

Beyond the Plate: How Delivery Time and Price Value Shape Consumer Satisfaction in Online Food Ordering

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ABSTRACT

This study investigates the factors that influence customer satisfaction in online food delivery services, focusing on the roles of price value, food quality, and delivery time. A quantitative research approach was adopted, with data collected from 105 respondents using an electronic questionnaire. The study utilized statistical analyses to evaluate the impact of the three key factors on customer satisfaction. The study found that both price value and delivery time significantly enhance customer satisfaction in online food ordering, while food quality had a positive but non-significant effect. The results suggest that customers place more importance on timely deliveries and fair pricing rather than food quality alone. The novelty of this research lies in applying customer satisfaction theory to online food ordering services, offering new insights into how delivery time and price value contribute to customer satisfaction, an area that has been underexplored in the current literature.

Keywords: *Price Value, Food Quality, Delivery Time, Customer Satisfaction, Online Food Order*

INTRODUCTION

GoFood is one of the most extensive food delivery services in Indonesia, experiencing rapid growth over the past few years. It has become a flagship application, with over 50 million downloads and 400,000 merchant partners across the nation. During the COVID-19 pandemic, GoFood usage surged, with 92% of Gojek users utilizing the GoFood feature. The majority of users are women, hold a bachelor's degree, and have middle-income levels (Budianto et al., 2023). GoFood has also made a significant contribution to Indonesia's digital economy, with transaction growth surpassing that of transportation services (Izzati, 2020).

Online food ordering has become an essential part of the modern lifestyle, driven by technological convenience and shifts in consumer behaviour. These services offer convenience, speed, and access to a wide variety of food options (Ali et al., 2021). The use of online food delivery services has surged in various countries, particularly since the COVID-19 pandemic (Inthong et al., 2022). They are more frequently used by younger generations, highly educated individuals, and those with middle-to-upper-middle incomes (Dana et al., 2021).

This research begins with data from the Scopus database using the keywords "online food order, customer satisfaction theory" in the field of Business, Management, and Accounting, which yields only four articles. Among them, one article discusses "Decoding customer experiences on meal delivery apps" (Muhammad et al., 2026) while the other three are Original Research Articles (Lin et al., 2023; Siddiqi et al., 2024; Timur & Yilmaz, 2025). This suggests that research on online food ordering using the customer satisfaction theory approach remains limited. Therefore, the novelty of this article lies in its approach to studying online food ordering through the lens of customer satisfaction theory.

LITERATURE REVIEW

Grand Theory Customer satisfaction theory

Customer satisfaction theory is a conceptual framework that explains how and why customers feel satisfied or dissatisfied with the products or services they receive. Customer satisfaction is generally viewed as the result of a comparison between customers' expectations before a purchase and their actual perceptions of the product or service's performance after use (Anderson & Sullivan, 1993). This theory

posits that customer satisfaction is determined by the extent to which the actual performance of a product or service meets or exceeds customers' initial expectations (Ramasamy et al., 2024). The primary paradigm of this theory is the expectation-confirmation/disconfirmation theory (Schiebler et al., 2025).

Consumer satisfaction is a central concept in marketing and business, referring to the emotional reactions and evaluations that consumers experience after using a product or service. Consumer satisfaction occurs when the experience meets or exceeds their initial expectations (Riak & Bill, 2022). Satisfaction is also viewed as a state of mind or feeling of pleasure/disappointment that arises after comparing the received outcomes with what was expected (Syafarudin, 2021). Satisfaction is not only cognitive (rational) but also involves emotional aspects when assessing the consumption experience (Ramasamy et al., 2024).

Research on consumer satisfaction among online food delivery (OFD) users has been growing as the adoption of this service rapidly increases across various countries (Kalaivani, 2025; Lin et al., 2023; Orcullo & Grefalde, 2025; Seo & Roh, 2025), including Indonesia (Suhardjo et al., 2023). In such a highly competitive industry, consumer satisfaction becomes a key differentiator. Investing in service quality, applications, and user experience can create an advantage that is difficult for competitors to replicate (Lin et al., 2023). Consumer satisfaction also serves as a mediator between service quality and loyalty, while reinforcing the company's positive image in the eyes of consumers (Elsiana & Maradona, 2024).

The influence of price value on consumer satisfaction in online food ordering.

The influence of price value on consumer satisfaction refers to the concept that describes the relationship between the price paid by consumers and the benefits or Quality they receive from a product or service. Price value is often interpreted as "value for money," which refers to the extent to which consumers feel the price paid is justified by the benefits obtained (Coutelle et al., 2020; Zeithaml et al., 1988). Consumers assess the value of a price based on the sacrifice (price) they make compared to the benefits or utility they receive. In consumer behaviour research, price value is also referred to as "economic value," which is a rational evaluation by consumers of the costs and benefits (Gordon et al., 2018).

Research has shown that price value, or the perceived price by consumers, has a positive and significant impact on consumer satisfaction. Consumers feel satisfied when the price paid is commensurate with the Quality and benefits of the product or service received (Akan, 2025; Konuk, 2019; Slack et al., 2020; Zain & Fadillah, 2025). In some studies, price value has even been found to have a greater influence than social or emotional factors. Consumers place a higher value on fair pricing that aligns with the benefits, which in turn boosts trust and satisfaction (Slack et al., 2020). Price value also acts as a mediator between product/service quality and satisfaction, and can strengthen consumer loyalty when satisfaction is achieved (Jogdand & Kamble, 2024). When the price is perceived as too high compared to the benefits, consumers tend to be dissatisfied and switch to competitors.

On the other hand, a price that is too low may raise doubts about Quality (Zain & Fadillah, 2025). Several studies have shown that the perception of fair and appropriate pricing (price value) directly enhances consumer satisfaction. Price value also reinforces satisfaction through an increase in perceived value (Effendi et al., 2025; Elverda et al., 2025; Jamaludin et al., 2025; Teo et al., 2024). Based on the above discussion, the hypothesis proposed is:

H1: Price value has a significant positive impact on consumer satisfaction in online food ordering.

The Influence of Food Quality on Consumer Satisfaction in Online Food Ordering.

Food quality is a multidimensional concept that encompasses various aspects that make food considered "good" or "superior" by consumers. Food quality is not only measured objectively (e.g., nutritional content, safety, or physicochemical characteristics) but is also significantly influenced by consumer perceptions, context, and expectations (Gomes et al., 2024). Food quality is highly influenced by consumer perceptions, which are subjective and vary depending on the individual, location, time, and prior experiences. "Consumer acceptability" is often regarded as the most reliable indicator of food quality (Sari et al., 2024). In online services, food quality is measured by factors such as menu variety, taste, appearance, and health aspects of the food (Leo et al., 2022). Consumers also pay attention to the

consistency between the photos/descriptions on the app and the food they receive (Bentouhami et al., 2021). Since consumers cannot taste or directly see the food before purchasing, clear information, appealing photos, and customer reviews become very important (Lin et al., 2023).

Research has found that food quality has a significant positive impact on consumer satisfaction in various contexts, including conventional restaurants (A. Al-Tit, 2015), fast food, street food (Felderhoff et al., 2020), and online food ordering services (Suhartanto et al., 2021). In online food ordering services and street food, food quality remains a key factor influencing satisfaction and loyalty, even though consumers cannot directly evaluate the food before purchasing (Abd Aziz et al., 2025). Consumer satisfaction often acts as a mediator between food quality and repurchase intention or loyalty. This means that good food quality enhances satisfaction, which in turn encourages consumers to make repeat purchases (Konuk, 2019). Studies across various countries, including Indonesia, consistently show that food quality (taste, appearance, freshness, and condition upon delivery) is a significant factor in improving consumer satisfaction in online food ordering services (Annaraud & Berezina, 2020; Hoyos-Vallejo et al., 2023; Macias et al., 2023; Suhartanto et al., 2018; Wu et al., 2024). Based on the above discussion, the hypothesis proposed is:

H2: Food quality has a significant positive impact on consumer satisfaction in online food ordering.

The Influence of Delivery Time on Consumer Satisfaction in Online Food Ordering.

Delivery time in online food ordering refers to the interval from order placement to when the customer receives the food. Speed and punctuality are highly valued because they signal restaurant efficiency and provide a convenient experience. Rapid delivery also preserves food quality (freshness, temperature), thereby increasing satisfaction (Azman et al., 2021). Fast and on-time delivery enhances customer satisfaction, encourages repeat orders, and leads to increased customer recommendations (Xie et al., 2024). Conversely, delivery delays reduce satisfaction, worsen perceptions of the restaurant/platform, and decrease the likelihood of reordering (Harter et al., 2024).

Consumers order food online to meet their need for a quick meal, especially amid busy schedules. Delivery speed becomes a solution to time constraints and the desire for convenience (Saad, 2020). Consumers are susceptible to delays, and the adverse effects of delays outweigh the positive effects of early delivery (Macias et al., 2023). Consumers view time as part of the "cost" they incur. The faster the food is delivered, the higher the perceived value and efficiency of the service (Bauerová, 2018). Competition between platforms has made consumers accustomed to fast service, raising their expectations for speed (Xie et al., 2024). Several studies have confirmed that delivery time affects consumer satisfaction in online food ordering (Harter et al., 2024; Khan, 2023; Suman, 2025; Xie et al., 2024). Based on the above discussion, the hypothesis proposed is:

H3: Delivery time has a significant positive impact on consumer satisfaction in online food ordering.

METHOD

Explanatory research is a type of research that aims to explain causal relationships between variables, while also considering other factors that may interfere with or modify these relationships (Bentouhami et al., 2021). This study adopts a quantitative research approach, which measures the relationships between variables numerically and through statistical analysis (Creswell & Creswell, 2018). The population for this study consists of online food ordering app users in Surakarta, explicitly targeting the new generation (Generation Z and Millennials) (Wandhe, 2024). The sample size in this study consists of 105 respondents, selected using non-probability sampling, and assessed using a 1-5 scale. Data is collected through an electronic questionnaire in the form of a Google Form, distributed via WhatsApp.

RESULTS AND DISCUSSION

The respondents were classified by age and gender. Below is the data of the respondents based on these classifications:

Table 1: Respondents Based on Age Group

No	Age Group	Age Group	Age Group
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1	≤ 20 years	48	45.7%
2	21–25 years	42	40.0%
3	26–30 years	4	3.8%
4	31–35 years	5	4.8%
5	≥ 36 years	6	5.7%

Source: Primary data processed (2025)

The data from Table 1 show that the highest proportion of respondents is under 20 years old, followed by the 21-25 year age group. After that, the age groups are ordered as follows: ≥36 years, 31-35 years, and lastly, 26-30 years. This finding aligns with international studies, which indicate that the 18-29 age group is the most active user group of online food ordering services, with usage opportunities six times higher compared to individuals aged 60 and above (Bennett et al., 2025).

Table 2: Respondents Based on Gender

No	Gender	Gender	Gender
1	Male	32	30.5%
2	Female	73	69.5%

Source: Primary data processed (2025)

Table 2 presents the gender distribution of respondents, indicating that the majority of respondents in this study are female. This finding aligns with a study in the Philippines, which showed that women slightly outnumber men in using online food ordering services (Baguio et al., 2022). However, this differs from global studies, where the majority of users are male (Bennett et al., 2025; Keeble et al., 2021; Zaveri et al., 2025).

Data Analysis

Convergent Validity Test

In the first Convergent Validity Test, several indicators were removed because their values were > 0.7, indicating that these indicators were not valid. The indicators that were removed include PV3, FQ1, DT1, DT3, DT4, KP3, and KP4. Subsequently, a second Convergent Validity Test was conducted, with the results presented in Table 3. The outcome of this test shows that all the indicators in this study are valid, with values above 0.7.

Table 3: Convergent Validity Test

	Customer Satisfaction	Food Quality	Price Value	Delivery Time
FQ2		0.816		
FQ3		0.766		
FQ4		0.767		
FQ5		0.762		
CS1	0.778			
CS2	0.823			
CS5	0.723			
PV1			0.797	
PV2			0.805	
PV4			0.805	

PV5			0.778	
DT2				0.798
DT5				0.865

Source: Primary data processed (2025)

Discriminant Validity Test

The Discriminant Validity Test in this study was conducted to assess the appropriateness of the indicators in relation to their respective variables. The results of the Discriminant Validity Test are presented in Table 4. The test results indicate that the indicators used in this study are appropriate, as shown in the information presented in Table 4.

Table 4 Discriminant Validity Test

	Customer Satisfaction	Food Quality	Price Value	Delivery Time
FQ2	0.528	0.816	0.672	0.533
FQ3	0.382	0.766	0.521	0.410
FQ4	0.473	0.767	0.419	0.454
FQ5	0.390	0.762	0.487	0.386
CS1	0.778	0.484	0.530	0.473
CS2	0.823	0.496	0.587	0.533
CS5	0.723	0.354	0.391	0.515
PV1	0.507	0.451	0.797	0.443
PV2	0.540	0.555	0.805	0.368
PV4	0.579	0.599	0.805	0.561
PV5	0.448	0.560	0.778	0.490
DT2	0.491	0.609	0.538	0.798
DT5	0.589	0.381	0.447	0.865

Source: Primary data processed (2025)

Reliability Test

The reliability test results are presented in Table 5. The purpose of this reliability test is to assess whether the indicators used in the study yield consistent results when applied in different conditions. The reliability test was conducted using Composite Reliability (CR) with a threshold of 0.7 and Average Variance Extracted (AVE) with a threshold of 0.5. The results of the reliability test indicate that all variables have a Composite Reliability value greater than 0.7 and an AVE greater than 0.5. This signifies that all the variables in this study are considered reliable.

Table 5: Reliability Test

	Composite Reliability	Average Variance Extracted (AVE)
Customer Satisfaction	0.819	0.601
Food Quality	0.860	0.605

Price Value	0.874	0.634
Service Speed	0.818	0.693

Source: Primary data processed (2025)

Model Accuracy Test

The Model Accuracy Test in this study was conducted by examining the values of R-squared adjusted and R-squared. The results of the Model Accuracy Test are presented in Table 6. The information derived from this test indicates that the model in this study explains 53.3% of the variance in consumer satisfaction, with an additional 47.7% of the variance influenced by variables outside the scope of this research.

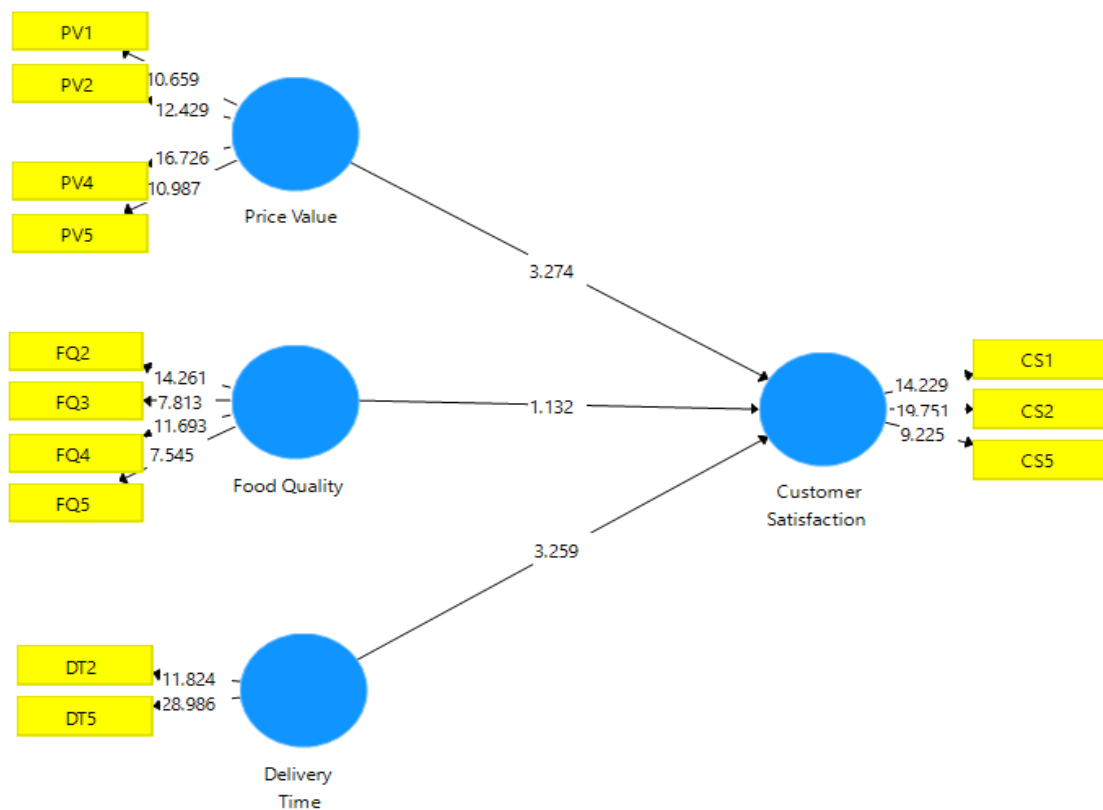
Table 6 Model Accuracy Test

	R Square	R Square Adjusted
Customer Satisfaction	0.546	0.533

Source: Primary data processed (2025)

Test Research Models and Hypotheses

Figure 1: Test Research Models



Source: Primary data processed (2025)

Table 7 Hypotheses

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Price Value -> Customer Satisfaction	0.355	0.358	0.109	3.274	0.001
Food Quality -> Customer Satisfaction	0.118	0.135	0.105	1.132	0.258
Delivery Time -> Customer Satisfaction	0.376	0.364	0.115	3.259	0.001

Source: Primary data processed (2025)

Hypothesis 1: The price value has a positive and significant effect on consumer satisfaction in online food ordering. This is supported by a P-value of $0.001 < 0.05$ and an original sample value of 0.355. These findings align with previous studies (Effendi et al., 2025; Prasetyo et al., 2021; Shankar et al., 2024; Tavitiyaman et al., 2022). **Hypothesis 2:** Food quality has a positive but not significant effect on consumer satisfaction in online food ordering. The test results show a P-value of 0.258, which is greater than 0.05, and an original sample value of 0.118. This result is consistent with earlier research by Ling et al. (2024). **Hypothesis 3:** Delivery time has a positive and significant effect on consumer satisfaction. This is supported by a P-value of $0.001 < 0.05$ and an original sample value of 0.376. These findings are consistent with previous studies (Harter et al., 2024; Lin et al., 2023; Macias et al., 2023; Prasetyo et al., 2021).

DISCUSSION

Consumers respond to price value in online food ordering as a key driver of satisfaction because they assess whether the price paid aligns with the Quality and experience received (Ren et al., 2025). They feel satisfied when the price corresponds to the Quality of the food delivered, and when there are attractive offers, such as discounts or special packages, that enhance the perceived value (Prasetyo et al., 2021). Price transparency is also crucial, as transparent pricing without hidden fees boosts consumer trust (Nguyen & Nguyen, 2025). Furthermore, the convenience and ease of the ordering and delivery process are important factors in their assessment of the price paid (Tan et al., 2021). Thus, price value plays a significant role in shaping consumer satisfaction in online food ordering. When consumers perceive that the price is fair and justified by the Quality and convenience they receive, their overall satisfaction increases, which in turn encourages repeat purchases and brand loyalty.

Food quality may have a positive, albeit non-significant, effect on consumer satisfaction in online food ordering due to several factors. Satisfaction is often influenced by other more dominant aspects, such as the ease of using the application (Lin et al., 2023), delivery speed (Macias et al., 2023), user experience on the platform (Lin et al., 2023) and price value (Liu et al., 2023). Although the Quality of food received can be influenced by factors like temperature or packaging during delivery, which can impact consumer perceptions, other delivery-related issues, such as delays or food damage, may reduce the positive impact of food quality. Furthermore, many consumers have standard expectations for food quality, meaning that slight differences in Quality may not significantly affect their satisfaction (Bonfanti et al., 2023). Lastly, psychological and emotional factors, such as comfort or habit, often play a larger role in satisfaction than the Quality of the food itself (Lin et al., 2023).

Delivery time has a positive and significant impact on customer satisfaction in online food ordering, as the speed of delivery plays a crucial role in creating a satisfying customer experience. Consumers expect fast and timely delivery as part of the convenience offered by online services (Xie et al., 2024). When delivery occurs as promised, customers feel valued and are more satisfied with the service provided. Conversely, delivery delays often result in dissatisfaction, even if the Quality of the food is good (Harter et al., 2024). Fast delivery also reflects the operational efficiency of the service provider, which can enhance the brand's positive perception and strengthen customer loyalty (Macias et al., 2023). In a competitive market where consumers have numerous online food delivery options, delivery speed becomes a crucial differentiating factor. Therefore, accurate and prompt delivery times become essential elements in ensuring customer satisfaction and improving the overall customer experience in online food ordering services.

CONCLUSION

This study shows that factors such as price value and delivery time have a significant impact on consumer satisfaction in online food ordering services. Consumers are more satisfied when the price paid is in line with the benefits or Quality received, and price transparency is a key factor in building trust. Although food quality plays a positive role in satisfaction, its impact is not significant, possibly due to other factors, such as the ease of app usage, fast delivery, and user experience, being more dominant. Delivery speed, which is directly related to convenience and efficiency, is a significant factor in creating satisfaction, with on-time delivery enhancing the positive perception of the service. Therefore, to improve consumer satisfaction, online food ordering providers should focus on offering fair pricing, ensuring fast delivery, and providing a seamless user experience. While food quality remains important, its impact is more limited in this context.

Limitations of the Study

This study has several limitations that should be taken into consideration. First, the sample being limited to users of online food ordering apps in Surakarta, Indonesia, restricts the generalizability of the findings to other regions or cultures. Second, the use of a quantitative method with an electronic questionnaire distributed via WhatsApp may affect the accuracy of responses, as there was no direct control over the respondents' understanding and engagement. Third, this study did not measure other external variables that may influence satisfaction, such as brand perception or customer service experiences, which could play a significant role in consumer satisfaction. Additionally, the insignificant effect of food quality suggests that other factors, such as situational influences or usage context, require further exploration.

Suggestions for Future Research

Future research is suggested to expand the sample population across different regions and demographic groups to enhance the generalizability of the findings. Moreover, employing a mixed-methods approach, combining both quantitative and qualitative data, would help to explore consumer perceptions and experiences that cannot be fully explained by numbers alone. Further studies could also investigate external variables, such as brand image, customer service, or emotional factors, that may impact consumer satisfaction. Longitudinal studies that observe changes in consumer perceptions over time can provide deeper insights into the factors that contribute to maintaining long-term customer satisfaction.

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