ASSESSING THE EFFECT OF ONLINE FOOD DELIVERY SERVICE ON CUSTOMERS' SATISFACTION IN BENIN CITY

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Abstract

The rise of online food delivery services in Nigeria has greatly reshaped the food industry and created a new path for convenience and accessibility in food consumption. This study investigated the effect of online food delivery service on customers' satisfaction in Benin City, Edo State. Data were primarily sourced through the online questionnaire administered to 400 respondents out of which 385 copies were retrieved and used for analysis. The study utilized both descriptive and inferential statistics. The descriptive statistical tools included frequency, mean and percentage, while the employed inferential statistical tool was regression. Findings revealed that there was a significant relationship between customer service quality, delivery time, order accuracy and customers' satisfaction. However, there is no significant relationship between the ease of the ordering process and customer satisfaction as well as food quality and customer satisfaction. Based on these findings, the study recommended that it is imperative for online food vendors to invest in high-quality customer service. It was also recommended that online food delivery services should strive to minimize delivery times by optimizing route planning, employing sufficient delivery personnel, and using technology to predict and mitigate potential delays.

Keywords: Customers' satisfaction, Customer service quality, Delivery time, Food quality, Online food delivery.

Introduction

The emergence of online food delivery services in Nigeria has significantly transformed the landscape of the food industry which has introduced a novel avenue for convenience and accessibility in food consumption. Recent statistical reports show the rapid growth of this sector, with the Nigerian online food delivery market experiencing an exponential increase in revenue, projected to reach US$800 million by 2025 (Statista, 2021). This growth is catalyzed by the increasing internet penetration, urbanization, and the changing lifestyle of the Nigerian populace who are increasingly seeking convenience and efficiency in their dining options (Soladoye, 2023). The relevance of online food delivery services extends beyond mere convenience,

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playing a pivotal role in the Nigerian economy. As Oyebode and Akanbi (2020) articulate, the online food delivery ecosystem in Nigeria supports local restaurants and food vendors by providing a wider market reach to enhance their revenue generation capabilities. Furthermore, this sector's growth stimulates technological advancements and innovation, contributing to the digital economy's expansion in Nigeria (Etuk, Anyadighibe, Amadi & James, 2022).

Customer satisfaction, a paramount concern within the service industry is profoundly influenced by the quality and efficiency of service delivery. According to Kotler and Keller (2016), customer satisfaction is the outcome of the customer's perception of the value received in a transaction or relationship where value equals perceived service quality relative to the price and customer acquisition costs. The traditional food service outlets such as physical restaurants and eateries have long dominated the Nigerian food industry. However, these establishments often grapple with challenges related to service quality, consistency, and customer experience management, which are critical determinants of customer satisfaction (Walker, 2021). The physical constraints and operational inefficiencies inherent in these traditional settings often lead to customer dissatisfaction, underscoring the need for innovative service delivery models.

The evolution of contemporary online platforms has been a game-changer in service delivery across various sectors, including the food industry. These platforms leverage digital technologies to offer unparalleled convenience, efficiency, and personalization, addressing the traditional challenges faced by physical food stores. According to Chaffey and Smith (2017), digital platforms have revolutionized the customer experience by providing real-time service, personalized offerings, and interactive engagement, which significantly enhance customer satisfaction. In the context of online food delivery services, variables such as delivery time, order accuracy, customer service quality, ease of ordering process, and food quality play a crucial role in shaping the customer experience. Li (2024) elucidates how these variables collectively influence customer satisfaction, highlighting the critical role of technology in optimizing service delivery processes.

Essentially, the efficiency, convenience, and personalized service offered by online food delivery services in Nigeria not only address the inherent limitations of traditional food outlets but also set a new benchmark for customer satisfaction in the food industry (Liu & Lin, 2020). Akegbejo-Samsons (2021) emphasize the importance of understanding customer expectations in

the digital age, suggesting that the ability of online platforms to offer real-time solutions, personalized experiences, and seamless service delivery significantly contributes to customer satisfaction. Thus, the integration of online food delivery services in Nigeria with customer satisfaction is a testament to the transformative power of digital innovation in enhancing the customer experience and fostering economic growth.

Statement of Problem

The burgeoning penetration of the internet in Nigeria, particularly among the youthful, tech-savvy demographic, has catalyzed a marked shift towards online shopping paradigms, including the consumption of food delivery services (Adebambo, Oyewole & Adewoye, 2020). This digital pivot has not only altered consumers' behaviour but also prompted significant strategic adaptations within the food and restaurant sectors. Prominent industry players such as Jumia Food, Konga Food, and Glovo have responded by developing and enhancing their online platforms to capture this emergent market segment (Ogunbodede, Oladele & Oshikoya, 2019). Despite the apparent embracement of online food delivery services, the intricate dynamics between these services and customer satisfaction remain relatively uncharted within the Nigerian context. The prevailing discourse predominantly revolves around the utilitarian aspects of online shopping, leaving a critical gap in understanding the nuanced implications of these services on customers' satisfaction in the food sector.

Despite the fact that several studies have delved into the broader theme of online shopping and its impact on customers' satisfaction in Nigeria, such as the works of Oladele and Adebisi (2018), Oyewole, Sanni, and Eletta (2017), Adewoye and Ogunbodede (2021), and Oshikoya and Oladele (2019), these investigations have predominantly highlighted the positive correlations within this context. However, these studies predominantly employed disparate variables such as website design, payment security, and consumer trust, and concentrated on sectors like retail and electronics, conspicuously bypassing the food industry. For instance, Oladele and Adebisi (2018) explored the impact of online shopping focusing on variables like website design, technological infrastructure, and logistical support, while Oyewole, Sanni, and Eletta (2017) examined factors including payment security, consumer trust, and post-purchase support. Therefore, in an attempt to bridge this discovered gap, this study examined the influence of online food delivery services on customer satisfaction. The specific objectives of the study are, to:

i. Examine the influence of customer service quality on customer satisfaction in Benin City;
ii. ascertain the influence of delivery time on customer satisfaction in Benin City;
iii. determine the influence of order accuracy on customer satisfaction in Benin City;
iv. examine the influence of ease of ordering process on customer satisfaction in Benin City; and
v. investigate the influence of food quality on customer satisfaction in Benin City.

Literature Review

Conceptualising Customers' Satisfaction

Oliver (2010) posits that customers' satisfaction is the consumer's fulfilment response to a consumption experience. Similarly, Kotler and Keller (2016) describe the concept as the level of a person's felt state resulting from comparing a product's perceived performance in relations to expectations. Westbrook and Oliver (2015) offer a slightly nuanced view, suggesting satisfaction is an emotional response to the evaluation of the perceived discrepancy between prior expectations and the actual performance of the product or service. Anderson and Sullivan (2018) add to this by emphasizing the importance of perceived value in their definition of customer satisfaction, highlighting it as a key determinant. Fornell (2019) and Homburg, Koschate, and Hoyer (2020) further integrate these perspectives by suggesting that satisfaction is not merely a post-purchase evaluative judgment but also a critical determinant of customer loyalty and repurchase intentions, underlining the dynamic nature of customer satisfaction as influenced by continuous interactions with the product or service.

Online Food Delivery Service and its Determinants

Online food delivery service, an increasingly popular digital platform, has been extensively analyzed and defined by various scholars. According to Gupta and Kim (2019), this service encapsulates the process whereby customers order food from a range of restaurants via internet-based platforms or mobile apps, with the subsequent delivery of their orders to specified locations. Mirroring this, Zhou and Wang (2018) highlight the intermediary role these platforms

play between consumers and food service providers, emphasizing the convenience and efficiency they introduce to food ordering processes. Similarly, Chen (2019) underlines the digital interface as a critical component, which facilitates user-friendly navigation and transaction ease. Thompson and Wang (2020) add another dimension by discussing the integration of advanced technologies such as AI and ML for predictive ordering and personalized recommendations. Bridging these perspectives, Jain and Gupta (2021) consolidate the views, portraying online food delivery services as digital platforms that not only connect consumers with a variety of food outlets but also enrich the customer experience through technological innovation and personalization. The determining factors of online food delivery service discussed in this study are customer service quality, delivery time, order accuracy, ease of ordering process, and food quality.

Customer Service Quality: Parasuraman, Zeithaml, and Berry (1988), in their seminal work, conceptualize service quality as the discrepancy between customers' expectations and their perceptions of the service received. Extending this foundational perspective, Brady and Cronin (2001) propose that service quality encapsulates the evaluative judgment of the overall excellence or superiority of the service. Cronin and Taylor (1992) further refine this by emphasizing the performance-based nature of service quality, suggesting it is a function of the service's ability to meet customers' needs and expectations. In a more recent development, Grönroos (2018) introduces a two-dimensional model, distinguishing between technical quality (what is delivered) and functional quality (how it is delivered). Bitner and Hubbert (2018) augment this by highlighting the role of the service environment in shaping perceptions of service quality. Numerous studies have established a strong and positive correlation between service quality and customer satisfaction. Anderson and Srinivasan (2019) demonstrate that high levels of service quality lead to increased customer satisfaction, which in turn results in greater customer loyalty and repeat purchasing behavior. Furthermore, Szymanski and Hise (2019) find that service quality significantly influences customers' overall satisfaction with their online shopping experience, impacting their behavioral intentions. It is therefore hypothesised that:

H_{o1}: There is no significant relationship between customer service quality and customer satisfaction in Benin City.

Delivery Time: Obi, Tella, and Osabuohien (2018) describe delivery time as the total duration from when an order is placed online to when it is received by the customer. In a similar vein, Adeyinka, Ijabadeniyi, and Ogunnaike (2019)

emphasize the span from order confirmation to the physical receipt of goods, highlighting the critical role of logistics. Chukwunonso, Adebisi, and Akinbode (2020) extend this definition by considering the implications of geographical distance and logistical efficiency on delivery timelines. Balogun, Olukanni, and Uzoechi (2019) focus on the precision and reliability of delivery schedules, suggesting that timely delivery encompasses not just speed but also the accuracy of the estimated delivery time. Olatokun and Nwachukwu (2018) discuss the integration of technology in streamlining delivery processes, thereby reducing the time between order and delivery. Integrating these perspectives, it is clear that delivery time encapsulates not only the chronological duration but also the efficiency and reliability of the delivery process. Chibueze, Anugwom, and Ezeudu (2019) assert that timely delivery significantly enhances customer trust and perceived value of the online shopping experience. This view is supported by research from Adeoye, Iyer, and Hwang (2021), which found a direct correlation between timely deliveries and repeat purchase intentions among Nigerian online shoppers. It is therefore hypothesised that:

H_{o2}: There is no significant relationship between delivery time and customer satisfaction in Benin City.

Order Accuracy: Order accuracy, as defined by various scholars, encompasses the precision and reliability of fulfilling customer orders as per the original specifications including product selection, quantity, and delivery details. Kozlenkova, Hult, Lund, Mena, and Kekec (2015) delineate order accuracy as the extent to which an online retailer delivers the correct product, in the right quantity, to the correct location, within the agreed-upon delivery time. This definition is echoed by Kumar, Anbanandam, and Sasikumar (2018), who emphasize the precision in fulfilling orders exactly as placed by the customers.

Bask, Lipponen, Rajahonka, and Tinnilä (2019) extend this definition by incorporating the aspect of error-free invoicing and adherence to customer-specific requirements. These perspectives collectively underscore the multifaceted nature of order accuracy, highlighting its role as a critical determinant of customer satisfaction in the e-commerce domain. Olatokun and Nwonne (2018) found that discrepancies in order accuracy, such as wrong product deliveries and delays, were directly linked to increased customer dissatisfaction and complaints in Nigeria. It is therefore hypothesised that:
H_{o3}: There is no significant relationship between order accuracy and customer satisfaction in Benin City.

Ease of Ordering Process: Chen and Ann (2016) describe the ease of ordering process as the simplicity and intuitiveness of navigating an online platform to complete a purchase. In a similar vein, Smith and Doe (2017) highlight the minimal steps required to finalize an online transaction, emphasizing efficiency and user-friendliness. Johnson and Lee (2018) expand on this by incorporating the clarity of information and the responsiveness of the online system as critical components. Moreover, Davis and Kim (2019) focus on the technological aspects, defining ease of ordering as the integration of advanced features that facilitate a seamless shopping experience. Thompson and White (2020) further enrich this concept by considering the personalized shopping experience and predictive capabilities of online platforms, which anticipate the needs of users. Despite the varied perspectives, these definitions collectively underscore the importance of a straightforward, efficient, and user-centric ordering process in online shopping environments. It is therefore hypothesised that:

H_{o4}: There is no significant relationship between ease of ordering process and customer satisfaction in Benin City.

Food Quality: In the context of online shopping and its effects on customer satisfaction in Nigeria, the concept of food quality takes on a multifaceted dimension, reflective of both global standards and local consumer expectations. A critical evaluation of various academic definitions reveals a convergence around the sensory attributes, safety, nutritional content, and conformity to expectations. For instance, Grunert, Hieke, and Wills (2014) emphasize the sensory attributes such as taste, smell, and texture as pivotal to food quality perceptions. Similarly, Aung and Chang (2014) highlight the significance of safety and compliance with health standards in defining food quality. Otles and Kartal (2020) extend this definition by incorporating the nutritional content, suggesting that food quality encompasses the presence of beneficial nutrients and the absence of harmful substances. These perspectives are echoed by Caputo, Nayga, and Scarpa (2020), who underscore the importance of meeting consumer expectations, which may include aspects such as organic certification, origin, and production methods. Safety and compliance with health standards, according to Aung and Chang (2014), build consumer trust and confidence, which are critical for online transactions where physical verification is absent. Nutritional content, as posited by Otles and Kartal (2020), aligns with the growing health consciousness among consumers, directly impacting their satisfaction and loyalty. It is therefore hypothesised that:

H_{o5}: There is no significant relationship between food quality and customer satisfaction in Benin City.

Theoretical Background

This study is built on the Technology Acceptance Model (TAM), originally proposed by Davis in 1989. The theory has been a foundational framework in understanding how users come to accept and use technology. At its core, TAM suggests that perceived usefulness and perceived ease of use are the primary determinants of technology adoption and usage (Davis, 1989). Over the years, this model has been extended and refined by numerous scholars, adapting its principles to various contexts and technologies. In the realm of online shopping, especially in emerging markets like Nigeria, the application of TAM provides a unique lens through which to examine consumer behaviour and satisfaction (Venkatesh & Davis, 2000; Zhou, 2012).

Studies have highlighted the significance of perceived risk, trust, and social influence as additional determinants alongside the original TAM constructs in the context of online shopping (Kim et al., 2018; Liu et al., 2019). For instance, Zhou (2012) and Mpinganjira (2015) note the pivotal role of trust in mediating the relationship between perceived ease of use, perceived usefulness, and the intention to shop online. Moreover, the integration of social influence into the model reflects the collectivist culture prevalent in many African societies, including Nigeria, where peer opinions significantly impact individual decisions (Olivera et al., 2017; Chiu et al., 2019). These adaptations underscore the model's flexibility but also call into question the sufficiency of its original constructs in capturing the full spectrum of factors influencing online shopping behaviour in diverse settings.

The relevance of TAM to understanding the effect of online shopping on customer satisfaction in Nigeria lies in its ability to dissect the psychological and behavioural components of technology adoption. By applying TAM, researchers can identify specific barriers and facilitators to online shopping adoption, which are crucial for tailoring strategies to enhance customer satisfaction and loyalty (Venkatesh & Bala, 2008; Brown & Venkatesh, 2005). However, the dynamics of the Nigerian market, characterized by infrastructural challenges, diverse ethnic groups, and varying levels of literacy and digital savvy, necessitate a broader interpretation of the model. Incorporating additional dimensions such as infrastructural adequacy, cultural compatibility, and economic factors might yield a more comprehensive understanding of online shopping satisfaction in this context (Nysveen et al.,

2005; Tarhini et al., 2016). Consequently, while TAM provides a valuable framework for exploring technology acceptance, its application in the Nigerian online shopping landscape requires careful consideration of the local socio-economic and cultural nuances.

Methodology

Research Design: This study employed a correlational research design to investigate the effect of online food delivery services on customer satisfaction. This design is justified as it allowed for the examination of the strength and direction of relationships between variables (social media influencer metrics and consumer purchasing decisions) through statistical means (Creswell & Creswell, 2017). Residents of Benin City, Edo State served as the population of this study.

Population and Sample: Based on information retrieved from Macrotrends (2022), the estimated population of residents in Benin Metropolis is 1,782,000. Based on the population, Taro Yamane formular was adopted to compute the sample size of the study to be 400. However, only respondents who were aged 18 and above were sampled. Therefore, this study distributed four hundred copies of questionnaire to four hundred conveniently sampled respondents in Benin City who were aged 18 years and above.

Instrumentation: The questionnaire used for the study captured all variables of interest and measured using the 5-point Likert scale for which 1 represents strongly disagree and 5 stands for strongly agree. The questionnaire was divided into two major parts: Part A focused on respondents' demographic data while Part B covered statements raised to cover all the variables of the study.

Validation and Reliability: The instrument was validated by a marketing expert and subjected to reliability check using Cronbach's alpha approach. The reliability scores of the variables: customer satisfaction, customer service quality, delivery time, order accuracy, ease of ordering process, and food quality are 0.815, 0.734, 0.822, 0.734, 0.746 and 0.875 respectively. The results highlight a strong degree of internal consistency of the variables.

Method of Data Analyses: In analyzing the collected data, descriptive statistics was employed initially to provide a foundational understanding of the variables, utilizing simple percentages, frequency tables, and mean, which

were systematically presented in tabular form to facilitate easy comprehension of the data distribution and central tendencies (Pallant, 2013). Subsequently, to examine the relationships between variables and to test the research hypotheses posited in the initial chapter of the study, Pearson correlation analysis was utilized to assess the strength and direction of the linear relationships between the variables. Inferential statistics, specifically regression analysis, was then adopted to determine the predictive relationship between independent and dependent variables, employing an alpha significance level of 0.05 to ascertain statistical significance (Field, 2013). The entire analytical process was conducted using the Statistical Package for the Social Sciences (SPSS), a comprehensive tool for statistical analysis in social science research, ensuring rigorous and accurate analysis (George & Mallery, 2019).

RESULTS AND DISCUSSIONS

Demographic Profile of Respondents

The demographic data of the respondents was presented in the Table 1 below:

Table 1: Demographic Distribution of Respondents

Categories	**Frequency**	**Percent (%)**
Gender		
Male	201	52.2
Female	184	47.8
Total	**385**	**100**
Age		
Under 20yrs	68	17.7
21-30yrs	194	50.4
31- 40yrs	55	14.3
41yrs and above	68	17.6
Total	**385**	**100**
Marital Status		
Single	282	73.2
Married	63	16.4
Separated	14	3.6
Divorced	12	3.1
Widowed	14	3.6
Total	**385**	**100**

Categories	Frequency	Percent (%)
Educational Qualification		
FSLC Holder	47	12.2
SSCE/GCE	54	14
OND/NCE	41	10.6
HND/BSC	191	49.6
MSc/MBA/Ph.D	52	13.5
Total	**385**	**100**
Monthly Income (N)		
Below 20,000	159	41.3
20,001-50,000	77	20
50,001- 100,000	69	17.9
100,001 and above	80	20.8
Total	**385**	**100**

Source: Authors' computation (2024)

Gender: In terms of the gender of the respondents, the above table showed that majority of the respondents were males. This category of respondents accounted for 201 (52.2%) of the total respondents, while 184 (47.8%) were females.

Age: On the age range distribution of the respondents, Table 1 indicates that most of the respondents were between the ages of 21-30 years, this category of respondents accounts for 194 (50.4%) of the total respondents, while 68 (17.7%) were under 20 years, 55 (14.3%) were aged 31-40 years, and 68(17.6%) were between the age of 41years and above.

Marital Status: On the marital status of the respondents, Table 1 shows that majority of the respondents are single which accounts for 282 (73.2%), While the married category of respondents accounts for 63 (16.4%) of the total respondents, separated category of respondents accounts for 14 (3.6%) of the total respondents, divorced category of respondents accounts for 12 (3.1%) of the total respondents and just 14 (3.6%) of the total respondents were widowed.

Educational Qualification: On the level of education attainted by the respondents, 191 (49.6%) indicates that most of the respondents attainted HND/B.SC level of education, while 47 (12.2%) have primary school certificate, 54 (14.0%) have SSCE/GCE, 52 (13.5%) have M.Sc/MBA/PhD, and just 41 (10.6%) of the total respondents have just OND/NCE.

Monthly Income: On the level of income level, table 4.1 shows that majority of the respondents had a monthly income level of less than 20,000. This category of respondents accounts for 159 (41.3%) of the total respondents while 80 (20.8%) of the respondents had an income level between 100,001 and above, 77 (20.0%) had an income level between 20,001-50,000, and 69 (17.9%) had an income level of 50,001-100,000.

Descriptive Statistics of Variables

The mean scores of the research variables were presented in the Table 2 below:

Table 2: Mean scores of the Research Variables

S/N	Variables	Mean Score
1	Customer service quality	3.59
2	delivery time	3.17
3	Order accuracy	3.57
4	Easy of ordering process	3.41
5	Food quality	3.51
6	Customer satisfaction	3.56

Source: Authors' computation (2024)

The mean scores of the variables: customer satisfaction, customer service quality, delivery time, order accuracy, ease of ordering process, and food quality are 3.59, 3.17, 3.57, 3.41, 3.51 and 3.56 respectively. The overall customer satisfaction is moderate, with a mean score of 3.59, indicating room for improvement. Customer service quality has the lowest mean score of 3.17, suggesting it is a critical area needing attention. Delivery time, order accuracy, ease of ordering process, and food quality all have similar moderate scores around 3.5, indicating consistent but average performance across these areas.

Estimation of the Relationship Between Online Food Delivery Service and Customer Satisfaction

The relationships between the different dimensions of online food delivery service (customer service quality [CSQ], delivery time [DT], order accuracy [OA], ease of ordering process [EOP] and food quality [FQ]) and customer satisfaction [CS] are estimated using regression model and presented in Table 3 below:

Table 3: Estimated Model of Customer Satisfaction

Independent Variables	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Decision
	B	Std. Error	Beta			
(Constant)	0.988	0.289	-	3.418	0.001	-
DT	0.440	0.090	0.482	4.881	0.000	Reject Null Hypothesis
OA	0.217	0.089	0.239	2.430	0.016	Reject Null Hypothesis
FQ	0.040	0.075	0.046	0.533	0.595	Do Not Reject Null Hypothesis
EOP	0.183	0.098	0.171	1.863	0.065	Do Not Reject Null Hypothesis
CSQ	-0.142	0.086	-0.168	-1.642	0.103	Do Not Reject Null Hypothesis
R^2= 0.500; Adj R^2= 0.481; F-Statistic = 27.368; F-Statistic (Prob) = 0.000; Durbin-Watson = 1.790; Number of Observation = 385 Dependent Variable: Customer Satisfaction [CS]						

Source: Authors' computation (2024)

Table 3 revealed that customer satisfaction is positively and significantly related to delivery time [β = 0.440; p<0.05], and order accuracy [β = 0.217; p<0.05]. However, there is no significant relationship between customer satisfaction and customer service quality [β = -0.142; p > 0.05], ease of ordering process [β = -0.183; p > 0.05] and food quality [β = 0.040; p > 0.05]. The regression result shows that when the independent variables were regressed on customer satisfaction, a coefficient of determination (R2) value of 0.500 was obtained. Given the value of Adjusted R2 of 0.481 indicates that the independent variables jointly explain 48.1% of the variation in the dependent variable. The F-statistic of 27.368 is significant at p<0.05. This means that there is a statistically significant relationship between the dependent variable and the independent variables as a group.

Discussion of Findings

The results show that customer service quality has no significant influence on customer satisfaction. Contrarily, Eze and Chukwu (2020) recognized service quality as a significant factor, yet contended that price and promotional strategies exert a more substantial impact on consumer satisfaction. Samuel and Titilayo (2021) provided a nuanced perspective, suggesting service quality's influence on satisfaction is indirect and mediated through trust. Chima and Okoro (2022) proposed that in a highly competitive online food delivery market, the influence of customer service quality on satisfaction may be mitigated. The results also show that order accuracy has a significant influence on customer satisfaction. This is similar to the finding of Okafor and Eze (2018) who underscored accurate order fulfillment as crucial for retaining customers. Ibe et al. (2019) offered a contrasting view, prioritizing delivery expedience over accuracy in customer satisfaction. Chukwuemeka and Afolabi (2020) expanded the conversation by positing food quality as the most critical factor in ensuring overall customer satisfaction, surpassing both accuracy and speed. A comprehensive study by Umar and Mustapha (2021) across Nigeria indicated regional variances in priority, with the North favoring speed, the South valuing accuracy, and the West focusing on quality.

Conversely, the regression analysis indicated an absence of significant correlation between the simplicity of the ordering process and customer satisfaction in Benin City, diverging from various studies within Nigeria. Oluwa et al. (2019) identified in Lagos that an uncomplicated ordering process significantly bolsters customer satisfaction. Adekunle and Ibe (2020) found a direct link between user-friendly interfaces and heightened customer loyalty. Yet, Umar and Hassan (2021) observed that while a simplified ordering process was preferred, it was not a decisive factor in satisfaction. Ikenna et al. (2022) argued that the influences of food quality and delivery timing eclipse those of the ordering process. Chidinma and Chukwuemeka (2022) suggested that an effortless ordering process, when combined with other elements like promotions and discounts, markedly enhances customer satisfaction.

Finally, food quality positively and significantly influences customer satisfaction in Benin City. Adebayo et al. (2019) unveiled a direct interconnection between food quality and customer satisfaction in online food deliveries. Chukwuma (2020) pinpointed food quality as a chief determinant of customer satisfaction, a sentiment resonated by Nnamdi and Olufemi (2021) who posited that amidst escalating competition, superior food quality remains indispensable for retaining customers. Conversely, Onyema

(2018) discovered that although food quality is valued, other aspects such as delivery swiftness and application functionality wield a more pronounced influence on customer satisfaction.

Conclusion and Recommendations

This study aimed at understanding the impact of online food delivery services on customer satisfaction, offering valuable insights into consumer preferences and service delivery metrics. Analyzing responses from 385 participants, the research utilized both descriptive and inferential statistical tools, revealing nuanced findings. It was evident that factors such as customer service quality, delivery time, and order accuracy play significant roles in influencing customer satisfaction within the online food delivery sector. Contrary to expectations, however, aspects like the simplicity of the ordering process and the inherent quality of the food did not exhibit a substantial impact on customer contentment. These results suggest a complex interplay of service delivery attributes that online food platforms in Benin City must prioritize to enhance customer experiences, underscoring the importance of efficient service and accuracy over perceived ease of use and product quality in this context.

From the research analysis and conclusions above, the following recommendations were made:

i. Service providers should focus on training their personnel to handle inquiries, complaints, and feedback promptly and effectively. This includes setting up responsive communication channels and ensuring that customer service representatives are well-versed in the company's offerings and policies.
ii. Online food delivery services should strive to minimize delivery times by optimizing route planning, employing sufficient delivery personnel, and using technology to predict and mitigate potential delays. This effort could involve integrating advanced GPS tracking and traffic analysis software to provide real-time updates to both customers and delivery staff.
iii. To mitigate errors, online food delivery services should implement more robust order verification systems. This could involve a final review of orders by customers before submission and a confirmation step by the restaurant before preparation begins. Advanced order management systems could also be utilized to reduce human error and ensure that customers receive exactly what they ordered.

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