

EXAMINING THE RELATIONSHIP BETWEEN SERVICE QUALITY, CUSTOMER SATISFACTION, AND REPURCHASE INTENTION IN ONLINE FOOD DELIVERY SERVICES

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Abstract. This study examined the relationships among service quality, customer satisfaction, and repurchase intention among users of online food delivery services in Minglanilla, Cebu. Specifically, it assessed perceived service quality, customer satisfaction, and repurchase intention and identified the significant relationships among these variables. Using a descriptive-quantitative correlational research design, the study collected data from 102 qualified respondents selected through purposive sampling, using a structured questionnaire administered via Google Forms. The research instrument demonstrated excellent reliability, yielding a Cronbach's alpha coefficient of .959. Descriptive statistics, including the mean and standard deviation, were used to describe the variables, while Spearman's rho correlation analysis examined the relationships among them. The findings revealed high perceived service quality, customer satisfaction, and repurchase intention among respondents, with reliability and order accuracy as the highest-rated service quality dimensions. Correlation analysis further revealed significant positive relationships between service quality and customer satisfaction ($r = .78, p < .001$), customer satisfaction and repurchase intention ($r = .82, p < .001$), and service quality and repurchase intention ($r = .74, p < .001$). These results indicate that higher perceptions of service quality are associated with greater customer satisfaction and stronger intentions to repurchase. The study concludes that maintaining high service quality standards is essential to enhance customer satisfaction, encourage repeat patronage, and strengthen customer retention in the online food delivery industry. The findings offer valuable insights for platform developers, restaurant partners, and delivery service providers to develop strategies that improve customer experiences and sustain long-term business performance.

Keywords: customer satisfaction, online food delivery, repurchase intention, service quality, sustainable development

Introduction

The rapid digitalization of the food and beverage industry has significantly altered consumer purchasing behavior worldwide. Driven by increased smartphone penetration, widespread access to high-speed internet, and lifestyle trends prioritizing convenience, Online Food Delivery (OFD) services have evolved from complementary dining options into primary utilities for day-to-day consumption. Operating as online multi-sided marketplaces, OFD platforms connect food suppliers, logistics providers, and consumers. Despite substantial

transaction volumes, customer retention remains a persistent challenge in this fragmented digital environment, where platform operators often find retaining existing users more economically viable but more complex than acquiring new ones.

Service quality has driven the rapid growth and growing popularity of online food delivery services, as high-quality service enhances customer satisfaction, promotes repeat use, and strengthens customer loyalty, key indicators of operational effectiveness. Wu et al. (2024) found that service quality factors, including reliability, assurance, food quality maintenance, system operation, and perceived service value, significantly boosted customer satisfaction and reuse intention, showing that strong service quality supports both platform performance and growth. Eaint (2024) in Myanmar observed that critical e-service quality dimensions, such as fulfillment, responsiveness, and customer contact, were significantly linked to higher customer satisfaction and greater reuse intentions, confirming that improving service quality is essential for the effectiveness and continued growth of online food delivery services. In online food delivery, customer satisfaction is critical, reflecting how well a service meets expectations and strongly affecting customer loyalty, repeat orders, and overall platform performance. Food Satisfaction is one of the most significant determinants of customer satisfaction, influencing both the dining experience and brand differentiation (Ling et al., 2024). Food delivery companies must focus on providing tasty, fresh, and consistent food, as this helps customers enjoy their meals more and makes the brand stand out from competitors. Businesses must consistently meet customer needs to encourage repeat purchases and long-term loyalty. By keeping customers satisfied, companies can reduce customer losses, gain positive recommendations, and increase overall customer lifetime value.

In digital commerce, long-term profitability depends heavily on repurchase intention—a consumer's willingness to reuse the same platform for future orders. To secure repeat business, OFD platforms must effectively manage customer perceptions across all service touchpoints. Grounded in Expectation-Confirmation Theory (ECT) and the E-SERVQUAL model, post-purchase behavior depends on how well actual service delivery meets or exceeds consumer expectations. When platform performance meets or exceeds these expectations, it cultivates customer satisfaction and acts as a key psychological catalyst driving platform loyalty.

Contemporary literature highlights the intricate relationship between multi-dimensional service quality constructs, client satisfaction, and retention in food delivery contexts. Chowdhury (2023) demonstrated that perceived convenience, platform security, and app maintenance significantly shape user evaluations of OFD platforms. Similarly, Sharma and Bhargav (2023) emphasized that information architecture, tracking precision, and flexible payment options serve as fundamental prerequisites for positive user evaluations. Smith and Heriyati (2023) further established that customer satisfaction acts as a vital mediating mechanism connecting online service quality to customer loyalty. Conversely, operational failures, such as delivery delays, order inaccuracies, or unresponsive customer service, frequently trigger dissatisfaction and brand switching. Beyond digital interfaces, OFD success depends heavily on physical service execution, including logistics coordination and preserving product quality. Prompt delivery ensures optimal food temperature and freshness, fostering consumer trust and repeat patronage. Managing perishable goods in real time across multiple stakeholders creates unique operational challenges,

making customer retention especially vulnerable to low switching costs among competing platforms.

In the Philippines, OFD services have become integral to everyday food consumption, expanding market reach and visibility for micro, small, and medium enterprises (MSMEs) while creating livelihood opportunities for gig-economy delivery workers. Beyond local economic contributions, the OFD sector's sustainable expansion aligns with several United Nations Sustainable Development Goals (SDGs). Specifically, it supports SDG 8 (Decent Work and Economic Growth) by fostering steady economic development and productive employment, SDG 9 (Industry, Innovation, and Infrastructure) by promoting resilient digital infrastructure and technological innovation, and SDG 12 (Responsible Consumption and Production) by encouraging resource efficiency and waste minimization in packaging and logistics.

Despite extensive research on e-commerce service quality, empirical studies examining the direct and mediated relationships between multi-dimensional OFD service quality, customer satisfaction, and repurchase intention within localized Philippine settings remain limited. To address this gap, this study examined how specific service quality dimensions influence consumer satisfaction and repurchase intentions in Minglanilla, Cebu. The findings provide platform operators and partner merchants with empirical evidence to refine retention strategies while strengthening the broader literature on digital consumer behavior.

Research Questions

This study aimed to determine the level of perceived service quality, customer satisfaction, and repurchase intention among users of online food delivery services in Minglanilla, Cebu. Specifically, it examined the relationships among service quality, customer satisfaction, and repurchase intention and provided evidence-based recommendations to improve customer retention and service performance.

Specifically, the study attempted to address the following questions:

1. What is the level of perceived service quality of online food delivery services in terms of:
 - 1.1. Reliability and Order Accuracy;
 - 1.2. App Usability and Information Quality; and
 - 1.3. Delivery Speed and Food Quality Maintenance?
2. What is the level of customer satisfaction among users of online food delivery services?
3. What is the level of repurchase intention among users of online food delivery services?
4. Is there a significant relationship between service quality and customer satisfaction?
5. Is there a significant relationship between customer satisfaction and repurchase intention?
6. Is there a significant relationship between service quality and repurchase intention?
7. What recommendations may be proposed based on the findings?

Methodology

Design

This study employed a descriptive-quantitative correlational research design to determine the relationships among service quality, customer satisfaction, and repurchase intention in online food delivery services. The descriptive component assessed respondents' perceptions of service quality, customer satisfaction, and repurchase intention. Meanwhile, the correlational component examined the degree and direction of the relationships among these variables without manipulating any conditions or intervening in respondents' experiences.

The quantitative approach was considered appropriate because the study sought to measure respondents' perceptions numerically and analyze patterns using statistical techniques. Furthermore, a correlational design was deemed suitable because the study aimed to determine whether significant relationships exist among service quality, customer satisfaction, and repurchase intention. Because the study focused on naturally occurring phenomena and aimed to establish associations rather than causal relationships, the descriptive-correlational design provided a systematic, objective means of addressing the research questions and generating evidence-based conclusions.

Locale

The study was conducted in Minglanilla, Cebu, a rapidly developing municipality where online food delivery services have become increasingly integrated into consumers' daily purchasing behaviors. The growing adoption of digital technologies, widespread smartphone use, and increasing access to food delivery platforms make the municipality an appropriate setting for examining customer perceptions and behavioral intentions related to online food delivery services.

The locale was considered suitable because it represents a community where diverse consumer groups actively use online food delivery platforms. Conducting the study in this setting enabled the researchers to gather relevant insights from individuals with direct experience using online food delivery services. Moreover, the locality's increasing reliance on digital food delivery services provided a realistic context for examining how service quality influences customer satisfaction and repurchase intention.

Respondents

The study respondents were 102 residents of Minglanilla, Cebu, with prior experience using online food delivery platforms. To ensure respondents could provide meaningful, informed responses on service quality, customer satisfaction, and repurchase intention, the study included only individuals who had previously used online food delivery services.

Purposive sampling was appropriate because the study required participants with firsthand experience using online food delivery services. Because only actual users of online food delivery platforms could accurately assess the variables under investigation, purposive sampling enabled the researchers to target individuals capable of providing relevant and reliable information about their service experiences and behavioral intentions.

Instrument

The study used a structured questionnaire administered through Google Forms. The questionnaire included items measuring the study's three major variables: service quality, customer satisfaction, and repurchase intention. The study assessed service quality through dimensions including reliability and order accuracy, app usability and information quality, and delivery speed and food quality maintenance.

All survey items were measured on a six-point Likert scale from 1 (Strongly Disagree) to 6 (Strongly Agree) to encourage respondents to express favorable or unfavorable perceptions and minimize neutral responses. The instrument underwent expert validation to establish content validity and ensure that the items adequately represented the constructs being measured.

A pilot test of 20 respondents yielded a Cronbach's alpha of 0.987, indicating excellent internal consistency. These reliability coefficients demonstrate that the questionnaire consistently measured the intended constructs and was suitable for the study.

Data Gathering Procedure

The data-gathering process consisted of three phases: pre-data gathering, actual data gathering, and post-data gathering.

During the pre-data gathering phase, the researchers developed the research proposal and secured approval from the institutional ethics review committee. After obtaining ethical clearance, the researchers sought permission from relevant stakeholders and identified suitable channels for reaching active users of online food delivery services. The researchers subjected the research instrument to expert validation and pilot testing to establish its validity and reliability. Based on validators' recommendations and the pilot test results, the researchers revised the questionnaire items to improve clarity, relevance, and appropriateness.

During the data-gathering phase, the researchers distributed the survey questionnaire via Google Forms through online channels, including social media platforms, digital communities, and networks of online food delivery users. Before participation, respondents received an informed consent form that clearly explained the study's purpose, the voluntary nature of participation, confidentiality provisions, expected completion time, and their rights as participants. Only respondents who voluntarily agreed to participate proceeded with the survey. The researchers provided clear instructions to ensure respondents understood the questionnaire and could provide accurate responses. The online survey platform required responses to all questionnaire items, minimizing missing data and improving data completeness.

During the post-data-gathering phase, the researchers retrieved, organized, coded, and encoded completed questionnaires into Jamovi for analysis. The dataset underwent data screening and cleaning procedures to identify incomplete entries, inconsistent responses, duplicate submissions, and potential encoding errors. After ensuring data accuracy and completeness, the dataset was prepared for statistical analysis and interpretation.

Data Analysis

The study employed both descriptive and inferential statistical tools to analyze the collected data.

Descriptive statistics, specifically the mean and standard deviation, were used to assess respondents' perceptions of service quality, customer satisfaction, and repurchase intention. The mean identified the average response level for each variable, while the standard deviation measured the variability or dispersion of respondents' perceptions.

To examine the relationships among the variables, Spearman's Rank-Order Correlation Coefficient (Spearman rho) was employed. This statistical technique was appropriate because the study aimed to determine the strength and direction of association among service quality, customer satisfaction, and repurchase intention based on ordinal Likert-scale data. Spearman rho is a nonparametric measure of correlation that is suitable when analyzing ranked or ordinal data and when assumptions of normality may not be fully satisfied. The correlation coefficients allowed the researchers to determine whether significant relationships existed among the variables and to assess their magnitude.

The researchers then interpreted the statistical results in relation to the existing literature and the study's theoretical foundations. These interpretations formed the basis for conclusions and recommendations regarding online food delivery services.

Ethical Considerations

The study strictly adhered to accepted ethical principles governing research involving human participants. Before data collection, the study secured ethical approval from the appropriate institutional ethics review committee. Participation was entirely voluntary, and respondents faced no coercion or undue influence.

All participants received an informed consent form outlining the study objectives, research procedures, expected duration of participation, potential risks and benefits, confidentiality measures, and participants' rights, including the right to decline participation or withdraw at any stage without penalty. Only individuals who voluntarily consented were included in the study.

The researchers protected respondents' privacy, confidentiality, and anonymity throughout the research process. The researchers collected no personally identifiable information unless necessary, and they removed any identifying information during data processing. All electronic records and survey responses were securely stored using password-protected devices accessible only to the researchers. Data were reported and presented only in aggregated form to prevent the identification of any individual participant.

Furthermore, the study adhered to the ethical principles of respect for persons, beneficence, and justice by protecting participants from harm, ensuring equitable participant selection, and safeguarding the rights and welfare of all respondents. The researchers also complied with the Data Privacy Act of 2012 (Republic Act No. 10173) by implementing appropriate measures to ensure the confidentiality, integrity, and security of all personal information collected during the study.

Results and Discussion

Table 1.

Summary of Mean Scores for Service Quality, Customer Satisfaction, and Repurchase Intention

Key Constructs	Mean	Standard Deviation	Description
Reliability & Order Accuracy	5.24	0.62	Strongly Agree / High
App Usability & Information Quality	5.18	0.68	Strongly Agree / High
Delivery Speed & Food Quality Maintenance	4.95	0.75	Agree / Moderately High
Customer Satisfaction	5.12	0.65	Strongly Agree / Satisfied
Repurchase Intention	5.08	0.70	Strongly Agree / High
Overall Grand Mean	5.11	0.68	Strongly Agree / High

Note: Scale used:

1.00–1.49 (Strongly Disagree),
3.50–4.49 (Moderately Agree),

1.50–2.49 (Disagree),
4.50–5.49 (Agree),

2.50–3.49 (Moderately Disagree),
5.50–6.00 (Strongly Agree)

As shown in Table 1, respondents gave consistently high ratings across all parameters, yielding an overall grand mean of 5.11 (SD = 0.68), interpreted as "Agree". Specifically, reliability and order accuracy received the highest score (Mean = 5.24, SD = 0.62), underscoring that consumers value transaction precision, operational consistency, and dependable service execution. Several findings show that transaction precision, operational consistency, and dependable service execution are foundational drivers of customer satisfaction and repeat usage (Al-Muani et al., 2024; Võ et al., 2026; Wu et al., 2024). Likewise, customer satisfaction achieved a high mean of 5.12 (SD = 0.65), indicating general contentment with digital ordering experiences. Repurchase intention also had a mean of 5.08 (SD = 0.70), reflecting a strong likelihood of continued platform use. Amin et al. (2020), Saputra and Fadilah (2025), and Savastano et al. (2024) show that positive user experiences and satisfaction with digital ordering platforms consistently drive repeat purchase intention and sustained app use.

These empirical results align with Wu et al. (2024), who established that robust platform functionality and dependable service parameters significantly enhance positive consumer perceptions. This outcome reinforces earlier research by Prasetyo et al. (2021) and Salome et al. (2022), suggesting that consistent and high-quality service directly influences customers' intention to repurchase. When customers experience reliable order execution, clear fulfillment tracking, and efficient service delivery, their confidence in using the platform repeatedly increases (Kim & Yum, 2024). Therefore, improving core e-service quality dimensions can significantly increase the likelihood of repeat transactions and overall customer retention rates (Alalwan, 2022).

Empirical evaluations decompose the connection between online food delivery (OFD) functionality and consumer behavior into logistics execution, order completeness, and digital interface design (Chen et al., 2026; Pattenshetty, 2026; Thunnadee & Praneetholkrang, 2025).

Furthermore, Chowdhury (2023) underscored that perceived convenience, system security, and structured interface design shape behavioral intentions in e-commerce environments.

Table 2.

Correlation among Service Quality, Customer Satisfaction, and Repurchase Intention

Variables	R value	p-value	Interpretation
Service Quality and Customer Satisfaction	.78	<.001	Strong positive, significant relationship
Customer Satisfaction and Repurchase Intention	.82	<.001	Strong positive, significant relationship
Service Quality and Repurchase Intention	.74	<.001	Strong positive, significant relationship

Table 2 presents the correlational analysis of the variables, including service quality, customer satisfaction, and repurchase intention. Results showed a strong positive and statistically significant relationship between service quality and customer satisfaction ($r = .78$, $p < .001$). This indicates that higher perceptions of reliability, order accuracy, app usability, and delivery performance are associated with increased customer satisfaction.

This finding corroborates Leo et al. (2022), who emphasized the critical role of service quality and core product characteristics in shaping customer satisfaction. Similarly, Iffan et al. (2024) argued that e-service quality is fundamental to facilitating smooth digital transactions and fostering positive customer experiences that ultimately lead to satisfaction.

Taken together, these studies suggest that customer satisfaction depends not only on transaction outcomes but also on the quality and consistency of service delivery throughout the customer journey. The strong relationship observed in the present study therefore reinforces the importance of maintaining high service quality standards to enhance customer satisfaction and strengthen competitive advantage in the online food delivery industry.

The analysis also revealed a strong, statistically significant positive relationship between customer satisfaction and repurchase intention ($r = .82$, $p < .001$). This result indicates that customers who were more satisfied with their online food delivery experiences were also more likely to continue using the platform in the future. The strength of the correlation suggests that satisfaction is a key behavioral determinant of customers' decisions to make repeat purchases. In practical terms, satisfied customers are more likely to remain loyal, recommend the platform, and continue purchasing despite competing alternatives.

This finding supports Expectation-Confirmation Theory (ECT), which proposes that satisfaction develops when actual service performance meets or exceeds customer expectations,

subsequently influencing continuance intentions and future behavior. Satisfaction functions as a powerful psychological catalyst because positive consumption experiences reinforce customers' confidence in a service provider and reduce uncertainty during subsequent transactions. Consistent with this, Sharma and Singh (2021) and Keshavarz and Liu (2026) emphasized that across digital and service platforms, customer satisfaction plays a fundamental role in strengthening customer commitment and driving repeat usage. Similarly, studies confirm that positive service experiences cultivate customer satisfaction, which reinforces favorable attitudes and significantly extends the duration of provider relationships; satisfied customers are more likely to maintain long-term relationships with service providers because positive experiences reinforce favorable attitudes toward future use (Fernando et al., 2023; Mittal et al., 2023). Collectively, these findings suggest that customer satisfaction serves as a critical mechanism through which online food delivery platforms can foster customer retention, sustain long-term engagement, and enhance overall business performance.

Ultimately, the significant relationship between customer satisfaction and repurchase intention highlights the importance of consistently delivering positive customer experiences. Customers who perceive value in their service encounters are more likely to continue using the platform, supporting customer retention and long-term organizational sustainability. This observation aligns with Jakola and Terho's (2021) argument that maintaining high standards across all service touchpoints is essential to cultivating repeat purchase behavior and sustaining customer loyalty over time.

Another interplay shows a strong, statistically significant positive relationship between service quality and repurchase intention ($r = .74, p < .001$). This indicates that customers who perceive online food delivery services as reliable, accurate, efficient, and easy to use are more likely to continue purchasing from the same platform in the future. The finding suggests that better service quality is associated with greater customer willingness to reuse online food delivery services, reinforcing the importance of maintaining high standards in both digital and operational service delivery.

This result implies that service quality functions not only as an operational performance indicator but also as a strategic driver of customer retention. In the highly competitive online food delivery industry, customers can easily switch to alternative platforms when they encounter service failures such as inaccurate orders, delayed deliveries, system glitches, or poor customer support. Consequently, service providers that consistently deliver dependable, high-quality service are more likely to build favorable customer perceptions that encourage repeat transactions. The strong relationship observed in this study indicates that consumers value reliable service encounters, and these positive experiences increase their likelihood of remaining loyal to a particular platform.

This finding aligns with Wu et al. (2024), who reported that service quality dimensions significantly influence consumers' intentions to continue using online food delivery applications. Their study demonstrated that platform reliability, ease of use, and service responsiveness positively affect customers' willingness to engage in future transactions. Similarly, Suhartanto, Helmi, and Brien (2022) found that superior e-service quality strengthens customer loyalty and

behavioral intentions by creating favorable service experiences that encourage repeat patronage. These findings suggest that consumers are more inclined to maintain relationships with service providers that consistently meet their expectations.

Moreover, the results support Setiawan and Rahmawati (2024), who emphasized that service quality is a fundamental antecedent of repurchase intention on digital food delivery platforms. When customers perceive that platforms provide accurate information, efficient order processing, secure transactions, and dependable delivery services, they are more likely to develop confidence in the platform and continue using its services. Likewise, Wang and Li (2023) suggested that perceived service performance directly influences customers' continuance intentions because positive service experiences increase the perceived value obtained from the transaction.

Conclusion

The study found strong and statistically significant positive relationships among the key variables examined. Specifically, service quality was strongly associated with customer satisfaction ($r = .78, p < .001$), customer satisfaction exhibited the strongest relationship with repurchase intention ($r = .82, p < .001$), and service quality was also significantly related to repurchase intention ($r = .74, p < .001$). These findings indicate that consumers who perceive online food delivery services as reliable, accurate, user-friendly, and efficient are more likely to be satisfied and continue using the platform. Moreover, the results suggest that customer satisfaction serves as an important mechanism through which service quality translates into favorable post-purchase behavioral intentions. Respondents also reported high perceived service quality, customer satisfaction, and repurchase intention, with reliability and order accuracy as the highest-rated service quality dimensions.

Based on these findings, the study concludes that service quality critically determines both customer satisfaction and repurchase intention in the online food delivery context. The results support Expectation-Confirmation Theory, which suggests that customers who experience service performance that meets or exceeds their expectations are more likely to form positive evaluations and intend to continue using the service. The study also concludes that maintaining consistent service quality through reliable order fulfillment, efficient delivery operations, and user-friendly digital platforms is essential to foster customer satisfaction, strengthen customer retention, and sustain long-term business performance. Consequently, online food delivery providers that invest in improving service-quality dimensions are likely to achieve higher customer satisfaction and repeat patronage.

Despite these contributions, several limitations warrant acknowledgment. First, the study included only online food delivery users in Minglanilla, Cebu; therefore, the findings may not generalize fully to consumers in other geographic locations with different demographic and market characteristics. Second, the study used purposive sampling, which may limit the sample's representativeness and the broader applicability of the results. Third, the cross-sectional design captured respondents' perceptions at a single point in time, preventing the establishment of causal relationships among the variables. Fourth, the study relied on self-reported perceptions, which may

be susceptible to social desirability bias and subjectivity. Finally, while service quality, customer satisfaction, and repurchase intention were significantly related, the analysis excluded other potentially relevant factors, such as perceived value, pricing, promotional incentives, trust, platform reputation, and customer loyalty, which may also influence consumers' repurchase decisions. Future studies may address these limitations by using longitudinal designs, probability sampling methods, broader geographic coverage, and more advanced analytical approaches to validate further and extend the present findings.

Recommendations

Based on the study's findings, online food delivery service providers should prioritize strengthening service quality dimensions, particularly reliability, order accuracy, application usability, and delivery performance, as these factors are closely associated with customer satisfaction and repurchase intention. Platform developers should continuously enhance app features, improve UI design, and ensure timely, accurate information to deliver a seamless customer experience.

Likewise, restaurant partners and delivery personnel should maintain high standards in food preparation, packaging, and delivery operations to preserve food quality and minimize errors and delays. Because customer satisfaction drives repeat purchases, service providers should implement responsive customer support systems, regularly gather customer feedback, and promptly address service-related concerns to strengthen trust and loyalty. Furthermore, online food delivery companies may adopt innovative technologies such as AI-powered customer assistance, real-time order tracking, and data-driven personalization strategies to enhance customer experiences further.

To support sustainable business practices, operators should also consider using environmentally friendly packaging materials and optimizing delivery routes to reduce operational waste and environmental impacts.

Finally, future researchers are encouraged to examine additional factors that may influence repurchase intention, such as perceived value, trust, price fairness, promotional activities, and customer loyalty, and to employ more advanced analytical techniques, such as mediation analysis or structural equation modeling, to explore further the relationships among service quality, customer satisfaction, and repurchase intention.

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