert scale ranging from 1=Strongly Disagree to 5=Strongly Agree. Please utilize the rating scale, where 5 signifies "strongly agree," 4 represents "agree," 3 represents "neither agree nor disagree," 2 indicates "disagree," and 1 represents "strongly disagree."


	Customer Satisfaction	5	4	3	2	1
1	I would recommend this online food delivery service to others.					


2	I am likely to continue using this online food delivery services in the future.					
3	I am satisfied with the overall process of online food delivery.					

Thank you for your participation!




Appendix IV: NACOSTI Research Permit


REPUBLIC OF KENYA


**NATIONAL COMMISSION FOR
SCIENCE, TECHNOLOGY & INNOVATION**

Ref No: **199273** Date of Issue: **14/February/2025**


RESEARCH LICENSE




This is to Certify that Mr.. Benson Njogu Mbau of Strathmore University, has been licensed to conduct research as per the provision of the Science, Technology and Innovation Act, 2013 (Rev.2014) in Nairobi on the topic: CUSTOMER SATISFACTION WITH ONLINE FOOD DELIVERY IN NAIROBI for the period ending : 14/February/2026.

License No: **NACOSTI/P/25/416038**

Applicant Identification Number: **199273**


Director General
**NATIONAL COMMISSION FOR
SCIENCE, TECHNOLOGY &
INNOVATION**

Verification QR Code



**NOTE: This is a computer generated License. To verify the authenticity of this document,
Scan the QR Code using QR scanner application.**

See overleaf for conditions

Appendix V: Institutional Ethics Permit



21st March 2025

Mr Mbau Benson,
njogu.benson@strathmore.edu

Dear Mr Mbau,

RE: Customer Satisfaction with Online Food Delivery in Nairobi

This is to inform you that SU-ISERC has reviewed and **approved** your above **SU-masters** proposal. Your application reference number is **SU-ISERC2627/25**. The approval period is from **21st March 2025 to 20th March 2026**.

This approval is subject to compliance with the following requirements:

- i. Only approved documents including (informed consents, study instruments, MTA) will be used.
- ii. All changes including (amendments, deviations, and violations) are submitted for review and approval by SU-ISERC.
- iii. Death and life-threatening problems and serious adverse events or unexpected adverse events whether related or unrelated to the study must be reported to SU-ISERC within 72 hours of notification.
- iv. Any changes anticipated or otherwise that may increase the risks or affected safety or welfare of study participants and others or affect the integrity of the research must be reported to SU-ISERC within 72 hours.
- v. Clearance for the export of biological specimens must be obtained from relevant institutions.
- vi. Submission of a request for renewal of approval at least 60 days prior to the expiry of the approval period. Attach a comprehensive progress report to support the renewal.
- vii. Submission of an executive summary report within 90 days of completion of the study to SU-ISERC.

Before commencing your study, you will be expected to obtain a research license from National Commission for Science, Technology, and Innovation (NACOSTI) <https://research-portal.nacosti.go.ke/> and obtain other clearances needed.

Yours sincerely,

A handwritten signature in black ink, appearing to read "Ambrose Rachier".

Mr Ambrose Rachier,
Chairperson; SU-ISERC