

The impact of food delivery applications on customer satisfaction in Jeddah city

أثر تطبيقات توصيل الغذاء على رضا العملاء في مدينة جدة

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First part: Introduction:

Acknowledgment and abstract

I. Acknowledgment

In God's name, the Compassionate, the Compassionate. First and foremost, we want to express our gratitude to God Almighty for helping us, giving us the resources, we need, and guiding and supporting us as we work to complete this important task. We honor and pray for our prophet Muhammad (peace upon him), his family, and his companions. We would like to express our sincere appreciation to everyone who helped us, including our parents, friends, and everyone who assisted us in finishing this project. We would like to thank Dr. Walid Soliman who oversaw this project, for his exceptional work with us as well as his invaluable guidance and unending support that we needed throughout all phases of the project's completion.

II. Abstract

During the global COVID-19 lockdown restrictions, food delivery apps (FDAs) have lit up. As a result, currently, changes in lifestyle have led to an increase in the use of these applications. The nutritional health of individuals may be greatly affected by these changes, especially adult Saudi females. A cross-sectional study was conducted to look at how adult Saudi nationals' attitudes, behavior, and dietary preferences are affected using the Food and Drug Administration. Respondents willingly gave their answers to a survey conducted using Google's survey platform. Even though lifestyle modifications have increased FDA use under the global COVID-19 lockdown restrictions, these modifications may have a negative impact on people's dietary preferences and habits, especially adult Saudi females. These results can help promote healthy diet management both globally and in Saudi Arabia if governments don't make considerable improvements to food distribution systems. These findings can aid in the promotion of healthy diet management both globally and in Saudi Arabia unless the governments make significant positive changes to improve food delivery applications.

Keywords: COVID-19 lockdown restrictions, food delivery applications, dietary habits, attitude, dietary behavior -customer satisfaction.

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Introduction:

Food delivery applications have had a significant impact on customer satisfaction in the realm of food delivery services.

Here are some ways in which these apps have influenced customer satisfaction:

Convenience and Accessibility: Food delivery apps have made it incredibly convenient for customers to order food from their favorite restaurants with just a few taps on their mobile devices. Customers can access a wide variety of restaurants and menus, browse through options, customize their orders, and have the food delivered to their doorstep. This convenience and accessibility contribute to enhanced customer satisfaction.

Timesaving and Efficiency: Food delivery apps save customers time and effort by eliminating the need to physically visit a restaurant, wait in line, or deal with traffic. With a few clicks, customers can place an order and track its progress in real-time. The streamlined process and efficient delivery contribute to customer satisfaction, especially for busy individuals or those seeking quick meal solutions.

Expanded Choices and Variety: Food delivery apps provide customers with a vast array of dining options. Customers can explore multiple cuisines, browse through different restaurants, and discover new food experiences. The availability of a diverse range of choices and variety enhances customer satisfaction, as they can easily find and order their preferred meals from a wide selection of options.

Ratings and Reviews: Food delivery apps often include ratings and reviews for restaurants and delivery services. Customers can read feedback from other users to make informed decisions about their orders. The

transparency and social proof provided by ratings and reviews help customers choose reliable and high-quality options, leading to increased satisfaction with their food delivery experience.

Order Tracking and Communication: Many food delivery apps offer real-time order tracking and communication features. Customers can track the progress of their order, estimated delivery time, and communicate with the delivery person if needed. This transparency and communication contribute to customer satisfaction by providing a sense of control and reassurance throughout the delivery process.

Personalization and Customization: Food delivery apps often allow customers to customize their orders based on their preferences, dietary restrictions, or special requests. The ability to personalize orders enhances customer satisfaction as it ensures that their specific needs and preferences are met.

Loyalty Programs and Discounts: Food delivery apps often offer loyalty programs, discounts, or special promotions to incentivize customer loyalty and repeat business. These rewards and incentives contribute to customer satisfaction by providing additional value and savings.

Overall, food delivery applications have had a positive impact on customer satisfaction by offering convenience, accessibility, expanded choices, efficiency, transparency, personalization, and rewards. These apps have transformed the food delivery experience, making it more seamless, enjoyable, and tailored to individual preferences, leading to higher levels of customer satisfaction in the realm of food delivery services.

In late December 2019, the coronavirus disease (COVID-19) pandemic started in Wuhan, China, and spread quickly to other parts of the world. More than five million people have died worldwide as a result of the newly identified virus since that time. Additionally, the epidemic has had a significant negative impact on

people's health and social status as well as the global economy. This has compelled foreign governments to implement strict lockdown regulations on their citizens as a preventative measure against spreading the sickness to reduce the epidemic's risk. Since there is such a large variety of food that is readily available, various food delivery apps (FDAs) have emerged in Saudi Arabia that are now open 24 hours a day, 7 days a week. The Saudi Food and Drug Administration published a rule requiring all cafes and restaurants to provide calorie information on their menus in January 2019. However, not all these restaurants' food delivery apps adhere to this guideline. Therefore, providing customers with accurate and sufficient nutrition information in meal delivery applications may increase their knowledge of the issue and motivate them to consume fewer calories.

Restaurants have been forced to cede a sizeable amount of their revenues to food delivery apps even though they have been able to raise sales because of the rise in online food orders. In Saudi Arabia, most meal delivery services charge restaurants between 10% and 20% of each online sale, with prices rising daily. As a result, many small chains and family-run eateries have failed, and many restaurants have struggled to remain profitable.

Restaurants in places like Riyadh, Jeddah, and Khobar were forced by COVID-19 lockdowns to use third-party aggregators and rely on their delivery networks to reach customers. Smaller restaurants prefer to use an existing platform with fast access to clients, which has led to an increase in the use of food aggregators along with the growth of new restaurants and home kitchens.

Most customers are unaware of the consequences of using meal delivery apps, how their convenience affects restaurants, their suppliers, and ultimately the thousands of chefs and workers employed by these eateries.

Due to restaurants' lack of speedy commerce platforms, food aggregator commissions have risen substantially, sometimes reaching values of 30–40% (Yogi Tri Prasetyo, 2021).

Previous studies

The behavioral elements that affect patron satisfaction and loyalty toward food delivery apps have already been covered in several research. They looked at the convenience, cost, and time-saving motivations for using meal delivery applications, as well as the enjoyable motivation. In addition, they talked about the precise aspects that affected their behavioral attitudes and intentions about food applications. Additionally, it is. The typical influences on a person's decision to use meal delivery apps are described. So, in recent years, there has been a lot of discussion about food delivery applications.

Food delivery apps have been widely used during the COVID-19 pandemic, especially in developing nations. Some of the features appeared in food delivery applications, in response to the severe effects of the COVID-19 pandemic, which were the presence of a delivery service, the customer not being required to leave his home during the COVID-19 epidemic, and the use of cashless transactions.

The goal of this study is to use an enhanced theory of planned behavior (TPB) to identify the variables influencing consumer happiness and loyalty in metrics of food delivery apps during the new normal of the COVID-19 pandemic. During the global COVID-19 pandemic, the prior study examined the variables influencing customer satisfaction and app loyalty for meal delivery. The results of this study can also be utilized to measure the variables influencing consumer satisfaction and loyalty regarding food delivery applications in other nations (Yogi Tri Prasetyo, 2022).

Second part: the theoretical framework of the study.

First chapter: Problem Of the study and its importance

1. Problem Of the study

The study problem for this paper stems from the need to study the effect of using food delivery applications on customer satisfaction in Jeddah, Saudi Arabia. While the use of food delivery applications has increased globally after the Corona pandemic, more research must be conducted to verify their effectiveness in the context of increasing customer satisfaction and gaining their loyalty and its impact on the profits of stakeholders in the Kingdom of Saudi Arabia.

Food delivery applications are among the important applications in the lives of citizens during the Corona pandemic, so their impact on investors, regulators and other interested parties must be studied. The use of food delivery applications has become increasingly popular in recent years, as food delivery applications can help save time and effort on customers and increase demand for the products of some restaurants, which indirectly builds a strong relationship between the customer and the supplier. However, the effectiveness of food delivery apps depends on several factors, including the quality of food served by restaurants, how fast the delivery is, how easy it is to use the app and how to deal with issues that may reduce customer satisfaction.

When using food delivery applications, there are several problems that users may face. Here are some common issues:

Delivery Delays: One of the primary concerns with food delivery apps is the possibility of delivery delays. Factors like traffic congestion, bad weather, or high demand can lead to delayed deliveries, resulting in customers receiving their food later than expected.

Incorrect Orders: Another problem is that food delivery apps may occasionally deliver incorrect orders.

This could be due to miscommunication between the restaurant and the delivery service or errors made by the delivery driver. Such mistakes can lead to frustration and dissatisfaction among customers.

Poor Food Quality: Sometimes, the quality of food delivered through these apps may not meet customers' expectations. Factors like inadequate packaging, temperature control issues, or delays during delivery can negatively impact the quality and taste of the food, leaving customers disappointed.

Limited Menu Options: While food delivery apps offer a wide range of restaurants and cuisines, some users may find that their preferred restaurants or specific menu items are not available on the platform. This limitation can restrict users' choices and force them to look for alternatives.

Hidden Fees and Price Markups: Some food delivery apps may have hidden fees or price markups that are not immediately apparent during the ordering process. This can lead to unexpected costs for customers, who may feel deceived or misled by the platform.

Customer Support Issues: In cases where users encounter problems with their orders, reaching out to customer support for assistance can sometimes be challenging. Long wait times, unresponsive support agents, or lack of effective resolutions can frustrate users who seek prompt assistance.

Dependence on Technology: Food delivery apps heavily rely on technology, including internet connectivity, mobile devices, and app functionality. Any technical glitches, server outages, or app crashes can hinder the ordering and delivery process, inconveniencing users.

Environmental Concerns: The extensive use of food delivery services can contribute to increased packaging waste and carbon emissions, as multiple orders may require separate deliveries. This issue raises concerns about sustainability and environmental impact.

While food delivery apps offer convenience and accessibility, they also come with these potential problems. It's important for app developers, restaurants, and delivery services to continuously address these issues and provide optimal experiences for their users.

As we mentioned earlier, studies on food delivery applications and their impact on customer satisfaction are considered few in relation to their extreme importance. Also, the reason for the difference in lifestyle, the intervention of technology, and the use of various applications to save effort and time has appeared recently, and it has become very important to study this new behavior and understand requests and needs. new to customers

2. Importance Of the study

It is important to research how meal delivery services affect consumer satisfaction for a number of reasons, including understanding the impact of food delivery applications on customer satisfaction that helps companies identify factors that contribute to customer loyalty. Satisfied customers are more likely to continue using the app and ordering from the same restaurants, resulting in higher customer retention rates. In a highly competitive market, customer satisfaction can provide a huge advantage for food delivery apps. By studying the application's impact on customer satisfaction, companies can identify areas for improvement and differentiate themselves from competitors, attract more users and maintain a loyal customer base.

Studying the impact of food delivery apps allows businesses to gain insight into the customer journey and identify weaknesses or areas for improvement. By addressing these issues, they can improve the

overall customer experience, leading to higher levels of satisfaction and increased customer loyalty. Analyzing the impact of food delivery apps on customer satisfaction helps identify areas where service may be falling short. This knowledge enables companies to improve service quality, streamline operations, and provide a more efficient and reliable delivery experience, ultimately leading to increased customer satisfaction.

Satisfied customers are more likely to share positive experiences with others, leading to positive word-of-mouth marketing. By studying the impact of food delivery applications on customer satisfaction, you can identify elements that drive positive reviews and recommendations, improving your reputation and attracting new customers. Analyzing customer satisfaction data helps businesses collect valuable feedback and insights from users. This feedback can be used to make data-driven decisions and drive iterative development of the app, addressing customer concerns, and continuously improving the user experience.

Ultimately, customer satisfaction has a direct impact on business growth and profitability. Satisfied customers are more likely to spend more, order more frequently, and become brand advocates. By studying the impact of food delivery applications on customer satisfaction, businesses can drive customer loyalty, increase revenue, and achieve long-term profitability. In summary, studying the impact of food delivery applications on customer satisfaction is essential for businesses to enhance the customer experience, improve service quality, gain a competitive edge, and drive growth and profitability in the highly competitive food delivery industry.

3. Research objectives

The objective of studying the impact of food delivery applications on customer satisfaction can vary based on the specific goals of the research. Here are some objectives that we have:

- **Measure Customer Satisfaction:** The primary objective is to assess the level of customer satisfaction with the food delivery application. This involves gathering data and feedback from customers to understand their overall satisfaction, perceptions, and experiences with the app.
- **Identify Key Drivers of Satisfaction:** The study aims to identify the factors that significantly influence customer satisfaction with the food delivery application. By analyzing customer feedback and data, researchers can pinpoint specific features, functionalities, or aspects of the app that have the most impact on customer satisfaction.
- **Assess Service Quality:** Evaluating the quality of service provided by the food delivery application is an important objective. This involves examining various dimensions such as order accuracy, delivery speed, customer support, communication, and overall reliability of the service.
- **Understand User Experience:** The objective is to gain insights into the user experience of the food delivery application. This includes examining the ease of use, navigation, ordering process, payment options, app design, and overall user interface to identify areas for improvement and provide a seamless and enjoyable user experience.
- **Analyze Customer Expectations:** The study aims to understand customer expectations from a food delivery application. This involves exploring the features, functionalities, and service aspects that customers consider important and comparing them with their actual experiences to identify any gaps or areas where expectations are not being met.
- **Compare Different Food Delivery Apps:** Researchers may aim to compare customer satisfaction levels across different food delivery applications to understand the strengths and weaknesses of each platform. This comparative analysis can provide insights into the competitive landscape and help identify areas where a particular app excels or falls short.

By focusing on these objectives, we can gain a comprehensive understanding of the impact of food delivery applications on customer satisfaction and provide valuable insights for app developers, service providers, and businesses to enhance the overall customer experience.

Second chapter: First variable of the study:

The first variable in this study is the use of food delivery apps. This variable indicates the extent of customer satisfaction and use of these applications in Jeddah, Saudi Arabia. The use of food delivery apps can vary depending on the quality of the food you offer, how quickly the order arrives, and how easy it is to use the app.

Third chapter: Second variable and the correlation between variables

The second variable in this study is customer satisfaction. This variable indicates stakeholders' understanding of how to increase customer satisfaction and the analysis of this information to make informed decisions. Stakeholders' perceptions and decision-making processes can differ depending on their level of awareness of the importance of increasing customer satisfaction and thus customer loyalty, their awareness of the importance of technology and electronic applications in the daily lives of customers.

Correlation between Variables:

This study investigates the relationship between the use of food delivery apps and their impact on customers. Food delivery applications will affect the loyalty and satisfaction of the customers who use these applications.

Specifically, the use of food delivery applications that are easy to use and responsive to customer requests are likely to increase customer satisfaction, which increases the interest of stakeholders in these characteristics when making informed decisions to create food delivery applications.

It is important to note that the association between food delivery applications and customer satisfaction and decision-making processes may be affected by several factors, including data collection and feedback from customers to understand their overall satisfaction and perceptions, the quality of service provided to the customer and their experiences with different mobile applications and the extent to which they are affected by these applications.

Third part: Practical study and its methodological procedures

I. Customer satisfaction:

The measurement of a client's level of happiness with a good or service they received from a company or organization is known as customer satisfaction. It is a critical sign of client loyalty, repeat business, and favorable word-of-mouth recommendations. Customer happiness is often evaluated by surveys, feedback forms, or direct encounters with customers.

Here are some key aspects and benefits of customer satisfaction:

Meeting Customer Expectations: Customer satisfaction is achieved when the products or services meet or exceed customer expectations. By understanding customer needs and preferences, businesses can tailor their offerings to ensure customer satisfaction.

Customer Loyalty and Retention: Satisfied customers are more likely to become loyal customers who continue to purchase from a business or organization. They are also more likely to recommend the products or services to others, leading to increased customer retention and growth.

Positive Brand Image and Reputation: Customer satisfaction contributes to a positive brand image and reputation. Satisfied customers are more likely to speak positively about their experiences, both online and offline, which can attract new customers and build trust in the brand.

Increased Sales and Revenue: Satisfied customers are more likely to make repeat purchases, resulting in increased sales and revenue for the business. They may also be willing to pay premium prices for products or services that consistently meet their expectations.

Reduced Customer Complaints and Returns: When customers are satisfied with their purchases, the occurrence of complaints and returns decreases. This helps businesses save costs associated with handling customer issues and product returns.

Competitive Advantage: Customer satisfaction can give a business a competitive edge in the marketplace. When customers have a positive experience and are satisfied, they are less likely to switch to competitors, even if they offer similar products or services.

Improved Customer Relationships: Building strong customer relationships is crucial for long-term success. Satisfied customers are more likely to engage in positive interactions, provide valuable feedback, and participate in loyalty programs or customer advocacy initiatives.

To enhance customer satisfaction, businesses should focus on delivering high-quality products or services, providing excellent customer service, actively listening to customer feedback, and continuously

improving their offerings based on customer preferences. Regularly measuring and monitoring customer satisfaction levels helps businesses identify areas for improvement and take proactive steps to meet customer expectations.

As mentioned before, customer satisfaction is a measure that measures the extent of customer satisfaction with the company's products, services, and capabilities. A company can decide how best to change or improve its products and services by using information about customer satisfaction, such as surveys and ratings.

The company's first focus must be ensuring customer pleasure. All types of organizations—commercial enterprises, retail and wholesale businesses, government agencies, service providers, mobile app developers, non-profit organizations, and any division within a single domain—are subject to this law.

The level of customer satisfaction indicates how pleased your consumers are with your good or service. Additionally, it makes the distinction between achievement and failure for many businesses.

When asked, "How would you define customer satisfaction?" a group of business owners would respond. A lot of responses are likely to be given to you. It goes without saying that a high level of customer satisfaction signals happy clients and expanding sales.

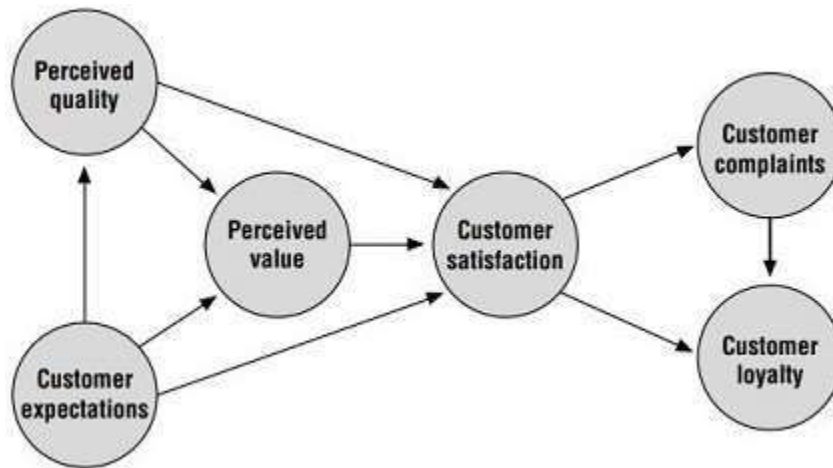


Figure 1- Customer Satisfaction

When determining client happiness, two key questions should be asked:

1. Who are the customers?
2. What is required to satisfy them?

The goals of a survey about consumer satisfaction involve identifying the true level of satisfaction as well as locating areas for improvement. Companies that use continuous improvement techniques can increase customer satisfaction and increase income. Customers consider several essential quality elements when evaluating a product or service, thus firms must improve the essential qualities that have the lowest level of customer satisfaction (Yang, 2010).

II. Unified theory of use and acceptance of technology (UTAUT):

A theoretical framework known as the Unified Theory of Technology Acceptance and Use (UTAUT) describes and predicts user acceptance as well as behavior towards technology. Venkatesh et al. created it in 2003 by extending and integrating other technology acceptance models.

The UTAUT model identifies four key factors that influence user acceptance and usage behavior:

Performance Expectancy: This aspect relates to how much consumers think employing technology will improve their ability to execute their jobs or make chores simpler. Users are more inclined to adopt and employ the technology when they believe that high performance expectations are being met.

Effort Expectancy: Effort expectancy relates to the perceived ease of use and simplicity of the technology. If users perceive the technology as easy to use and require minimal effort to interact with, they are more likely to accept and use it.

Social Influence: Social influence considers the impact of social factors on user acceptance and usage behavior. It includes subjective norms, which are the perceived expectations of important others, such as colleagues or supervisors, regarding the use of technology. The more users perceive social influence, the more likely they are to accept and use the technology.

Facilitating Conditions: Facilitating conditions refer to the extent to which users perceive that the necessary resources and support are available to use the technology effectively. Factors such as technical support, training, and infrastructure play a role in facilitating conditions. When users perceive favorable facilitating conditions, they are more likely to accept and use the technology.

Additionally, the UTAUT model incorporates several moderating factors that can influence the relationships between the four key factors and user acceptance and usage behavior. These moderating factors include gender, age, experience, and voluntariness of use (Anisa Safiah Maznorbalia, 2021).

The growth of the e-commerce sector and the advancement of digital technologies like big data, artificial intelligence, cloud computing, and robots are what are driving the adoption of new technology in enterprises.

Information and communication technology (ICT) advancements have significantly changed how organizations run. Technology use at work has revolutionized intra- and interorganizational communication and sped up business processes to ensure benefits including boosted production, staff welfare, and satisfied consumers.

Nearly three decades ago, the research community intensified its interest in how technology was being adopted in private and organizational contexts.

via the year 2000, a sizable volume of data on user behavior associated with technology adoption had been produced via research on technology acceptance.

To comprehend the adoption of the technology, many models and theories had been developed, and they collectively accounted for 40% of the variation in technology use intentions.

Theory of UTAUT:

According to the UTAUT theoretical paradigm, behavioral intention controls how people use technology. Four important categories—performance expectancy, effort expectancy, social influence, and enabling variables—directly affect the likelihood of adopting the technology. Age, gender, experience, and usage readiness are factors that affect how predictors affect outcomes (Donmez-Turan, 2020).

Since the start of the 20th century, theories, and models about how technology acceptance evolves have been developed, and they continue to do so. This progress happened from various theoretical angles, including people's intents, feelings, motivations, behaviors, and responses.

The adoption, acceptance, and usage behavior of information systems have begun to draw attention as a component of software quality activities in the field of software engineering since the 1970s as a first stage in the utilization and manifestation of technologies. Understanding the reasons behind users' acceptance or rejection of any new technology is now an essential responsibility in the life cycle of any information system.

Research on how users understand and accept new technologies, how they might use them, and what might happen if they continue to use them has been framed by theories and models of technology acceptance. A user's decision to adopt a technology can be influenced by its utility, simplicity, complexity, and social impact, among other factors.

Any information system's practical use implicitly depends on the presence of an intention to use it. However, two assumptions must be maintained to continue using the information system: The information system must first get the users' acceptance. Following adoption, continued use will depend on users' happiness with the system (Momani, 2020).

III. Expectancy confirmation model (ECM):

The Expectancy Confirmation Model (ECM) is a theoretical framework used to explain and predict user satisfaction and continued use of a technology or system. It suggests that users' expectations about a technology or system, along with their subsequent confirmation or disconfirmation of those expectations, influence their satisfaction and intention to continue using the technology.

The ECM consists of the following key components:

Expectations: Users form initial expectations about a technology or system based on various factors such as prior experience, marketing information, word-of-mouth, and perceived usefulness. These expectations include anticipated benefits, performance, usability, and other relevant aspects.

Confirmation/Disconfirmation: After using the technology, users compare their actual experience with their initial expectations. If the technology performs as expected or exceeds expectations, users experience confirmation. If the technology falls short of expectations, users experience disconfirmation.

Satisfaction: Confirmation or disconfirmation of expectations leads to user satisfaction or dissatisfaction. When the technology confirms users' expectations, they are likely to be satisfied. Conversely, if the technology fails to meet expectations, users are likely to be dissatisfied.

Continued Use: User satisfaction or dissatisfaction influences their intention to continue using the technology. Satisfied users are more likely to exhibit continued use and loyalty, while dissatisfied users are more likely to discontinue using the technology or seek alternatives (Md Rasel Al Mamun, 2020).

The ECM suggests that positive confirmation of expectations leads to increased satisfaction and continued use, while negative disconfirmation leads to decreased satisfaction and discontinuation. However, it also acknowledges that users' expectations can change over time as they gain more experience with the technology.

The model has implications for technology design, user experience, and customer satisfaction. It highlights the importance of managing user expectations through accurate marketing communication, providing a high-

quality user experience, and continuously monitoring and addressing user feedback to ensure positive confirmation and satisfaction.

The widely recognized expectation confirmation theory (ECT) aims to explain how people's prior expectations about phenomena affect their perceptions and assessments of it. According to the notion, people's expectations have an impact on their beliefs, attitudes, and behaviors toward a situation, a good, or a service.

Digital payment ecosystems have been formed through the combination of wireless telephony, smartphone, and banking systems, increasingly displace the traditional paper currency. Governments, especially those in emerging economies, are putting more emphasis on digital payments because of the changing technology landscape.

In the realm of technology, the use of mobile applications (apps) has been rising, a phenomenon associated with the rise in smartphone users. Despite the enormous market for mobile apps, very little research has been done on the factors that influence whether users stick with a particular program. According to our research, habit, expectation of performance, expectation of effort, and contentment are the main factors influencing users' desire to continue using mobile apps.

Due to the expanding number of smartphone subscribers, the use of mobile application software for mobile devices, also known as mobile applications (apps), has lately expanded.

Since the invention of cellphones, their numerous functionalities have become an integral part of our daily life. The market predicts that demand for mobile app development services would rise at least five times faster than internal information technology (IT) organizations' ability to satisfy it. According to a recent study, social apps experienced the biggest rise in value in 2013 with a value for "messaging and social apps" (i.e., social apps)

reaching 203%. The number of mobile app downloads overall increased by 115% in 2013 while the category of "utilities and productivity apps" saw a surge of 150%.

Organizations need to understand user behavior to better realize the benefits of IT, and this is impossible without a thorough grasp of how people utilize emerging technologies like mobile apps. The long-term survival of a novel information system (IS) depends more on users' continuing behavior than on their initial adoption decisions, even though many strategies can be employed to boost user adoption of an innovation. An important post-adoption behavior, termed continuous usage, has been the subject of previous post-adoption studies in the IS area. According to earlier study, the benefits of the firms' investments make the implementation of the ongoing intention to use IS essential to the success of the companies in the competitive market.

Understanding how users establish a continuation intention can help firms in connected industries, such mobile services, effectively supply new social apps to satisfy users' needs. Retaining customers has become crucial for these organizations (Carlos Tam, 2020).

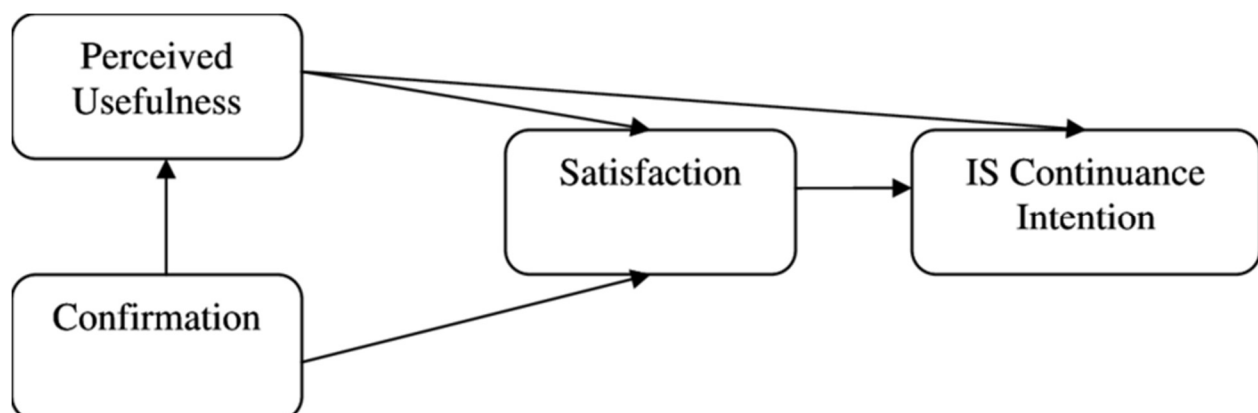


Figure 2-(ECM)

IV. Mobile applications (apps):

Apps, sometimes known as mobile applications, are software programs created especially to run on mobile hardware, such as smartphones and tablets. To meet the demands and interests of users, these apps provide a wide range of features and services. Mobile app shops or marketplaces, such as the Apple App Store for iOS devices and the Google Play Store for Android devices, are typically where users download and set up mobile apps.

Here are some key aspects and characteristics of mobile applications:

Platform-specific: Mobile apps are designed and developed for specific mobile operating systems, such as iOS or Android. This means that an app developed for one platform may not be compatible with another. However, some apps are built to be cross-platform, meaning they can run on multiple operating systems with minimal modifications.

Functionality: Mobile apps can provide a wide range of functionalities, including but not limited to communication, entertainment, productivity, gaming, social networking, e-commerce, health and fitness tracking, and utility tools. With advancements in technology, apps can leverage features like GPS, camera, accelerometer, and more to enhance user experience.

User Interface: Mobile apps have user-friendly interfaces optimized for smaller screens and touch interactions. They often feature intuitive design elements, gestures, and navigation patterns to ensure ease of use and a pleasant user experience.

Offline and Online Capabilities: Depending on their nature, mobile apps can work both online and offline. Some apps require an internet connection for real-time data synchronization, while others can function offline and sync data once the connection is restored.

App Stores and Updates: Mobile apps are typically distributed through centralized platforms known as app stores. These stores provide a curated collection of apps for users to discover, download, and update their applications. Users can browse through various categories, read reviews, and access app descriptions before installing them.

Monetization: Mobile apps can be monetized through various models, such as paid apps (users pay upfront to download), freemium apps (basic functionality is free, but additional features require in-app purchases), in-app advertisements, subscriptions, or partnerships with other businesses.

App Development: Developing mobile apps involves using programming languages and development frameworks specific to the target operating system. Common languages include Swift or Objective-C for iOS apps, and Java or Kotlin for Android apps. Cross-platform development frameworks like React Native or Flutter enable developers to create apps that can run on multiple platforms using a single codebase.

Mobile applications have transformed the way people interact with technology, providing convenience, entertainment, information, and services at their fingertips. They have become an integral part of our daily lives, empowering users to accomplish tasks, stay connected, and explore a vast range of possibilities through their mobile devices.

Initially, the term "mobile applications" was used to describe programs for everyday productivity and information retrieval, such as email, calendar and contact management, stock market quotes, and weather data.

The rapid expansion of other mobile application categories, such as games, e-books, utilities, social networking platforms, food delivery applications, etc., which provide access to information about business, finance, lifestyle, and entertainment, is due to the sharp increase in user demand and the widespread availability of developer tools. The search for widespread adoption of innovative mobile applications has been made easier by the popularity and exponential rise of smartphone usage.

Mobile apps have the potential to greatly impact customer satisfaction by offering convenience, personalized experiences, efficient communication, and other features that enhance the overall customer journey. However, it's essential for businesses to continually improve and optimize their mobile apps based on user feedback and evolving customer expectations to ensure maximum satisfaction (Umm e Mariya Shah, 2019).

V. Task-Technology fit model (TTF):

A framework called the Task-Technology Fit (TTF) model is used to evaluate the compatibility between a given task or collection of tasks and the technology supporting those tasks. It is useful to assess how effectively a technology satisfies the criteria of a specific activity and how well it aids users in reaching their objectives. The job characteristics and technological features are the two key factors considered by the TTF model.

- **Task Specifications:**

Task complexity is the degree of difficulty and complexity attached to the job at hand.

Novelty of the task: The degree to which the users are unfamiliar or new to the task.

The degree to which a task requires collaboration and coordination with others is referred to as task interdependence.

Task Structure: The task's degree of organization and well-defined processes.

Task Analyzability: The task's ability to be divided into smaller tasks and studied.

- **Technology Characteristics:**

Functional Capabilities: The specific features and functionalities of the technology that enable users to perform the task.

Usability: The ease of use and learnability of the technology.

Flexibility: The ability of the technology to adapt to different user needs and variations in task requirements.

Compatibility: The compatibility of the technology with existing systems, infrastructure, and user preferences.

Reliability: The reliability and stability of the technology in performing the required tasks.

The TTF model suggests that the fit between task characteristics and technology characteristics determines the perceived usefulness and ease of use of the technology. A good fit leads to increased user satisfaction, productivity, and task performance. If there is a misfit between the task and technology, it can result in frustration, inefficiency, and decreased user acceptance.

The TTF model can be used in various contexts to evaluate the suitability of technology for specific tasks. It helps designers, developers, and organizations in selecting and designing technologies that align well with user needs and task requirements, ultimately enhancing user experience and overall performance.

The introduction of mobile food delivery apps (MFDAs), which offer a cutting-edge way to engage with clients and provide top-notch services, has completely altered the way the food sector operates. This study identifies, considering the task technology fit (TTF) paradigm, the critical elements influencing the customer's attitude and continued intention.

The growth of information technology (IT) has completely altered how people operate in many spheres of life.

Therefore, to thrive in the current competitive market, all corporate organizations must provide IT-based services to their clients. The development of the mobile internet, smartphones, and mobile phone applications over the past two decades has greatly aided e-commerce, which is essential to a nation's economic development.

Consumer perceptions of emerging technologies:

TAM claims that customers' beliefs have an impact on how they feel about an activity. Therefore, we suggest that consumers' perceptions of new technologies are influenced by context-specific benefits and issues, which are in turn influenced by context. Higher beliefs, perceived value, perceived utility, and the pursuit of convenience, according to research, improve consumer attitudes, which in turn improve their beliefs of the new technology (Khuram Shahzad, 2023).

VI. Food delivery app:

A mobile application called a "food delivery app" enables users to order meals from a variety of restaurants and have them delivered to a specific area. Since they give users convenience and a variety of meal alternatives, these applications have been incredibly popular in recent years.

Elements and features that are frequently present in apps that deliver food:

meal delivery applications often offer an intuitive user interface that enables users to browse among various eateries, menus, and meal products. To aid customers in making educated judgments, they frequently feature search filters, sorting options, and user ratings.

Restaurant Listings: These applications collaborate with several neighborhood eateries to display their menus, costs, and reviews. Before placing their orders, users can examine restaurant information, explore various cuisines, and read customer reviews.

Ordering: Users of food delivery applications can choose their preferred dishes, customize them as needed (for example, by adding or removing ingredients), and then place the order. They frequently offer choices for requirements or dietary preferences.

Payment Options: These apps provide a variety of payment options, including cash on delivery, digital wallets, and credit/debit cards. Additionally, some apps let users remember their payment information for future transactions that will go more quickly.

Real-time Order Tracking: Following the confirmation of an order, food delivery applications offer real-time order tracking, enabling users to keep track of the delivery's progress. To keep users updated on the status of their orders, this feature frequently includes notifications or SMS alerts.

Delivery logistics: To ensure quick and effective delivery, food delivery applications connect with delivery employees or outside delivery firms. They might offer projected delivery dates, delivery costs, and occasionally even real-time delivery tracking.

User evaluations and ratings are available for restaurants and delivery services, assisting other users in making wise decisions. The general reputation and dependability of the app's partner eateries are influenced by these reviews.

Discounts and Loyalty Programs: To encourage repeat business, many meal delivery apps provide discounts, prizes, or loyalty programs. These programs frequently offer referral prizes, discount vouchers, or exclusive offers just for loyal clients.

Customer support: Most food delivery services include customer support channels, such as in-app chat or helplines, to help users with any problems or questions pertaining to their orders, payments, or deliveries (Ciro Troise, 2021).

The advantages that food delivery apps offer is what primarily draw in new customers. Most what clients require in terms of ordering food and beverages through food delivery apps is available at the press of a button. Customers don't have to go out or make a phone call to the restaurant to place an order. Customers can use these apps to find all nearby restaurants, view the menu, and choose the meals or beverages they desire. In addition, many food delivery applications come with digital payment methods to streamline the

purchasing process. Due to this new tendency, many restaurants now provide food delivery services to draw in consumers and raise brand awareness.

By providing a simple way to buy food that will be sent to their home, food delivery apps serve as a kind of restaurant delivery/takeout software that links clients with nearby eateries, supermarkets, convenience stores, and other businesses. Customers have more control over the delivery process thanks to software used by restaurants for delivery as well as takeout. Clients can choose the day, time, and place of a delivery and can also track it from start to finish.

However, there are other aspects of using food delivery apps that have an impact on customer happiness besides restaurant accessibility. Customer satisfaction will also be impacted by additional elements including usability, navigational design, and performance expectations. For instance, several studies have examined elements that affected users' early app acceptance during the use of meal delivery applications. Customers become used to these applications over time and adjust to them without running into any technological problems. Noting technological adoption criteria alone is not sufficient given the decline in technical concerns (Yogi Tri Prasetyo, 2021).

Using a food delivery app has advantages:

Food delivery applications provide several advantages that, when combined with third-party delivery services, can improve revenue.

The top 5 motives for using this software in restaurants are as follows:

1. **Reach more customers:** One of the main right away advantages of food delivery apps is their capacity to boost a company's visibility by reaching more consumers. New clients can find nearby restaurants, view various menu items, and choose to place an order when a restaurant or business signs up for a meal delivery app.
2. **Convenience:** Customers can use meal delivery applications on their mobile devices or tablets to order food from the restaurants they love whenever and wherever they choose. Customers can get meals more conveniently by using food delivery apps rather than having to deal with the trouble of calling a restaurant and placing a phone order. Additionally, grocery delivery is a new service that supermarkets can now provide for customers thanks to partnerships with delivery apps, bringing new degrees of convenience.
3. **Improve visibility:** The number of eateries and businesses that provide meal delivery services is very low when it comes to competition. These eateries have an advantage over rivals who don't use delivery apps because they make restaurants more accessible to customers.
4. **Delivery outsourcing:** For a company, not having to worry about the delivery process means one less item to handle. Working with a food delivery service enables restaurants to concentrate more on front-of-house and kitchen coordination and give dine-in customers priority. Additionally, restaurants are spared the expenses of automobiles, transportation, gas, auto maintenance, and other delivery-related expenses.
5. **Multiple payment options:** Food delivery applications frequently interface with a variety of payment options, giving users more ways to pay and ensuring a smooth checkout process.

Why do people use food delivery apps?

Online services have experienced tremendous expansion, which has altered lifestyles and society at large.

Online food delivery (OFD) services are very popular in the world of electronic commerce. Food can be ordered and delivered using a website or app from a variety of eateries. Customers often conduct a search for a preferred restaurant, select an item from the menu, then provide their delivery address. The popularity of numerous food delivery applications has increased because of the expansion of internet service providers and rising smartphone penetration (FDA). Numerous OFD startups have expanded thanks to the increased popularity of FDAs.

Orders in OFD can be placed using websites, however orders in FDA can only be placed through mobile apps. This is the difference between OFD and FDA. One of the services offered by several FDAs might be categorized as providing orders, monitoring, payment, and tracking facilities; nevertheless, they are not in charge of the actual food processing.

The FDA must first be able to satisfy the needs and expectations of its current clients for it to be viable from a trading standpoint. Second, there is more competition among FDA service providers even though there are more of them.

The FDA can draw in new potential customers by being aware of their wants. As a result, it becomes important to understand the motivations behind the usage of various FDAs.

Online Food Delivery (OFD):

Online food delivery (OFD) services are internet-based platforms that allow clients to order meals and have it delivered right to their door. FDAs, in contrast, primarily utilize mobile applications. In the current study, we are interested in the FDAs, an organization formed by franchises working together strategically, where food delivery companies act as an intermediary.

The influence of these applications on user experience in terms of happiness and ongoing intention to reuse is therefore the key issue covered by this research. This study offers a model to solve the key issues from the perspective of Saudi customers in Jeddah and can cover the dimensions linked to most mobile application features. In a Saudi setting, this study will thus empirically test this hypothesis (Arghya Ray, 2019).

VII. Discussion of theoretical frameworks:

In contrast to mental projections, which barely consider users' mental views that determine whether they will continue to use technology, the UTAUT model focuses on predicting users' initial adoption of new information technology based on technological expectations. To examine consumers' intention to continue using the FDA, this study combined mental perceptions of trust, approval, and satisfaction with technological perceptions. This study builds on previous research on the intent to continue using information technology, in which users' overall trust in technology is explicitly considered, along with perceived risk and ambiguity, and positively reflects perceived security while incorporating new technology. In addition, it is possible to effectively explain consumers' expectations for continued IT use using confirmation and satisfaction data from the ECM.

In addition, the Task-Technology Fit model places greater emphasis on the connections between task and technology characteristics, utilization, and performance impact than does UTAUT. Particularly, users' perceptions of the technological and psychological advantages of utilizing FDAs during the COVID-19 pandemic were greatly influenced by the contactless feature and convenience of FDAs. As a result, UTAUT, ECM, and the Task-Technology Fit model work well together to assess the factors influencing users' intention to continue using FDAs (Yuyang Zhao, 2020).

Third chapter: Practical study and its methodological procedures.

The methodological processes are referred to as the researcher's systematic approach to studying a particular subject in the scientific research plan. A quick summary of the study's contents is also represented by aspects linked to the study. In contrast to the nature of the data gathered from the qualitative research, it is known that the group's data, which were derived from the quantitative research, are in the form of a numerical value. The data analysis process will be conducted quantitatively.

It should be noted that scientific research methods refer to the process used by the researcher to collect data on a specific topic related to his field of expertise, and this process varies greatly from researcher to researcher according to the available intellectual resources or components, as well as the caliber of the research. The quantitative technique will be used in this study to study the effect of using food delivery services in Jeddah, Saudi Arabia, as it represents the research framework for this study. By investigating contemporary tools and applications to control different forms of data visualization, this methodology also indicates a set of tactics, techniques, and assumptions used to analyze the impacts of food delivery services in Jeddah.

To achieve the best results on the theoretical and applied levels, the quantitative research extracts a set of numerical data that seeks a deeper understanding of the purpose behind this research and seeks to clearly show the extracted results after presenting the evidence and contrasting the various viewpoints.

As a result, there is a close relationship between the research's topic and quantitative approach. Numbers can be used to represent the outcomes. To accurately forecast the effects of using food delivery apps in Jeddah, Saudi Arabia, it is crucial to have a thorough understanding of these numbers. Therefore, the survey was created to concentrate on identifying the influences of food delivery applications on Saudi nationals' behavior in Jeddah.

Fourth chapter: Methodological procedures.

The data collected and deduced from quantitative research, in contrast to the data collected and derived from qualitative research, are in the form of numerical values. As a result of this difference, both researches use various instruments and methods for data collection that are different from one another. The quantitative approach will be used in this study's data analysis. According to this definition, quantitative research is a systematic study that relies on gathering quantifiable data using specialized tools like questionnaires and surveys or by processing data that has already been tallied using computational methods. Several applications, including Excel, SPSS, and others, are used for data analysis.

a) Questionnaire method

The use of questionnaires will be highlighted as the method for gathering data in this study because, even today, they are essential for gathering quantitative information because they help to measure and simplify responses. The responses' reliability and discretion define them. Since sectional and longitudinal questionnaires are the two main forms that can be utilized, respondents and questionnaires are further

divided into several categories. A cross-sectional survey evaluates similarities and differences between multiple data sets at once. A single data cluster is scanned longitudinally over a period. This calls for distributing questionnaires detailing change, stability, or trends throughout a predetermined time at various periods in time (Taherdoost, 2020).

b) Using SPSS in data analysis

Statistical Package for the Social Sciences, also known as SPSS, is a tool used for in-depth research and quantitative data analysis. It will be used to evaluate the data for this research because it is one of the most helpful programs for businesses, entrepreneurs, scientists, and researchers in a vast accumulation of data and information for better analysis and evaluation.

One could get the conclusion that SPSS is a top-notch software program for interactive or pooled statistical analysis, which is helpful for analyzing and gathering data and information. In addition to performing regression analysis and MANOVA testing within SPSS, researchers can organize data so that the direction of the link between the data is obvious and can be successfully detected.

To maximize the value of their research and investigation initiatives, most significant research organizations use SPSS to analyze data.

c) Advantages of data analysis with the help of SPSS software:

SPSS data analysis is shown in the minimal effort required by the researcher to use this tool. Programming in statistics, model building, and text analysis for questionnaire programs are the three main uses of SPSS. Data analysis may be done in a methodical manner thanks to these features. Using SPSS, it will be possible to construct a thorough critical evaluation that will help to raise the caliber of this research by critically analyzing the relationships and interdependencies between variables within the context of data sets (Darren George, 2019).

Collecting information and data in scientific research

To gather accurate data for this scientific study on the effects of using food delivery services in Jeddah, Saudi Arabia, the researcher must first gather information from a variety of trustworthy sources and then analyze that data objectively. And specific scientific techniques to confirm its validity and make the appropriate additions or deletions. To predict different reactions and develop new laws and theories regarding the effects of using food delivery services on customer satisfaction in Jeddah city, Saudi Arabia, this approach tries to understand phenomena, identify their root causes, learn how to manage them, and unearth new facts. The sole means to develop comprehension and awareness based on scientific evidence that seeks to gain information in the numerous areas revolving around the impact of using food delivery applications on customer satisfaction in Jeddah city, Kingdom of Saudi Arabia is through scientific study.

It is well known that a scientific researcher must gather precise data and information when he sets out to investigate a privacy issue or a problem with the intention of elucidating and analyzing the nature of the occurrence or the complexity of the effect of using food delivery services on the behavior of Saudi citizens in Jeddah. It is feasible to utilize multiple tools in a single study since they differ in terms of the type and subject matter of scientific study used in questionnaires, tests, observations, and interviews. In this study, a questionnaire approach was used. The collection of data and information for statistical analysis is one of the most crucial objectives. The formulation of study procedures aids in the organization of the problem's elements and acts as a constant benchmark for the researcher throughout all study stages. The characteristics highlighted in the discussed notice give a sense of the researcher's specialization and level of ability.

According to the reference in this study on the impact of using food delivery services on customer satisfaction in Jeddah city, Saudi Arabia, one benefit of the questionnaire method is that it is less time-

consuming and less expensive than other research techniques. To systematically gather data on the target group throughout the scope of the research, standard questionnaires are frequently utilized in research on the impact of utilizing food delivery services in on customer satisfaction in Jeddah city, Saudi Arabia.

In contrast to the nature of the data gathered from the qualitative research, it is known that the group's data, which were derived from the quantitative research, are in the form of a numerical value. In the data analysis process, a quantitative technique will be employed to examine the effectiveness of global supply networks.

The definition of quantitative research can be stated as the systematic study based on the data collection process that accepts quantitative measurement by relying on tools like surveys, questionnaires, or data processing that has already been made in this study on the impact of using food delivery applications on customer satisfaction in Jeddah city, Saudi Arabia. Earlier, it was computed using a variety of computing methods, including SPSS, or what is known as the Statistical Package for the Social Sciences.

Since the questionnaire is one of the primary tools used in scientific research, when a researcher investigates a phenomenon or problem, the researcher gathers the necessary information and data about that phenomenon or problem to clarify and examine the cause of the problem or feelings that the researcher discovers through his investigation. The procedures used in that questionnaire include tests, exams, and interviews, and they vary depending on the topic of the scientific study material. Because they aid in measuring and simplifying the information gathered, questionnaires are important tools for gathering quantitative data.

The quantitative approach will be used in this study to analyze the data and determine the effect of using food delivery applications on customer satisfaction in Jeddah city, Saudi Arabia. Quantitative research is

defined as a systematic investigation based on the collection of quantifiable data using specific tools such as surveys and questionnaires or by processing data that has already been recorded using various computational techniques such as SPSS.

The Statistical Package for the Social Sciences, or SPSS, was used in this study to examine the potential impact of using food delivery applications on customer satisfaction in Jeddah city, Saudi Arabia. It is software used to perform in-depth analysis on large amounts of complex data. Scientists, industry professionals, and businesspeople can tap into a wealth of data and information to improve their analysis and assessment. Most significant research companies use SPSS to analyze textual and drilling data to increase the effectiveness of their investigations and investigative initiatives. It is a set of tools for statistical analysis of collective or pooled scientific accounts. The brand name for the latest iteration of the software is IBM SPSS Statistics.

It was made clear that one benefit of using SPSS for data analysis is that it doesn't require the researcher to put in a lot of work; in fact, SPSS requires much less work than any other research instrument. This makes it more convenient for researchers to conduct analyses. Statistical development, model scripting, and information extraction for questionnaire programmers are among the fundamental SPSS operations that are thoroughly evaluated. These tasks are completed by properly embedding enormous volumes of statistical data and information.

To get the essential information on the effects of utilizing food delivery applications on customer satisfaction in Jeddah city, Saudi Arabia, a questionnaire method will be employed in this study. As a result, the researcher poses these inquiries to a selection of people whom he designates as the study sample. The primary goal is to gather data and information so that they may be analyzed and evaluated to produce precise findings linked to the research problem. One of the primary tools used in scientific research is the

questionnaire. With the help of this tool, scientific researchers can gather the necessary data and information about a phenomenon or problem they are studying to better understand and analyze the nature of the phenomenon or problem they are presenting.

The tests, questionnaires, observations, interviews, and other methods used in scientific research differ depending on the type of data being collected. To simplify and measure the acquired data and responses, questionnaires are important tools in the collection of quantitative data. Through their responses to predetermined questions, a sample of people are surveyed to gather information. This type of research offers numerous opportunities to draw participants, gather information, and pose questions. It is well recognized that unlike data obtained via qualitative research, data obtained through quantitative research methods takes the form of numerical values. A systematic investigation using a data collection method that accepts numerical measurements is referred to as quantitative research. The systematic method of gathering, analyzing, and verifying measurable data is known as quantitative data analysis.

Fifth chapter: field results:

By first providing a statistical breakdown of the data we gleaned from the questionnaire, we must address the legitimacy of the data. As we move on to analyze the data that was gathered and compile the statistical report, we'll discuss the outcomes of the examination of the data that was obtained. The goal of the examination of the validity of the data is to present the distribution of the data and knowledge of the selection ratio via the use of tables and drawings.

Descriptive statistics

Relying on Google Form, we created the questionnaire directed to the participants in the experiment, and we collected 201 responses in a period of 15 days from the publication of the questionnaire until the beginning

of the analysis. Then relying on IBM's SPSS statistical program, we analyzed our data to infer the correlations between the variables. In the beginning, we will result in the prose of statistical analysis, from which we infer the provision of a wide range of means as well as tools that contribute and participate greatly in the discovery of all research data. There are two main types of data, and these two types are quantitative changes, as well as qualitative changes, and all are represented Data through a combination of numbers as well as graphics. We will create a frequency distribution, or frequency distribution, which is essentially a presentation or summary of the collected data classified based on conflicting categories and the number of occurrences in each category. It allows for a more streamlined and structured way of presenting the raw data.

Gender participations:

At the beginning, we must know the ages of the participants in the experiment to infer the strength of the responses and the extent of their impact. We have a data loss rate of 3%, as there are 6 people who did not answer with the gender, but this percentage is considered small and cannot affect the dispersion data. It is considered that there is equality between the sexes participating in the experiment, and we infer from that the diversity of opinions, and therefore there will be multiple variables, and we will be able to generalize the results of the experiment.

Gender					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		6	3.0	3.0	3.0
	Female	95	47.3	47.3	50.2
	Male	100	49.8	49.8	100.0
	Total	201	100.0	100.0	

Table 1- Gender questions

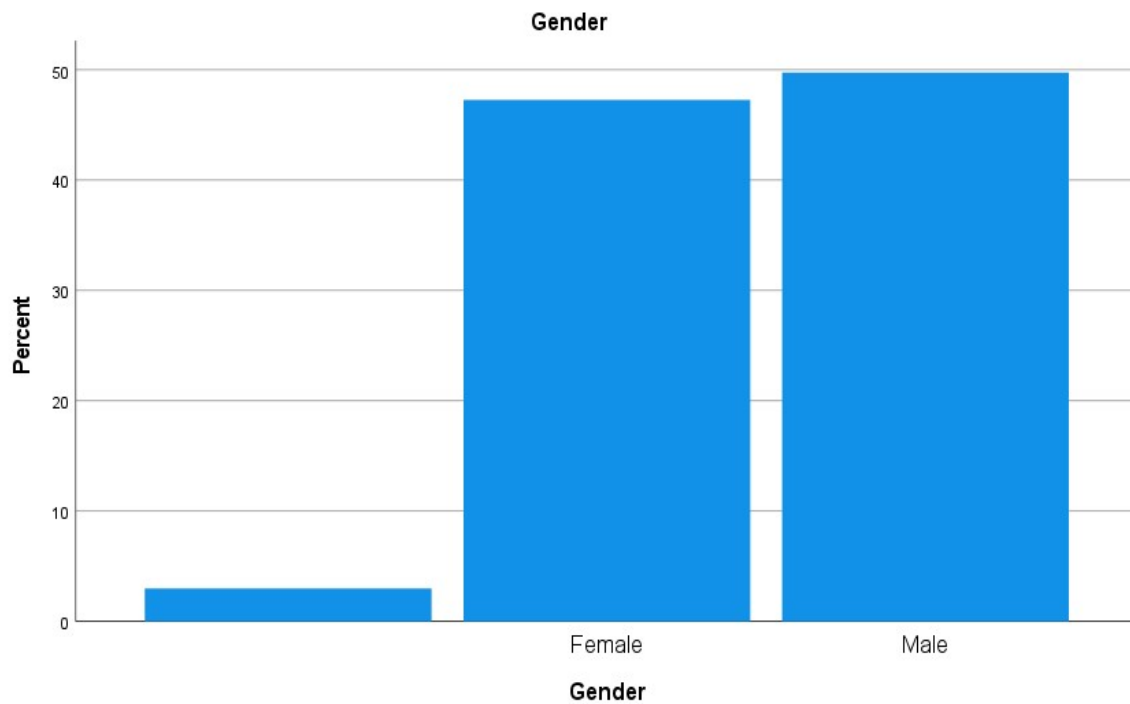


Figure 3-Gender question

Participant`s ages :

The ages of the participants in the experiment can have a significant impact on the selection of answers in the questionnaire, as the greater the age of the participant, the greater his work experience, and therefore there will be strength in the answer and the variables that we have. The largest percentage we have between the ages of 31-39 years, 53.7% of the total participants in the experiment. Increasing the age of the largest proportion of the participants in the experiment can increase the effectiveness of their answer choices.

Age					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		3	1.5	1.5	1.5
	55 & above	3	1.5	1.5	3.0
	20 - 30	33	16.4	16.4	19.4
	40-49	54	26.9	26.9	46.3
	31-39	108	53.7	53.7	100.0
	Total	201	100.0	100.0	

Table 2-Aging question

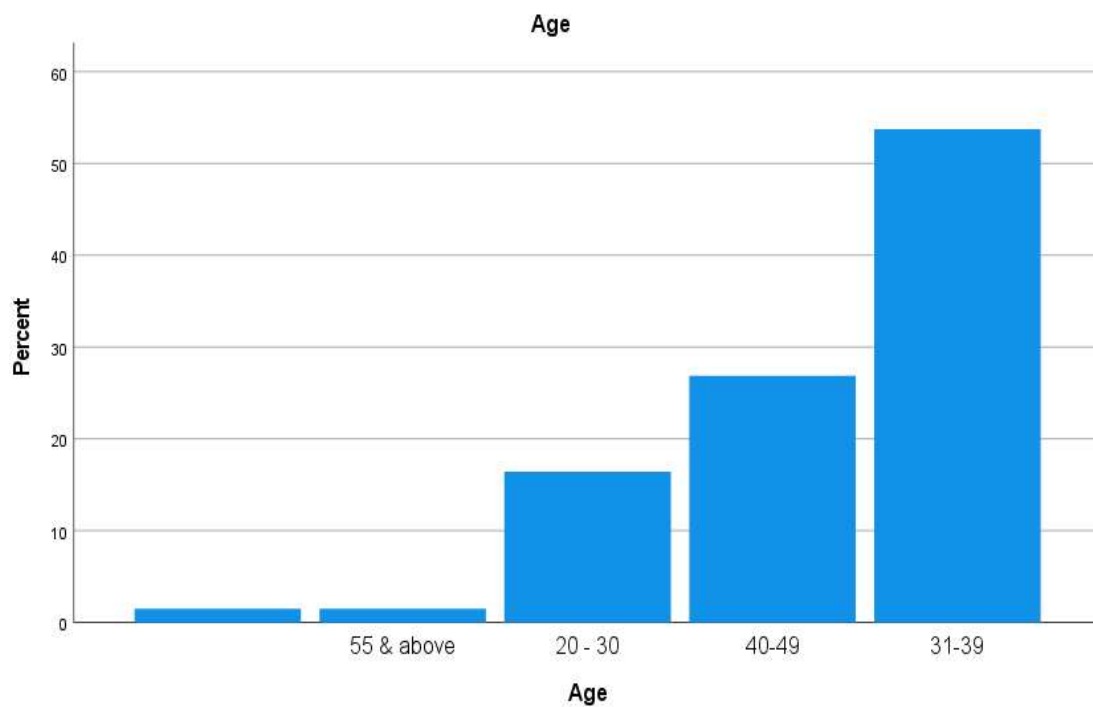


Figure 4-Aging questions

Work experiences:

Regardless of the high age of the largest percentage of the participants in the experiment, about 47.3% of the participants in the experiment ranged from 5-10 years of experience, which may affect the results with tuberculosis.

Experience					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	21 years & above	16	8.0	8.0	8.0
	5 years & less	23	11.4	11.4	19.4
	11-20 years	67	33.3	33.3	52.7
	5-10 years	95	47.3	47.3	100.0
	Total	201	100.0	100.0	

Table 3-Experience questions

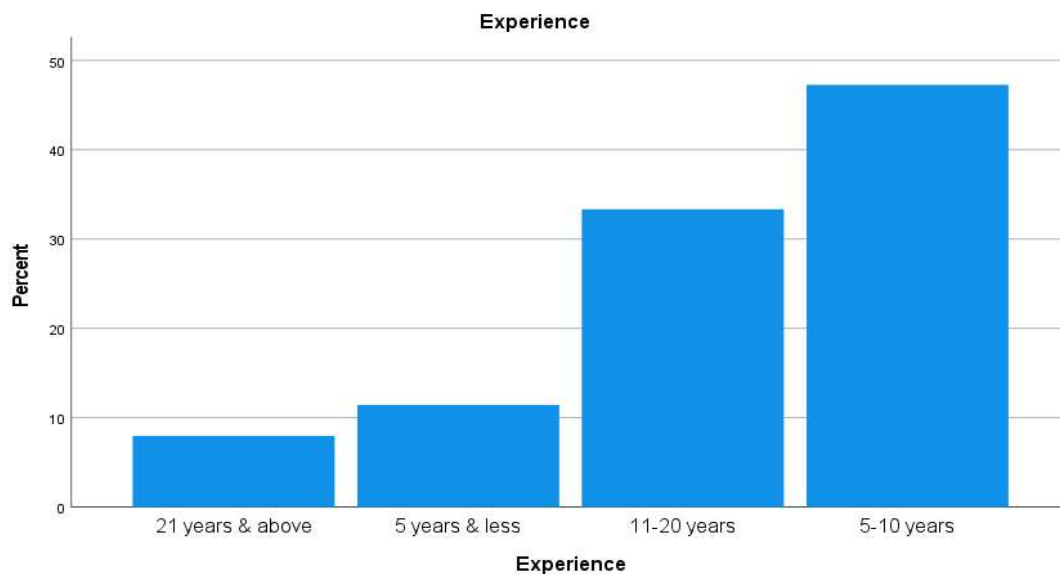


Figure 5- Experience question

Influence customers:

The visual appeal of food delivery applications influences customers' perception of service quality.

Effective designs, animation, and the developments that designers do using modern technology, are one of the most important reasons for attracting new customers to restaurants, as the approval of this theory was 54.7% of the total participants in the experiment.

Influence customers					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	5	2.5	2.5	2.5
	Disagree	16	8.0	8.0	10.4
	Strongly agree	33	16.4	16.4	26.9
	Neutral	37	18.4	18.4	45.3
	Agree	110	54.7	54.7	100.0
	Total	201	100.0	100.0	

Table 4-Influence customers' question

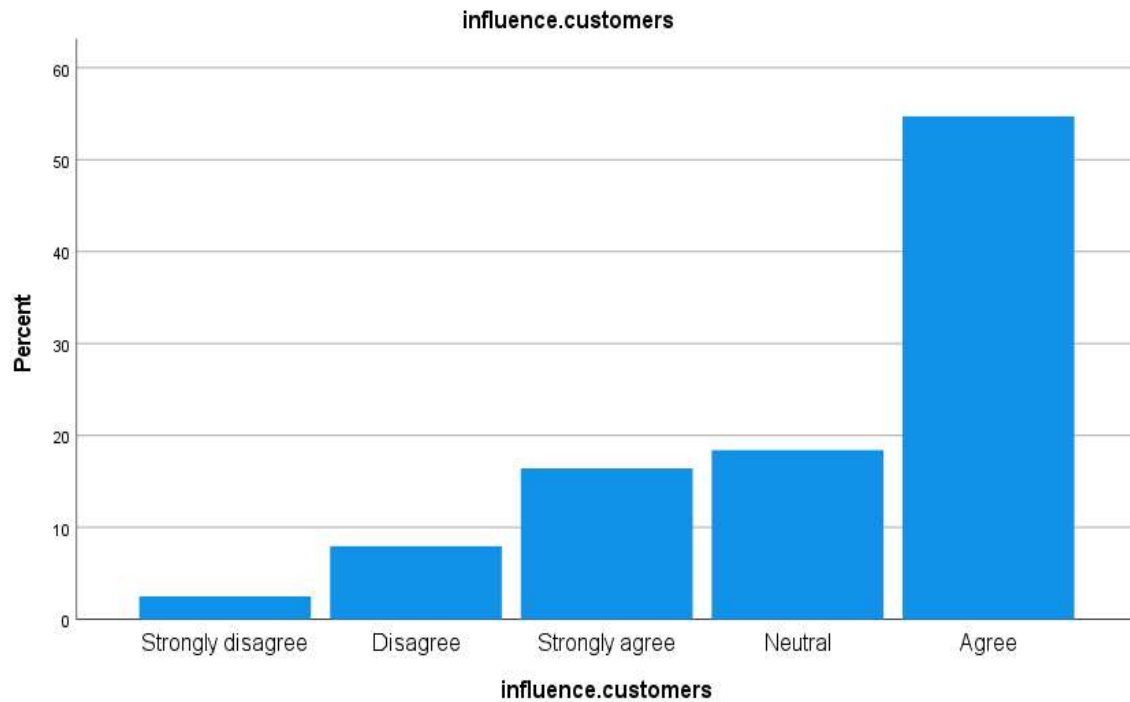


Figure 6-Influence customers' question

Interface design:

The ease of navigation and user interface design of food delivery applications affect customers' confidence in the service.

The simplicity of the user interface can be one of the attractive visual factors to facilitate dealing with the application, and therefore the customer will be very popular in dealing with this application. The approval of this theory equaled 45.8% of the total number of participants in the experiment.

Interface design					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		1	.5	.5	.5
	Strongly disagree	5	2.5	2.5	3.0
	Disagree	18	9.0	9.0	11.9
	Neutral	30	14.9	14.9	26.9
	Strongly agree	55	27.4	27.4	54.2
	Agree	92	45.8	45.8	100.0
	Total	201	100.0	100.0	

Table 5-Interface design question

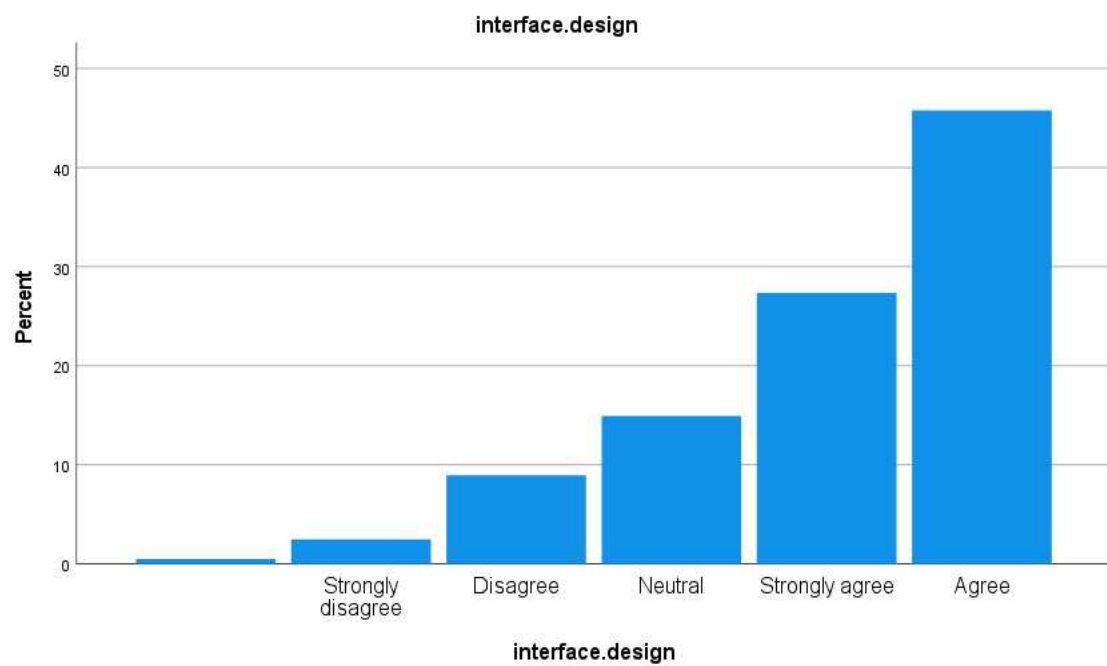


Figure 7-Interface design question

Item images:

The accuracy of food item images and descriptions on the app impact customers' trust in the service.

As we know that most international restaurants do not rely on real pictures of the food they serve, but sometimes they add many visual effects, or they make the food in ways that appear more attractive to the user. Accordingly, pictures and descriptions of food can play a key role in attracting customers to deal with this type of application, as approval equaled 47.8% of that theory.

Item images					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	3	1.5	1.5	1.5
	Disagree	16	8.0	8.0	9.5
	Neutral	22	10.9	10.9	20.4
	Strongly Agree	64	31.8	31.8	52.2
	Agree	96	47.8	47.8	100.0
	Total	201	100.0	100.0	

Table 6-Item images question

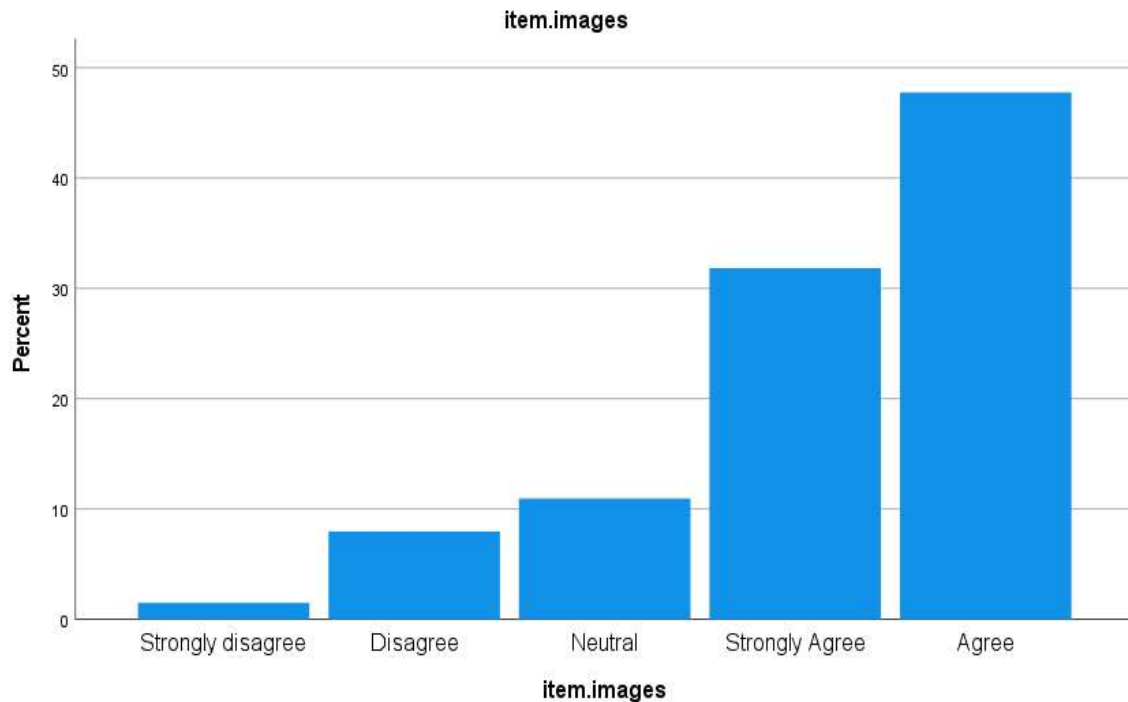


Figure 8-Item images question

Physical appearance:

How satisfied are customers with the physical appearance of delivered food items compared to their presentation on the application?

When comparing the physical appearance of the food items offered with what was delivered, there was a split between satisfaction and dissatisfaction with customers. 43.3% of the respondents in the experiment found that there is a match between what is presented in the applications and what is sent to customers, and the satisfaction rate was very close and reached 40.3%. It can be summed up that a large percentage see that there is a match between what they see on the application and what is sent to them.

Physical appearance					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		1	.5	.5	.5
	Strongly Dissatisfied	4	2.0	2.0	2.5
	Dissatisfied	11	5.5	5.5	8.0
	Neutral	17	8.5	8.5	16.4
	Strongly Satisfied	81	40.3	40.3	56.7
	Satisfied	87	43.3	43.3	100.0
	Total	201	100.0	100.0	

Table 7-Physical appearance question

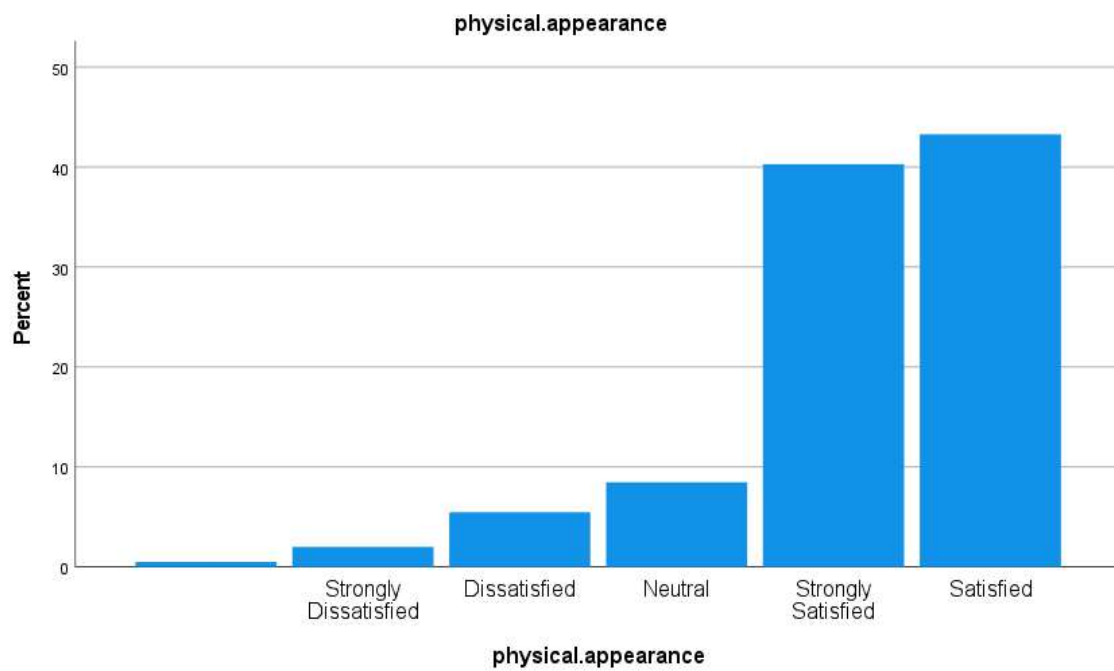


Figure 9-Physical appearance question

Real time:

To track orders from customers after they order the product, they can know the location of the delivery, the speed of food delivery, and its current location without many consecutive calls. Accordingly, approval and strong approval of this opinion reached 90%.

Real time					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	4	2.0	2.0	2.0
	Disagree	7	3.5	3.5	5.5
	Neutral	10	5.0	5.0	10.4
	Strongly agree	80	39.8	39.8	50.2
	Agree	100	49.8	49.8	100.0
	Total	201	100.0	100.0	

Table 8-Real time question

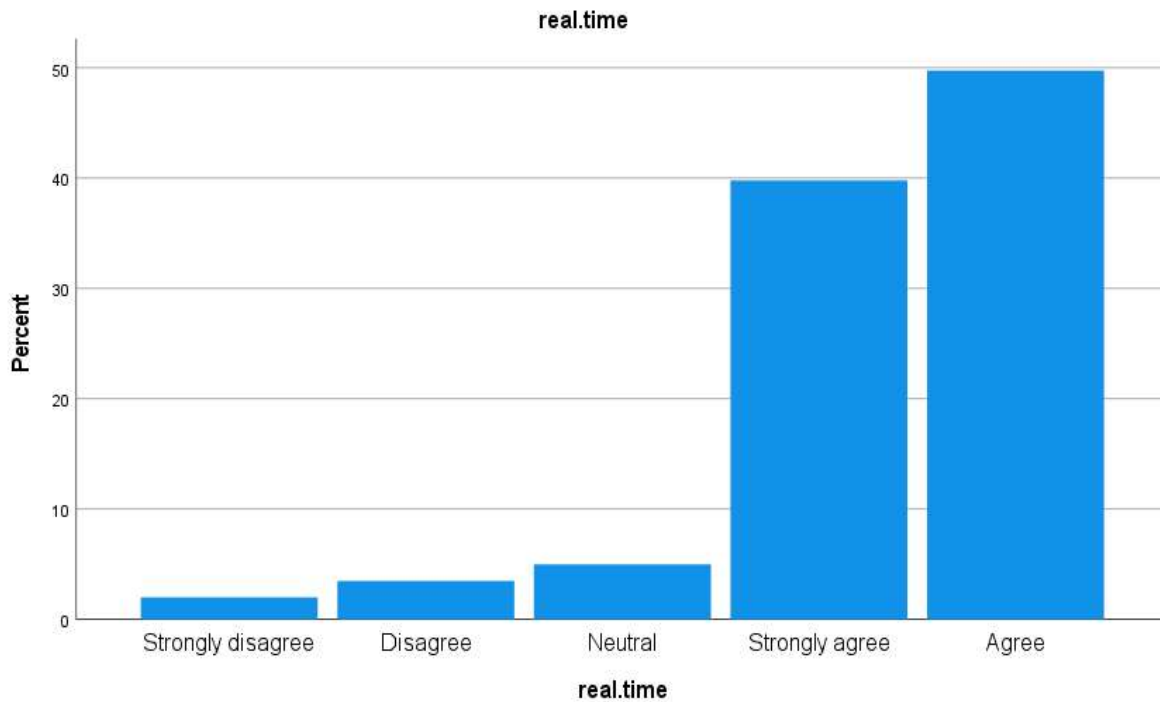


Figure 10-Real time question

Inquiries:

Do food delivery applications address customers' inquiries, concerns, or complaints.

Through the general analysis of the global market and its food delivery applications, there is a separate list about customer complaints and inquiries. About 85% of the total participants agree with this opinion.

Inquiries					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	1	.5	.5	.5
	Disagree	11	5.5	5.5	6.0
	Neutral	15	7.5	7.5	13.4
	Agree	80	39.8	39.8	53.2
	Strongly agree	94	46.8	46.8	100.0
	Total	201	100.0	100.0	

Table 9-Inquiries question

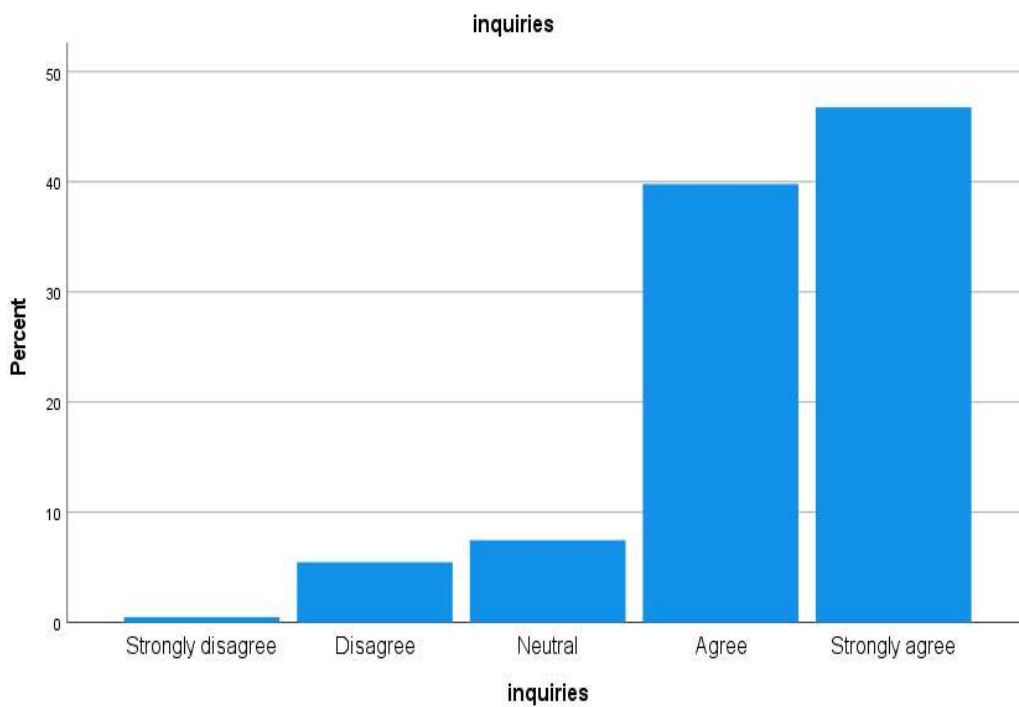


Figure 11--Inquiries question

Responsiveness:

The availability of customer support options (e.g., live chat, phone, email) influence customers' perception of the responsiveness of the service.

Customer service, or after-sales service, can represent a powerful force for any restaurant to provide a quick response to customers. Most restaurants can provide live chat, communication services, WhatsApp, and e-mail. As the approval of this opinion exceeded 85%

responsiveness					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	2	1.0	1.0	1.0
	Disagree	9	4.5	4.5	5.5
	Neutral	17	8.5	8.5	13.9
	Strongly Agree	85	42.3	42.3	56.2
	Agree	88	43.8	43.8	100.0
	Total	201	100.0	100.0	

Table 10-Responsiveness question

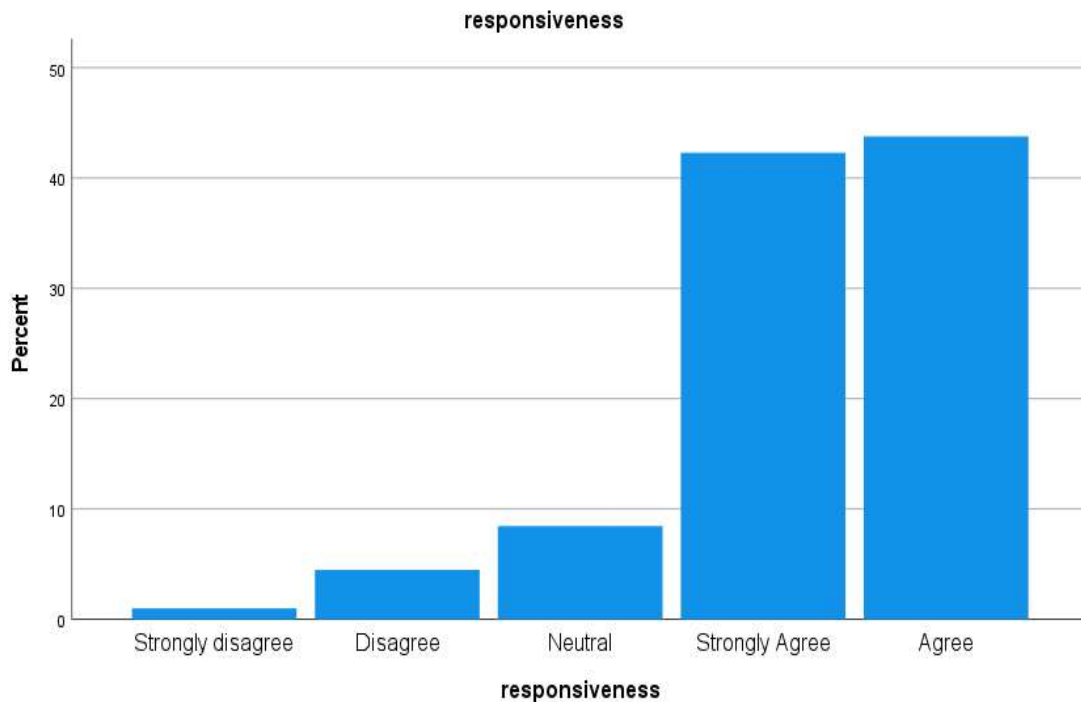


Figure 12-Responsiveness question

Updates:

How satisfied are customers with the speed at which food delivery applications provide updates or notifications about the status of their orders?

The speed of response and response to customers, notifications, emails, and after-sales services can increase customer satisfaction towards the restaurant they deal with. Where the percentage of approval and satisfaction towards this theory exceeded 85%.

updates					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		1	.5	.5	.5
	Strongly Dissatisfied	4	2.0	2.0	2.5
	Dissatisfied	9	4.5	4.5	7.0
	Neutral	14	7.0	7.0	13.9
	Strongly Satisfied	82	40.8	40.8	54.7
	Satisfied	91	45.3	45.3	100.0
	Total	201	100.0	100.0	

Table 11-Updates question

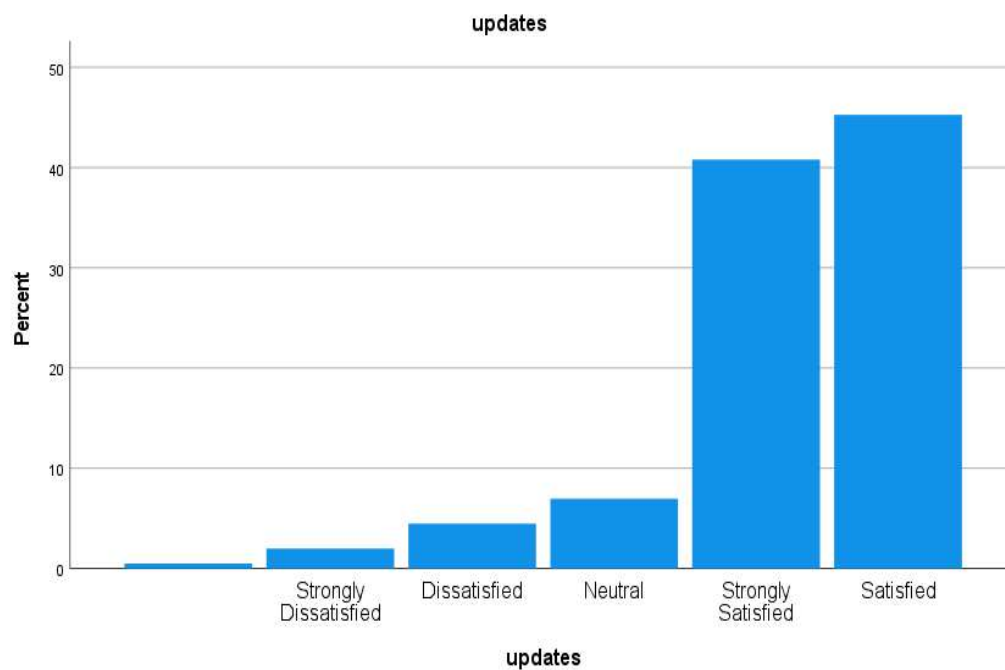


Figure 13-Updates question

Communicate delays:

Customers feel that food delivery applications proactively communicate delays or issues with orders.

When any delays occur, out of respect towards customers, they must be informed of the delay and problems in detail. The approval rate exceeded 80% regarding the importance of reporting problems and delays related to applications.

Communicate delays					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		1	.5	.5	.5
	Strongly disagree	4	2.0	2.0	2.5
	Disagree	13	6.5	6.5	9.0
	Neutral	17	8.5	8.5	17.4
	Agree	79	39.3	39.3	56.7
	Strongly agree	87	43.3	43.3	100.0
	Total	201	100.0	100.0	

Table 12-Communicate delays question.

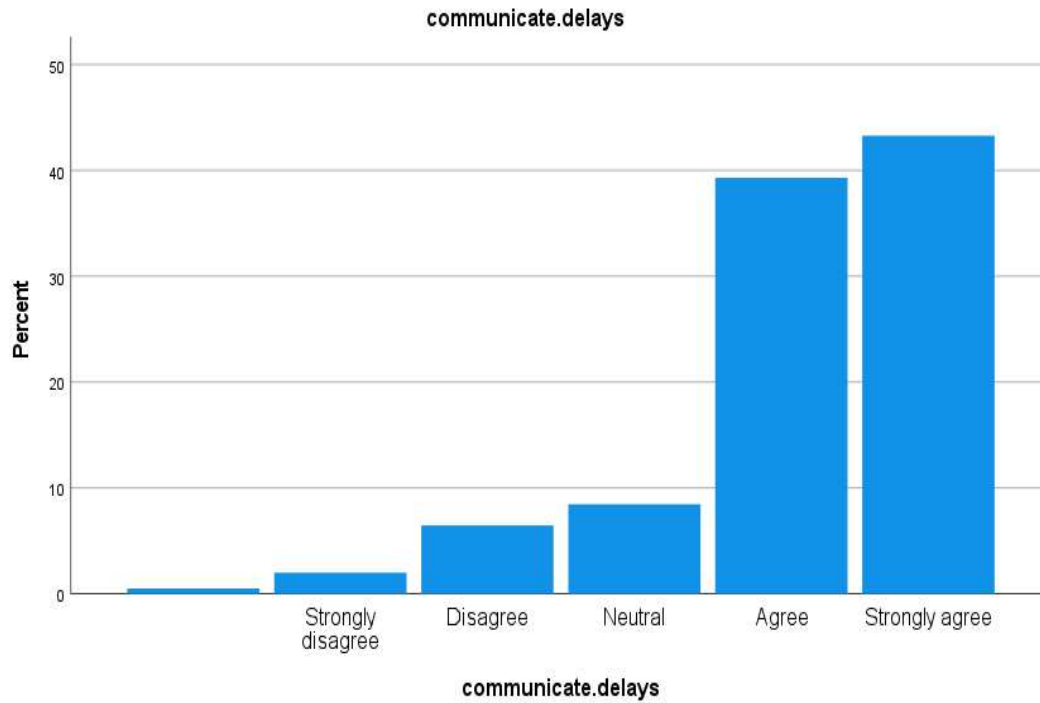


Figure 14-Communicate delays question.

Special request:

Customers encounter situations where their preferences or special requests are accommodated.

Diversity of preferences and special requests of customers can create a problem due to the diversified change in the market. Restaurants must face market fluctuations and diversity of preferences, and the approval of this theory was close to 80%.

Special request					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		3	1.5	1.5	1.5
	Strongly disagree	3	1.5	1.5	3.0
	Disagree	8	4.0	4.0	7.0
	Neutral	20	10.0	10.0	16.9
	Agree	83	41.3	41.3	58.2
	Strongly Agree	84	41.8	41.8	100.0
	Total	201	100.0	100.0	

Table 13-Special request question

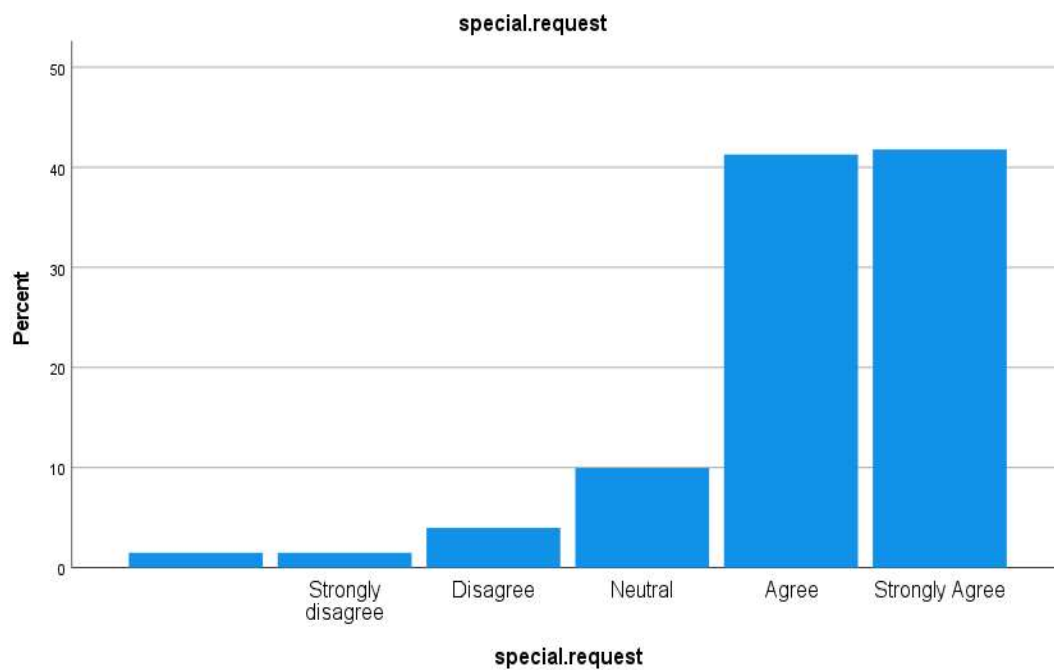


Figure 15-Special request question

Confident:

Customers feel confident about the security of their personal and payment information when using food delivery applications.

Restaurant owners must document the security of food delivery applications in the Google Store or the Apple Store, and accordingly, the security of parameters, payment, and the rest of the personal information is approved. The approval rating for this theory is close to 80%.

Confident					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		2	1.0	1.0	1.0
	Strongly disagree	6	3.0	3.0	4.0
	Disagree	13	6.5	6.5	10.4
	Neutral	18	9.0	9.0	19.4
	Agree	76	37.8	37.8	57.2
	Strongly agree	86	42.8	42.8	100.0
	Total	201	100.0	100.0	

Table 14-Confident question

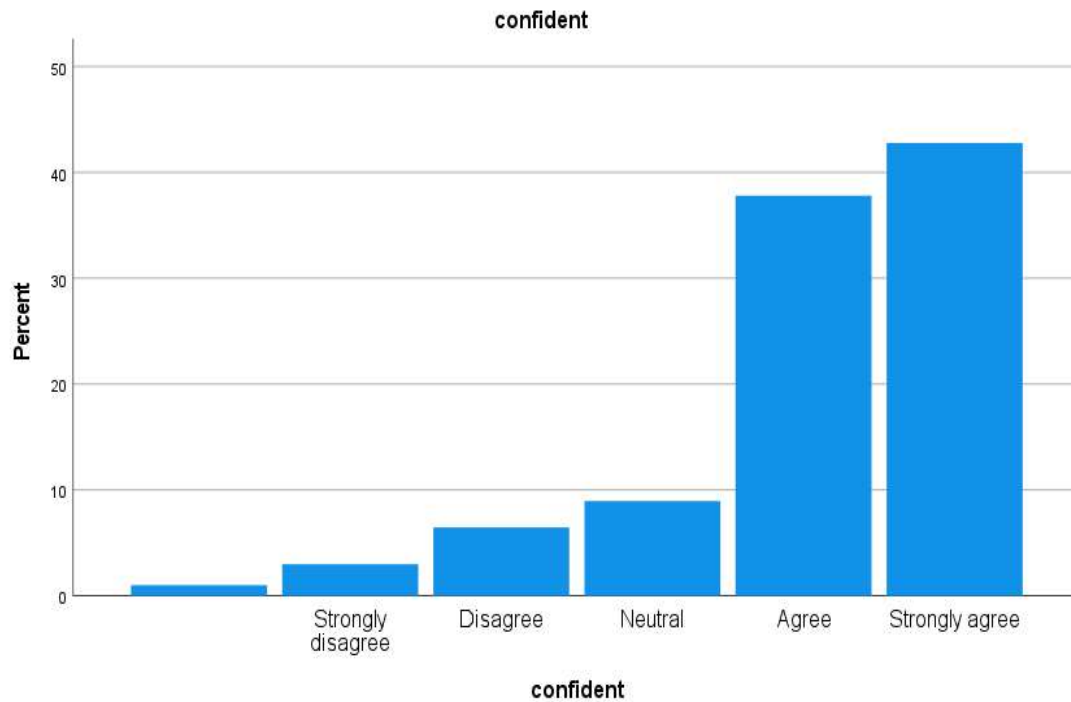


Figure 16-Confident question

Detailed breakdowns:

The availability of order history, receipts, and detailed breakdowns of charges contribute to customers' perception of service assurance.

When customers enter the order delivery application, a great advantage is the presence of a history of orders, purchases, and payments, in addition to the presence of graphs that facilitate customers to know their history with this application. The approval rating for this theory is over 80%.

Detailed breakdowns					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	1	.5	.5	.5
	Disagree	8	4.0	4.0	4.5
	Neutral	21	10.4	10.4	14.9
	Agree	69	34.3	34.3	49.3
	Strongly Agree	102	50.7	50.7	100.0
	Total	201	100.0	100.0	

Table 15-Detailed breakdowns question

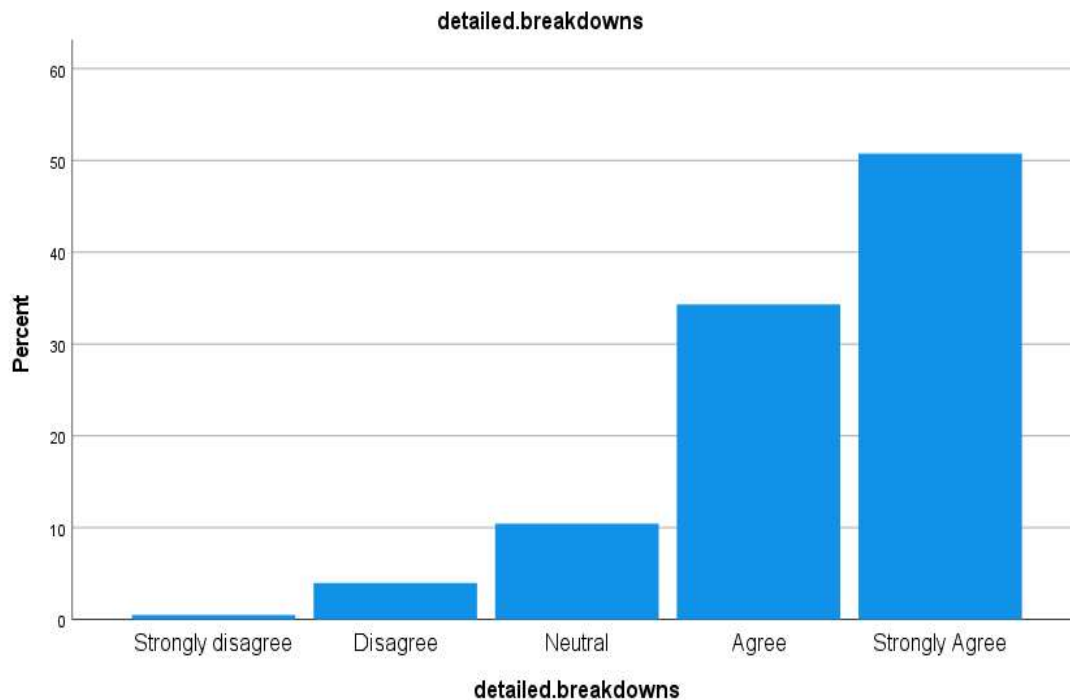


Figure 17-Detailed breakdowns question

Additional charges:

How satisfied are customers with the transparency of pricing, fees, and any additional charges presented on the food delivery applications?

When displaying products in food delivery applications, there must be a breakdown of the price, tax, and delivery value so that there is transparency with the customer in dealing. Accordingly, the approval of this theory exceeded by more than 85%.

Additional charges					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Dissatisfied	2	1.0	1.0	1.0
	Dissatisfied	6	3.0	3.0	4.0
	Neutral	16	8.0	8.0	11.9
	Satisfied	80	39.8	39.8	51.7
	Strongly Satisfied	97	48.3	48.3	100.0
	Total	201	100.0	100.0	

Table 16-Additional charges question

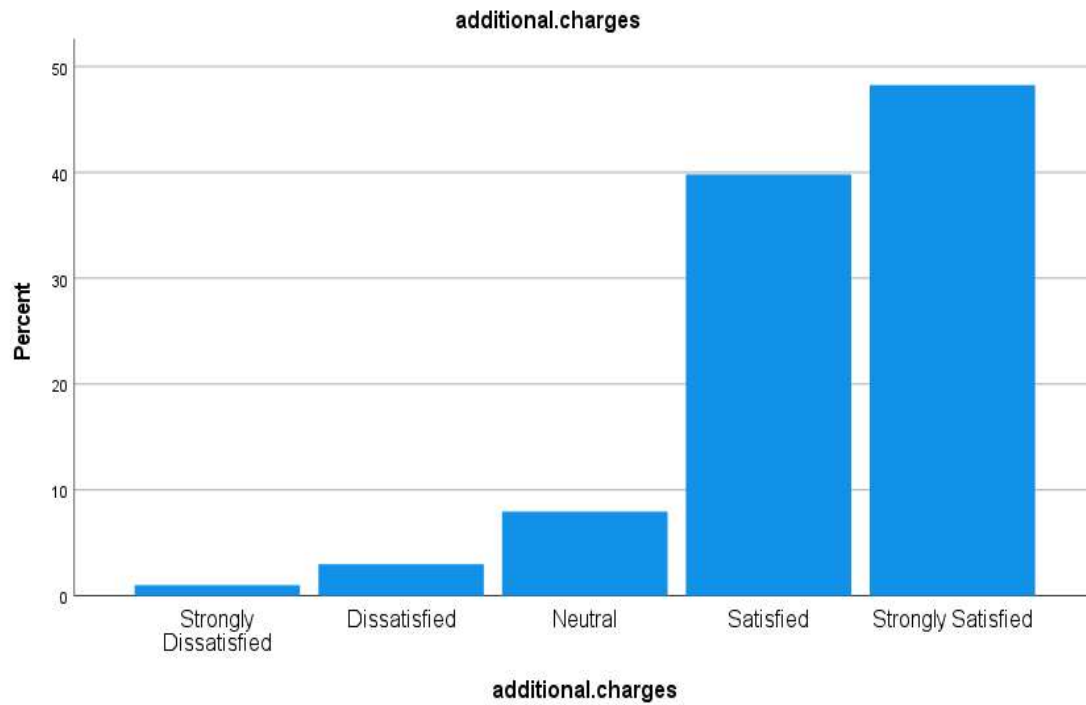


Figure 18-Additional charges question

Restaurant choices:

Customers feel that food delivery applications provide clear and accurate information about restaurant choices, menu items, and customization options.

For food delivery applications to gain more transparency, they will tend to provide all clear and accurate information about food selection, ratings, and details about all types of restaurants with the products they offer. And this theory was approved by more than 80% of the total participants in the experiment.

Restaurant choices					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	3	1.5	1.5	1.5
	Strongly disagree	3	1.5	1.5	3.0
	Neutral	24	11.9	11.9	14.9
	Agree	78	38.8	38.8	53.7
	Strongly agree	93	46.3	46.3	100.0
	Total	201	100.0	100.0	

Table 17-Restaurant choices question

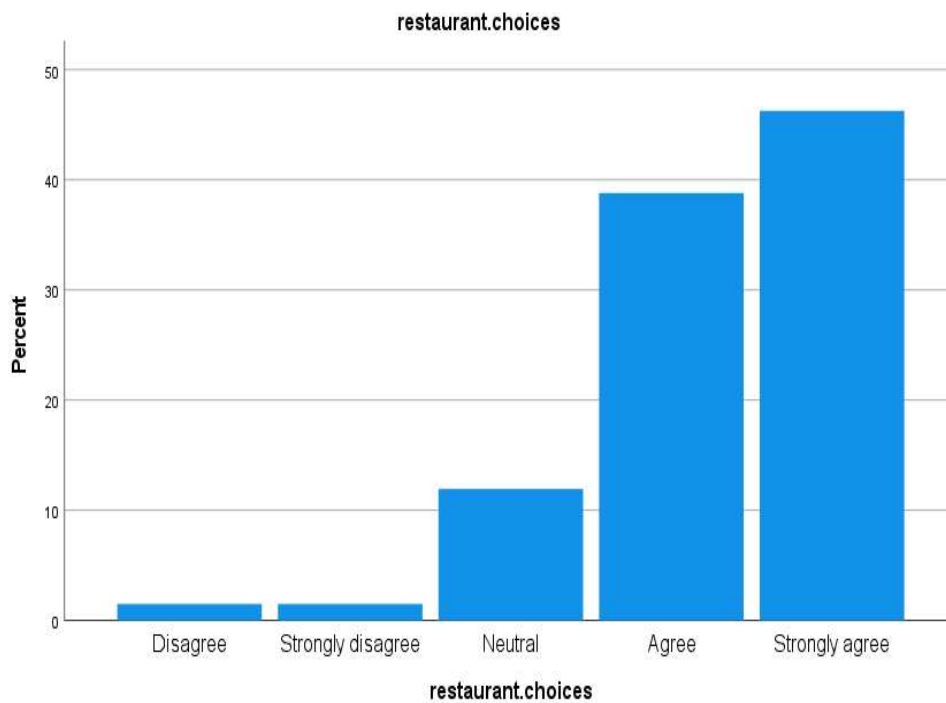


Figure 19-Restaurant choices question

Food safety:

Do you agree that food delivery applications address customers' concerns about food safety, hygiene?

As for food safety and customer concerns, more can be learned through the evaluations of other customers, and this is what food delivery applications provide transparently to be able to win customers. And the approval of this theory was more than 85% of the total number of participants in the experiment.

Food safety					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	1	.5	.5	.5
		2	1.0	1.0	1.5
	Disagree	6	3.0	3.0	4.5
	Neutral	17	8.5	8.5	12.9
	Agree	75	37.3	37.3	50.2
	Strongly agree	100	49.8	49.8	100.0
	Total	201	100.0	100.0	

Table 18-Food safety question

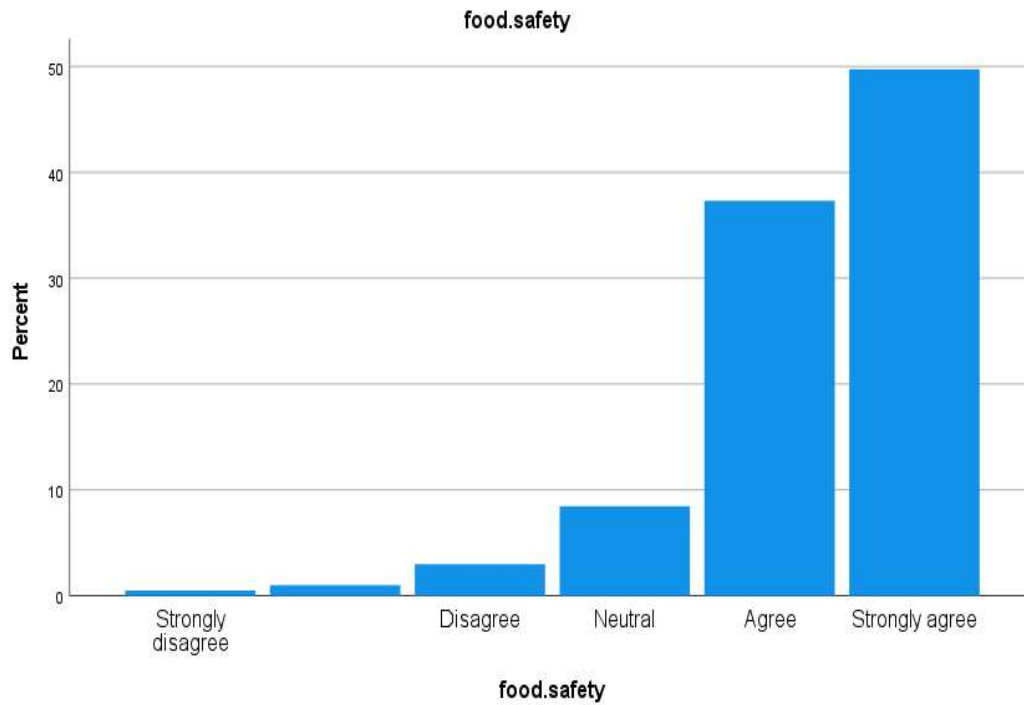


Figure 20-Food safety question

Personalize recommendations:

Food delivery applications personalize recommendations, discounts, or offers based on customers' preferences and previous orders.

If we open any application to deliver orders, we will find in the interface of the application the hot offers, promotions, offers and preferences of each customer. Accordingly, we can facilitate the use of the application and increase the sales process. The approval rate for this opinion was more than 80%.

Personalize recommendations					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	1	.5	.5	.5
		2	1.0	1.0	1.5
	Disagree	8	4.0	4.0	5.5
	Neutral	18	9.0	9.0	14.4
	Agree	77	38.3	38.3	52.7
	Strongly Agree	95	47.3	47.3	100.0
	Total	201	100.0	100.0	

Table 19--Personalize recommendations question.

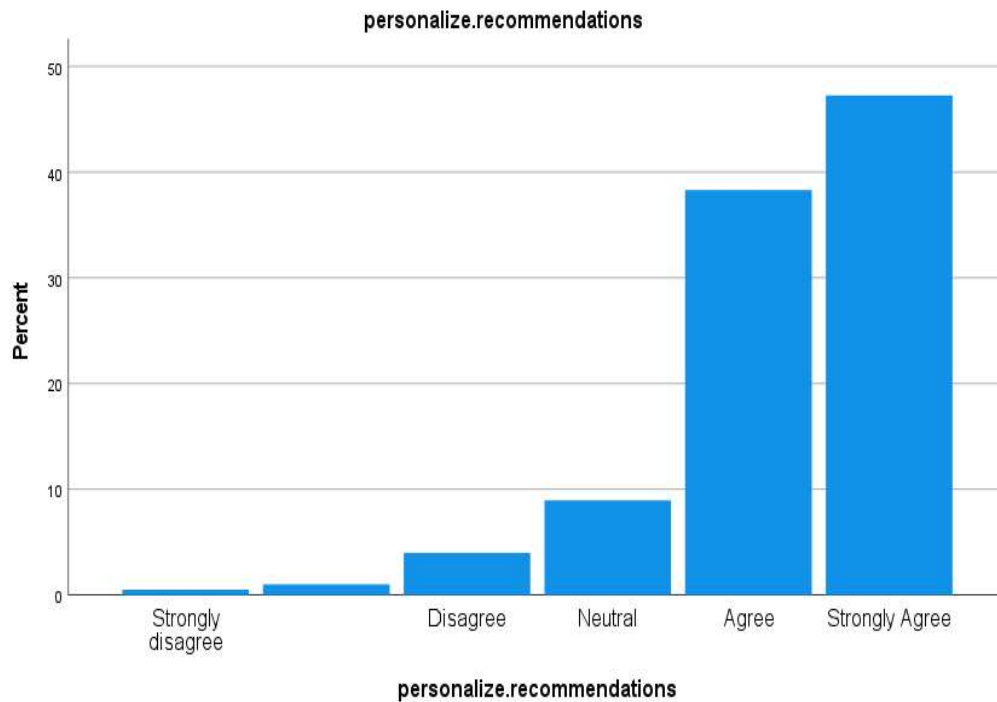


Figure 21--Personalize recommendations question.

Individual tastes:

Customers perceive food delivery applications to understand and cater to their individual tastes and dietary restrictions.

Through the large number of choices, purchases and searches, the artificial intelligence present in any application can display their individual preferences and tastes. The approval rate for this opinion is over 80%.

Individual tastes					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		1	.5	.5	.5
	Strongly disagree	5	2.5	2.5	3.0
	Disagree	10	5.0	5.0	8.0
	Neutral	11	5.5	5.5	13.4
	Agree	69	34.3	34.3	47.8
	Strongly Agree	105	52.2	52.2	100.0
	Total	201	100.0	100.0	

Table 20-Individual tastes question

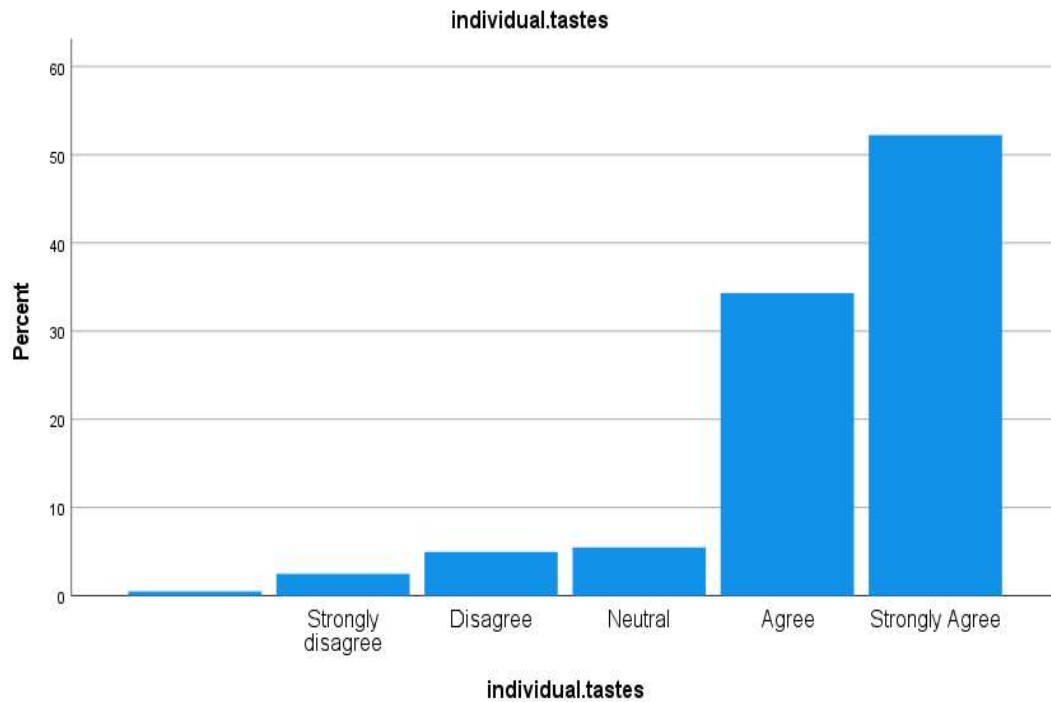


Figure 22-Individual tastes question

Delivery personnel:

How satisfied are customers with the level of communication and empathy displayed by delivery personnel when interacting with them during the delivery process?

The communication staff can, through their style, show empathy and interaction upon delivery, and thus increase customer loyalty. The approval rating for this opinion was over 80%.

Delivery personnel					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		1	.5	.5	.5
	Strongly Dissatisfied	2	1.0	1.0	1.5
	Dissatisfied	9	4.5	4.5	6.0
	Neutral	17	8.5	8.5	14.4
	Satisfied	75	37.3	37.3	51.7
	Strongly Satisfied	97	48.3	48.3	100.0
	Total	201	100.0	100.0	

Table 21-Delivery personnel question

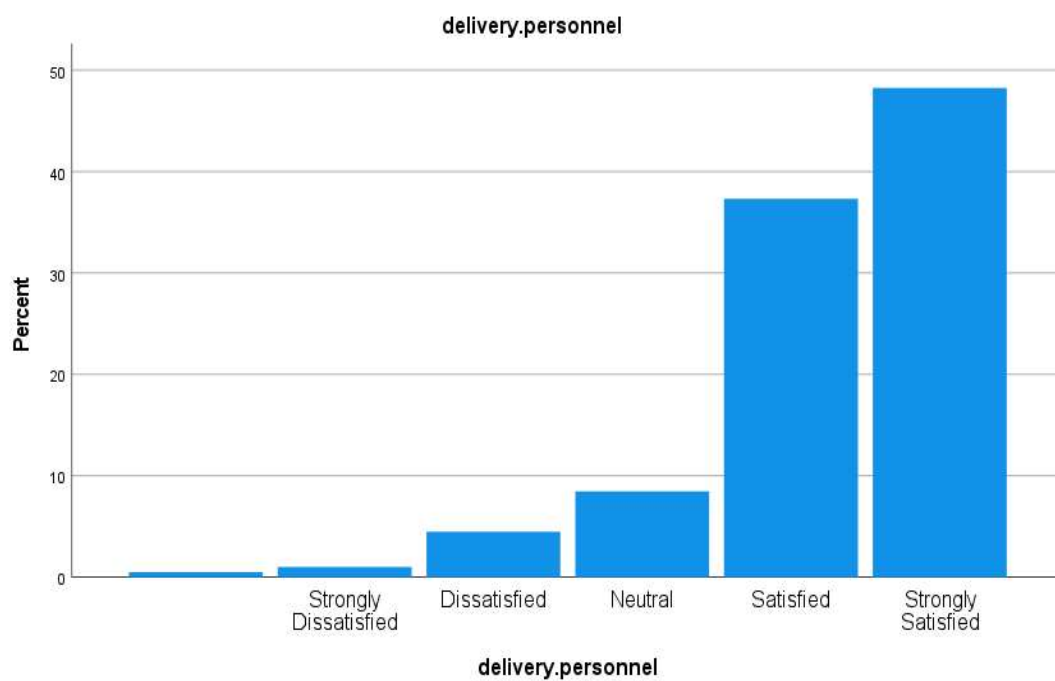


Figure 23-Delivery personnel question

Consideration:

Customers feel that food delivery applications take their feedback and suggestions into consideration for improving the overall service experience.

There are many food delivery applications that take the strategy of improvement by taking notes and suggestions and thus seek development. The approval rating for this opinion exceeded 85%.

Consideration					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	7	3.5	3.5	3.5
	Neutral	15	7.5	7.5	10.9
	Strongly agree	87	43.3	43.3	54.2
	Agree	92	45.8	45.8	100.0
	Total	201	100.0	100.0	

Table 22-consideration question

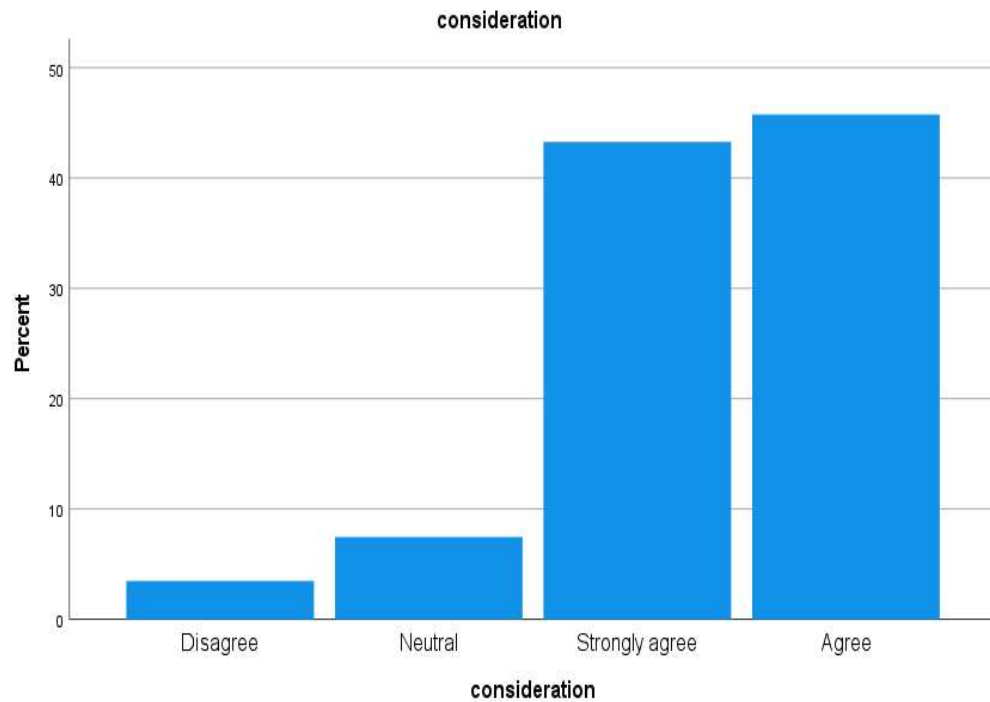


Figure 24-consideration question

Relationship between variables

To examine the relationships between the variables, between the independent variables, and the dependent variable, we can understand the direction of the relationships and their impact on each other in order to improve customer satisfaction about dealing with food delivery applications.

Relationship between inquiries, concerns, or complaints and improving service experience through their suggestions.

When examining the relationship between your inquiries, concerns or complaints and improving the service experience through their suggestions. We can find suggestions for development in the applications, and the owners respond to them through inquiries and complaints to develop a comprehensive service experience.

People whose experience ranges from five to 20 years, we will find them agreeing on the importance of inquiries, complaints and suggestions in order to develop the general form and deal with the application.

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	38.266 ^a	12	<.001
Likelihood Ratio	37.185	12	<.001
N of Valid Cases	201		
a. 9 cells (45.0%) have expected count less than 5. The minimum expected count is .08.			

Table 23-Relationship between inquiries, concerns, or complaints and improving service experience.

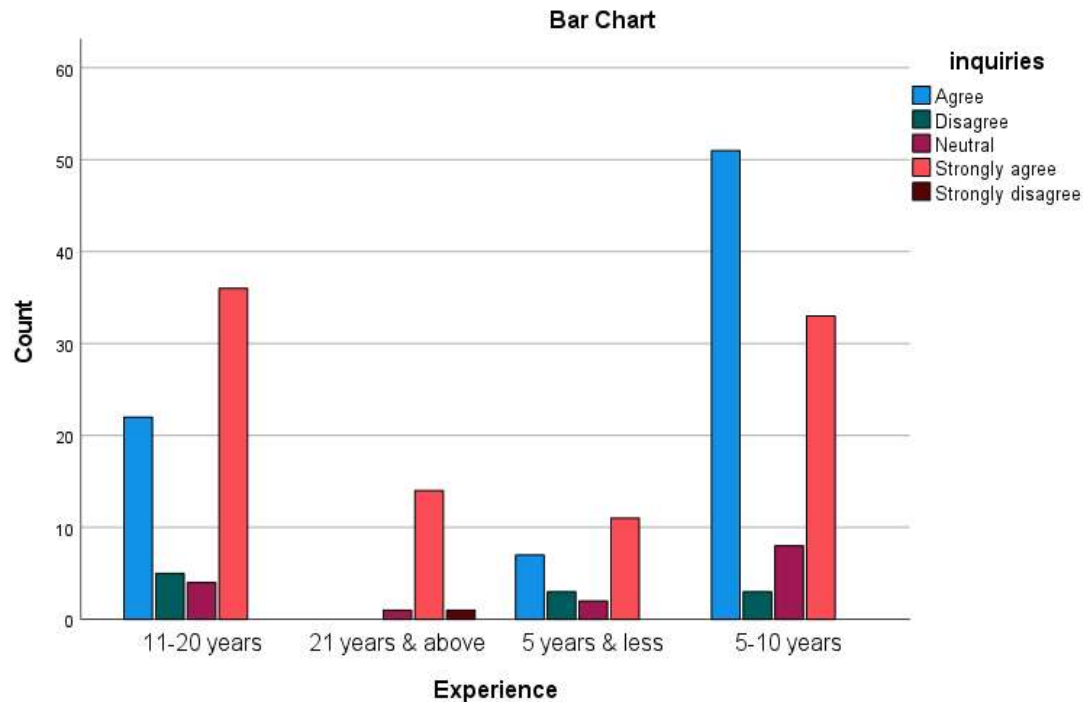


Figure 25-Relationship between inquiries, concerns, or complaints and improving service experience.

The relationship between improving service experience through clients' suggestions and showing empathy towards customers' concerns, preferences, and feedback, and how does this impact their overall satisfaction.

When examining the relationship between improving the service experience through customer suggestions and showing empathy towards customers' interests, preferences, and feedback, and how this affects their overall satisfaction. By responding to customer suggestions, complaints, and problems, with improvements in handling the application, we show them empathy, respond to their requirements, and improve customer satisfaction in general. As there is a large percentage of approval to take customer considerations to increase

satisfaction. Asymptotic Significance (2-sided) is equal to .003, which expresses the importance of the relationship between variables.

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	34.317 ^a	15	.003
Likelihood Ratio	31.432	15	.008
N of Valid Cases	201		
a. 14 cells (58.3%) have expected count less than 5. The minimum expected count is .03.			

Table 24-The relationship between improving service experience.

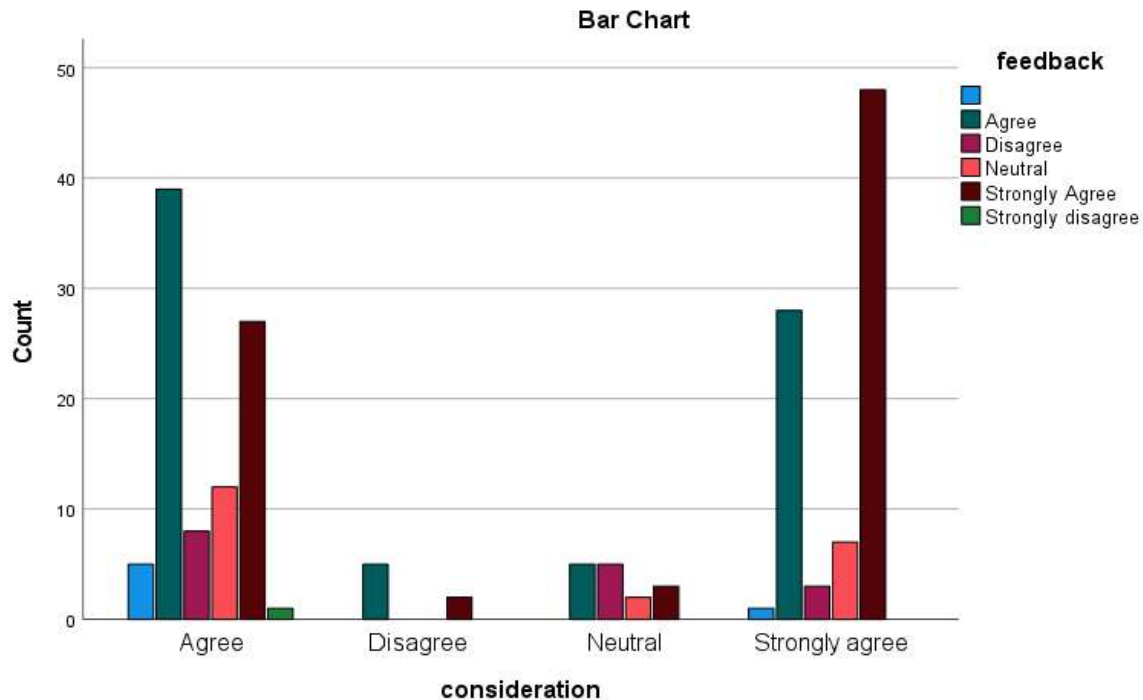


Figure 26-The relationship between improving service experience.

The relationship between food safety and restaurant choices

When examining the relationship between the provision of correct, clear, and accurate information by food delivery applications about the meals of their shared restaurants, and what food delivery applications do about addressing customer concerns about food safety and hygiene. Whenever the information is clear and accurate, customers will be able to get everything they want about meals and they will be able to address food safety problems, and therefore the relationship between them is large and interdependent to achieve customer satisfaction in general. This is confirmed by the relatively large Pearson Chi-Square value equal to 103.56, the degree of freedom equal to 20, and the value of Asymptotic Significance (2-sided) <.001.

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	103.561 ^a	20	<.001
Likelihood Ratio	48.220	20	<.001
N of Valid Cases	201		

a. 22 cells (73.3%) have expected count less than 5. The minimum expected count is .01.

Table 25-The relationship between food safety and restaurant choices

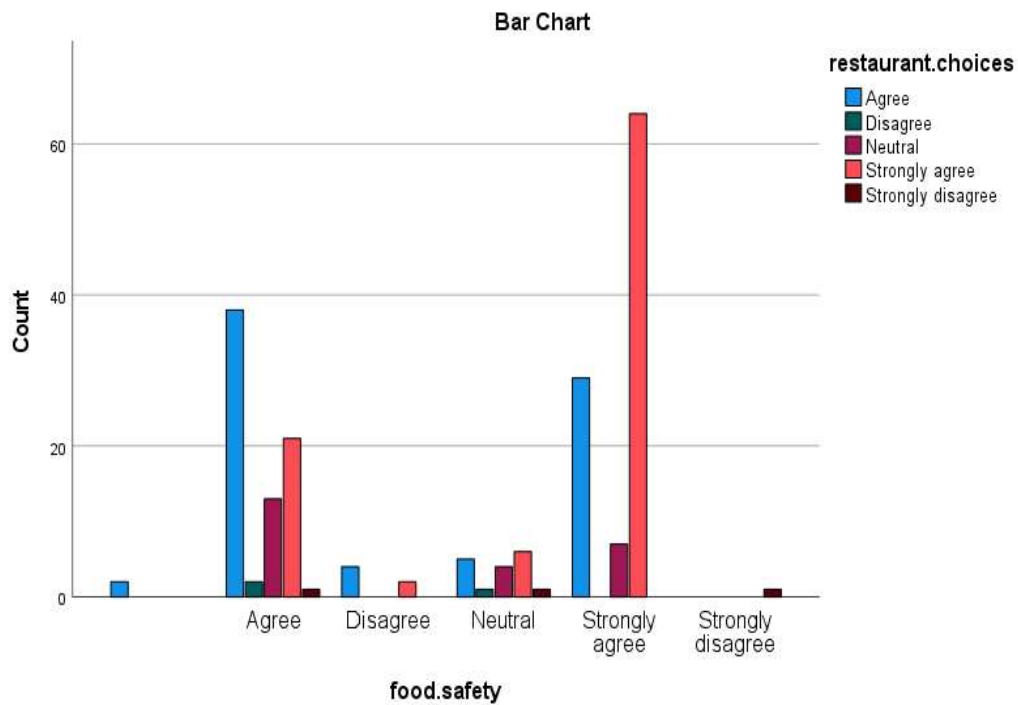


Figure 27-The relationship between food safety and restaurant choices

The relationship between updates and responsiveness

When examining the relationship between customer satisfaction with the speed provided by food delivery applications, and the customer support services that these applications must speed up response with them. What any company possesses from the elements of customer service (such as direct chat, telephone, and e-mail) can provide speed of communication with customers, and thus will increase customer satisfaction. This is confirmed by the fact that the Pearson Chi-Square is equal to 92.17 and the degree of freedom is equal to 20, which indicates an increase in the strength of the relationship between the two variables.

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	92.177 ^a	20	<.001
Likelihood Ratio	65.891	20	<.001
N of Valid Cases	201		

Table 26-The relationship between updates and responsiveness

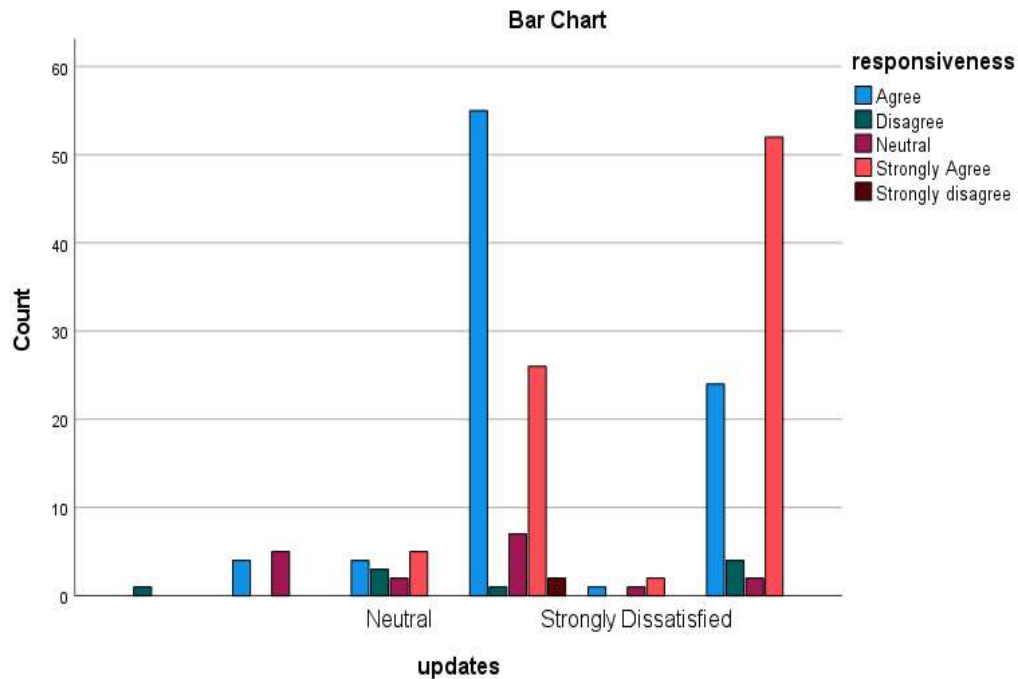


Figure 28-The relationship between updates and responsiveness

One-Way ANOVA

One way ANOVA between client satisfaction and secured payment

When conducting an ANOVA analysis between Dependent Variable: satisfaction and other independent variables. The correlation between Groups is equal to 49.073 and the correlation Within Groups is equal to 1427.597, which indicates that customer satisfaction can be greatly affected by securing payments and securing dealing with the application against any breaches or delays in dealing with the application. The 95% Credible Interval item shows that for each group, the posterior mean has the 95% probability within the area that the smallest value is the Lower Bound and the biggest value is the Upper Bound.

The TScore1 represents approach1 and let's use it as the example. For the Bayesian Estimates of Error Variance, the Lower Bound is 6.060 and the Upper Bound is 9.023, which indicates that the posterior mean of approach1 has the 95% probability within the area that smallest value is 6.060 and the largest value is 9.023.

ANOVA						
satisfaction	Sum of Squares	df	Mean Square	F	Sig.	Bayes Factor ^a
Between Groups	49.073	5	9.815	1.341	.249	.000
Within Groups	1427.597	195	7.321			
Total	1476.670	200				
a. Dependent Variable: satisfaction						
b. Model: payment. Information						
c. Regression Weight Variable: delays						
d. Assume standard reference priors.						

Table 27-One-Way ANOVA

Bayesian Estimates of Error Variance ^a					
Parameter	Posterior			95% Credible Interval	
	Mode	Mean	Variance	Lower Bound	Upper Bound
Error variance	7.247	7.397	.573	6.060	9.023
a. Assume standard reference priors.					

Table 28-Bayesian Estimates of Error Variance

One way ANOVA between client satisfaction and real time order, solving delay issues, restaurant choices, charges, safety concerns and secured payment.

When conducting an ANOVA analysis between customer satisfaction as Dependent Variable, and the rest of the other factors such as the effect of securing payments, dealing with delay problems, and responding at the same time to accelerate the speed of response towards customers, and what about customer concerns about the health of food and meals and providing accurate information and correct. There is a significant correlation between these variables, and what confirms this is that the degree of freedom equals 23, and the Sum of Squares for Regression equals 59.349. Those numbers in the tables indicate the strength of the correlation between the variables and what they can do to influence the increase in customer satisfaction with food delivery applications.

ANOVA					
Source	Sum of Squares	df	Mean Square	F	Sig.
Regression	59.349	23	2.580	1.317	.162
Residual	346.751	177	1.959		
Total	406.100	200			
a. Dependent Variable: satisfaction					
b. Model: (Intercept), real time order, delays, payment. Information, charges, safety					

Table 29-ANOVA

Bayes Factor Model Summary				
Bayes Factor ^c	R	R Square	Adjusted R Square	Std. Error of the Estimate
.000	.382	.146	.035	1.40
a. Method: JZS				
b. Model: (Intercept), real time order, delays, payment Information, charges, safety				
c. Bayes factor: Testing model versus null model (Intercept).				

Table 30-Bayes Factor Model Summary

Sixth chapter: Results and paper analysis:

Analyzing and evaluating data is a time-consuming task, and it is routinely difficult to attempt to evaluate and make sense of the data. On the other hand, SPSS can quickly manage vast amounts of data and information, allowing for more critical analysis and evaluation to reach a final judgment. As it helps in studying, transforming, and creating data set from many data parameters, this software is a must for data analysis and survey. Users can easily understand and analyze the results by seeing the output as a graph.

Analysis of the data generated by a sample of customers answering the questionnaire presented to them showed that customer satisfaction increased when using food delivery applications, but it is important to note that although food delivery applications have improved overall customer satisfaction, individual experiences may differ based on Factors such as app reliability, restaurant quality, and delivery service standards. However, the overall convenience, versatility, ease of use, and reliability offered by these applications has greatly impacted customer satisfaction in the food delivery industry.

Fourth part: Study appendices:

Arabic and foreign study references.

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Study appendices:

Study questions

This study raises many questions about the use of food delivery applications and their impact on customer satisfaction in Jeddah, Saudi Arabia. These questions will be asked in a main question followed by sub-questions of importance in the same context.

A. The main research question is:

- What are the potential effects of using food delivery applications on customer satisfaction in Jeddah, Saudi Arabia?

B. Sub-questions for this research are:

- What are the advantages of using food delivery applications in Saudi Arabia?
- How is the food delivery app evaluated by customers?
- How can customer satisfaction be increased?

Survey questions of this study

- **General questions**

1. Age
2. Sex
3. Degree

- **Main questions**

1. Visual appeal of food delivery applications influences customers' perception of service quality.
2. The ease of navigation and user interface design of food delivery applications affect customers' confidence in the service.
3. The accuracy of food item images and descriptions on the app impact customers' trust in the service.
4. How satisfied are customers with the physical appearance of delivered food items compared to their presentation on the application?
5. The inclusion of real-time order tracking enhances customers' perception of the tangibility of food delivery services.
6. Do food delivery applications address customers' inquiries, concerns, or complaints.
7. The availability of customer support options (e.g., live chat, phone, email) influence customers' perception of the responsiveness of the service.
8. How satisfied are customers with the speed at which food delivery applications provide updates or notifications about the status of their orders?
9. Customers feel that food delivery applications proactively communicate delays or issues with orders.
10. Customers encounter situations where their preferences or special requests are accommodated.
11. Customers feel confident about the security of their personal and payment information when using food delivery applications.
12. The availability of order history, receipts, and detailed breakdowns of charges contribute to customers' perception of service assurance.
13. How satisfied are customers with the transparency of pricing, fees, and any additional charges presented on the food delivery applications?

14. Customers feel that food delivery applications provide clear and accurate information about restaurant choices, menu items, and customization options.
15. Do you agree that food delivery applications address customers' concerns about food safety, hygiene?
16. Food delivery applications personalize recommendations, discounts, or offers based on customers' preferences and previous orders.
17. Customers perceive food delivery applications to understand and cater to their individual tastes and dietary restrictions.
18. How satisfied are customers with the level of communication and empathy displayed by delivery personnel when interacting with them during the delivery process?
19. Customers feel that food delivery applications take their feedback and suggestions into consideration for improving the overall service experience.
20. Food delivery applications show empathy towards customers' concerns, preferences, and feedback, and how does this impact their overall satisfaction.

Summary of the study in English:

In the end, we note the need to raise awareness of the interest in developing food applications and providing competitive services that increase customer satisfaction, which works to raise customer loyalty for using the application, as the application must be distinguished by the advantage of ease of use, and attention must be paid to many aspects, including the speed of delivery of the order and attention to the opinion of the customer. For everyone who uses the application and evaluates the restaurants provided by the food delivery application, serious attention must be paid to obtaining the best agreement between the founders of the application and the restaurants in Jeddah.

The study aims to understand how the use of food delivery applications affects customer satisfaction and raises the level of loyalty. Using both qualitative and quantitative research methods, including surveys and interviews, the study collects data from stakeholders and key informants to assess the effectiveness of food delivery apps on customer satisfaction.

The results of this research contribute to increasing the current knowledge about practices to raise the level of customer satisfaction, highlighting the benefits of customers using food delivery applications and how this increases restaurant sales. Ultimately, the study aims to enhance the understanding of stakeholders as well as restaurateurs to enhance the use of technology in their decision-making processes to inform their sales plans.

Summary of the study in Arabic:

في الختام نلاحظ ضرورة زيادة الوعي بالاهتمام بتطوير التطبيقات الغذائية وتقديم خدمات تنافسية تزيد من رضا العميل مما يعمل على رفع ولاء العملاء لاستخدام التطبيق حيث يجب أن يتميز التطبيق بميزة سهولة الاستخدام، ويجب الاهتمام بالعديد من الجوانب منها سرعة توصيل الطلب والاهتمام برأي العميل. لكل من يستخدم التطبيق وقيم المطاعم التي يوفرها تطبيق توصيل الطعام، يجب الانتباه الجاد إلى الحصول على أفضل اتفاق بين مؤسسي التطبيق وبين مطاعم جدة. تهدف الدراسة إلى فهم كيفية تأثير استخدام تطبيقات توصيل الطعام على رضا العملاء ورفع مستوى الولاء. باستخدام طرق البحث الكمية والنوعية، بما في ذلك الاستطلاعات والمقابلات، تجمع الدراسة البيانات من أصحاب المصلحة والمخبرين الرئيسيين لتقييم فعالية تطبيقات توصيل الطعام على رضا العملاء.

تساهم نتائج هذا البحث في زيادة المعرفة الحالية حول الممارسات لرفع مستوى رضا العملاء، وتبسيط الضوء على فوائد العملاء الذين يستخدمون تطبيقات توصيل الطعام وكيف يؤدي ذلك إلى زيادة مبيعات المطاعم. في نهاية المطاف، تهدف الدراسة إلى تعزيز فهم أصحاب المصلحة وكذلك المطاعم لتعزيز استخدام التكنولوجيا في عمليات صنع القرار لديهم اثناء وضع الخطط البيعية الخاصة بهم.