



**THE IMPACT OF E-SERVICE QUALITY ON CUSTOMER
SATISFACTION AND LOYALTY IN THE FOOD DELIVERY
INDUSTRY: A STUDY OF FOOD PANDA'S MYANMAR,
YANGON**

A Thesis Presented

by

KHINE ZAR THWE

Submitted to the Swiss School of Business Research
in partial fulfillment
of the requirements for the degree of

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Khin Zar Thwe

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ABSTRACT

This study focuses on "Improving E-Service Quality for Enhanced Customer Satisfaction: A Case Study on Food Panda in Yangon." The problem identified is the need for Food Panda to enhance its e-service quality dimensions to boost customer satisfaction and loyalty. We employed a quantitative survey methodology, collecting data from 385 online survey respondents. However, the study's scope is limited to Food Panda's operations in Yangon, and may not fully represent Food Panda's performance in other regions or globally. The research identified six dimensions of e-service quality, namely reliability, responsiveness, website design, ease of use, security, and delivery performance. Data analysis from IBM SPSS statistics program revealed that while all service dimensions positively correlated with customer satisfaction, reliability and responsiveness had the most significant impact. The study found no substantial link between website design, ease of use, security, delivery performance, and customer satisfaction. Recommendations for Food Panda include prioritizing reliability, enhancing communication, and responsiveness, strengthening security measures, regular evaluation of website design, and continuous monitoring and analysis of customer satisfaction levels. Additional suggestions include rider training, personalization, and regular performance evaluation. These measures aim to enhance customer satisfaction and loyalty, thus maintaining Food Panda's competitive edge in the online food delivery industry.

Key words: E-Service Quality, Customer Satisfaction, Food Panda, Reliability, Responsiveness, Performance Evaluation.

TABLE OF CONTENTS

Chapter	Particular	Page
	Acknowledgement	i
	Abstract	ii
	Table of Contents	iii
	List of Tables	v
	List of Figures	vi
I	Introduction	05
	1.1 Background information of the Study	05
	1.2 Problem Statement of the Study	07
	1.3 Objective of the Study	08
	1.4 Research Questions of the Study	08
	1.5 Scope and Limitation of the Study	09
	1.6 Organization of the Study	10
II	Literature Review	11
	2.1 Introduction and Importance of Subject Area	11
	2.2 Theoretical Concepts and Principles	11
	2.3 Variables of the Study	13
	2.4 Review of Empirical Studies	17
	2.5 Conceptual Framework of the Study	18
III	Methodology	19
	3.1 Research Methods	19
	3.2 Research Design	19
	3.3 Data Collection Method	20
	3.4 Ethical Consideration	20

Chapter	Particular	Page
IV	Analysis and Results	22
	4.1 Description of Population and Sample	22
	4.2 Statistical Analysis and Interpretation of Results	22
V	Conclusion	44
	5.1 Findings and Discussions	44
	5.2 Suggestions and Recommendations	45
	5.4 Suggestions for Further Research	47
	References	
	Appendix	

LIST OF TABLES

Table	Particular	Page
4.1	Age of Respondents	22
4.2	Gender of Respondents	24
4.3	Education Levels of Respondents	25
4.4	Monthly Income of Respondents	26
4.5	Occupation of Respondents	27
4.6	Reliability Test	29
4.7	Website design	30
4.8	Ease of use	31
4.9	Responsiveness	33
4.10	Security	34
4.11	Delivery performance	35
4.12	Reliability	36

CHAPTER I

INTRODUCTION

In this competitive business environment, there are many forms of differential advantages organizations possess such as cost competitive advantage, great customer service, etc. Have some competitive advantages provide a business to be an outstanding organization among its competitors. The most valuable asset for businesses is customers because the day organizations do not have customers is the day the organizations will get out of the market (Ba, 2006). Finding new customers is very costly so if an organization has enough satisfied customers, those satisfied customers will lead to new customers. The advent of technology has revolutionized the way businesses operate and has significantly transformed the relationship between businesses and their customers (Chang, 2009). One industry that has been greatly affected by this shift is the food delivery industry. In recent years, the food delivery industry has experienced a surge in demand, with customers now able to order food from their favorite restaurants with just a few clicks on their smartphones.

One of the key factors that determine the success of businesses in this industry is the quality of their e-services. E-service quality refers to the extent to which businesses provide efficient and effective services through their online platforms. Customers are increasingly using online platforms to order food, and as such, the quality of e-services provided by food delivery companies has become a critical factor in customer satisfaction and loyalty (Sidharta, 2021). The food delivery industry in Myanmar is growing at an unprecedented rate, with new players entering the market regularly. Food Panda is one of the leading food delivery companies in Myanmar, and its success in the market is largely attributed to its ability to provide high-quality e-services to its customers. The objective of this study is to examine the impact of e-service quality on customer satisfaction and loyalty in the food delivery industry, with a specific focus on Food Panda's operations in Yangon, Myanmar. This study, data has been collected from Food Panda Myanmar to find out the various perspective point of the E-service quality factors and impact of those factors on customers satisfaction and specifically focuses on the assessment of E-service intention for the usage from the various customer based.

1.1 Background information of the Study

The food delivery industry has witnessed tremendous growth in recent years, owing to the increasing number of customers who prefer to order food from the comfort of their homes (Dwi Suhartanto, 2016). In Myanmar, the food delivery industry is experiencing significant growth, with many companies entering the market to tap into the growing demand. One of the leading players in the Myanmar food delivery industry is Food Panda. Food Panda is a global online food ordering and delivery marketplace, with operations in over 40 countries, including Myanmar (FoodPanda, 2023). The company offers a convenient and efficient way for customers to order food from their favorite restaurants through its online platform (Eaint, 2022).

With the increasing use of online platforms to order food, the quality of e-services provided by food delivery companies has become a crucial factor in customer satisfaction and loyalty. E-service quality refers to the extent to which businesses provide efficient and effective services through their online platforms (Santos, 2003). The success of food delivery companies is heavily dependent on the quality of their e-services, and as such, it is essential for companies like Food Panda to ensure that their e-services meet the expectations of their customers.

Research has shown that e-service quality has a significant impact on customer satisfaction and loyalty in various industries, including the food delivery industry. Studies have identified several dimensions of e-service quality, including website design, ease of use, responsiveness, security, delivery time and reliability (Ba & Johansson, 2008). These dimensions have been found to be critical in determining customer satisfaction and loyalty. Food Panda is one of the leading food delivery companies in Myanmar, providing services in Yangon, Mandalay, and other cities. The company has experienced significant growth in recent years, with an increasing number of customers using its platform to order food. However, with the growing competition in the industry, it is crucial for Food Panda to maintain and improve its e-service quality to meet customer expectations and retain its market position.

Therefore, this study aims to examine the impact of e-service quality on customer satisfaction and loyalty in the food delivery industry, with a specific focus on Food Panda's operations in Yangon, Myanmar. The study will provide insights into the level of e-service quality provided by Food Panda and its impact on customer

satisfaction and loyalty. The findings of this study will be valuable to food delivery companies, particularly Food Panda, in improving their e-service quality and enhancing customer satisfaction and loyalty.

1.2 Problem Statement of the Study

The food delivery industry in Myanmar has experienced rapid growth in recent years, with the increasing demand for online food delivery services. Food Panda is one of the leading food delivery companies in Myanmar, providing services in Yangon, Mandalay, and other cities. The success of Food Panda and other food delivery companies depends largely on their ability to provide high-quality e-services that meet customer needs and expectations (Eaint, 2022).

While the importance of e-service quality in the food delivery industry is widely recognized, there is a lack of research on the impact of e-service quality on customer satisfaction and loyalty in Myanmar. This gap in knowledge presents a research problem that needs to be addressed to provide insights into the factors that influence customer satisfaction and loyalty in the food delivery industry in Myanmar. Therefore, the study examines to analysis E-service quality dimension and impact of those dimension on customer satisfaction, the factors that influence consumer usage of Food Panda's services in Myanmar with special evidence to website design, Ease of use, Responsiveness, Security, Delivery time, and Reliability.

1.3 Objective of the Study

The main objective of this thesis is to measure E-service quality of Food Panda Myanmar service in Yangon. This can be broken down into the following specific objectives.

- 1.To reveal the E-service quality dimensions in Food Panda Myanmar service in Yangon.
- 2.To examine the effect of the E-service quality dimensions on customer satisfaction in Food Panda Myanmar service in Yangon.
- 3.To identified the important dimensions that need to improve service quality

4. To investigate the effect of customer satisfaction on customer loyalty of customer at Food Panda Myanmar.

1.4 Research Questions of the Study

1. What is the relationship between E-service quality and customers' satisfaction of Food Panda Myanmar?
2. Which E-service quality factor has the most impact on customer satisfaction of Food Panda Myanmar?
3. What is the effect of customer satisfaction on customer loyalty of customer at Food Panda Myanmar?

1.5 Scope and Limitation of the Study

This study aims to examine the impact of e-service quality on customer satisfaction and loyalty in the food delivery industry, with a specific focus on Food Panda's operations in Yangon, Myanmar. The study will explore the level of e-service quality provided by Food Panda and its impact on customer satisfaction and loyalty in the context of the food delivery industry in Myanmar.

The study will focus on customers who have used Food Panda's e-services to order food in Yangon, Myanmar. The sample size will be determined based on the number of customers who have used Food Panda's e-services in Yangon, Myanmar. The study will use a survey method to collect data from the customers, and the data analysis will be conducted using statistical tools such as regression analysis and structural equation modeling.

The research questionnaire was collected via online survey due to the condition in Myanmar. Because of it has a largest customer group in Food Panda Myanmar the research sample consists of only 385 customers with the requirement that they are currently using the Food Panda Myanmar's service offering. There is also time limitation to get all of the customer's feedback and collect the data. Therefore, there might have samples outcomes from questionnaires, had it been conducted at different location. There was limited prior literature studied on research concerning the factors influencing toward usage of Food Panda Service in Myanmar.

Since the nature and consumer tendency of food delivery industry is very private and the respondents might find it or unease to answer the questionnaire because they might feel awkward. This study mainly focuses on E-service quality which has Six dimensions and customer satisfaction on the service provided by Food Panda Myanmar service in Yangon. Total sample size is 385 customers from Food Panda Myanmar's service users in Yangon.

Due to the time constraints the sample size of consumer group is limited to 385 samples which are relatively lower considering the size nationwide coverage of service. The study required inclusion of more participants from other customers. Moreover, Due to the limitation of questionnaires to keep the correspondents engaged, there is only simple information included in questionnaires and many other factors, although considered, could not present in this study. This questionnaires survey is expected to acquire precious data spreading different genres including all Myanmar people, regardless of gender, marital status, occupation, age, and income. However, the method of distributing the survey has some limitation to reach the nationwide coverage of Myanmar people.

1.6 Organization of the Study

This study contains five chapters. In the first chapter, background information, the problem statement, the purpose, the research questions, the scope and limitations of the investigation and the organization of the study are provided. The second chapter elaborates on the literature review, topic area introduction and significance, theoretical concepts and principles, study variables, review of empirical investigations, and conceptual framework of the study. Chapter 3 covers methodology, research methodologies, research design, data collection method, and ethical considerations. Chapter 4 analyzes analysis and outcomes, population and sample description, statistical analysis, and results interpretation. The chapter 5 contains the conclusion, findings and discussions, recommendations, and proposals for additional research.

CHAPTER II

LITERATURE REVIEW

2.1 Introduction and Importance of Subject Area

This chapter provides an overview of previous research related to the topic, as well as an explanation of the central concept that forms the backbone of this subject matter. In the age of digital transformation, e-service quality is an influential factor in the food delivery industry, impacting customer satisfaction and loyalty. E-service quality refers to the overall assessment and judgment of the excellence of e-service in the context of the unique characteristics of the digital environment. In this sense, it is the customers' perception of how well a service provider delivers on customer expectations. In the competitive food delivery market, companies like Food panda in Myanmar, Yangon, are focusing more on improving their e-service quality to attract, satisfy, and retain customers (Eaint, 2022). The success of these businesses largely depends on their ability to meet or exceed customer expectations in delivering orders accurately and on time, managing customer inquiries and complaints effectively, and providing a user-friendly online ordering platform. Moreover, this chapter presents a critical review of empirical literature on e-service quality and its impact on customer satisfaction and loyalty conducted by other researchers. A concerted attempt is made to investigate the role of e-service quality in shaping customer satisfaction and loyalty in the food delivery industry. The implications of such a study have far-reaching consequences, given the increasing reliance on food delivery services in the fast-paced world today.

2.2 Theoretical Concepts and Principles

2.2.1 Nature and Characteristics of E-Services

It is utmost important to explore the distinctive features of e-services, because recognition of these special characteristics will provide insights for enlightened and innovative management. Services have a number of unique characteristics that make them different from products. Most commonly accepted characteristics are discussed

in following sections. The nature and characteristics of e-services play a crucial role in shaping customer experiences and perceptions, especially in the context of the food delivery industry (Chang, 2009). E-services, or electronic services, represent a broad category of services delivered over the internet. The e-service quality of food delivery platforms like Food panda has a profound impact on customer satisfaction and loyalty. Loyal customers are likely to make repeat purchases, recommend the service to others, and show a higher tolerance for price changes (Eaint, 2022). This underscores the importance of understanding and enhancing e-service quality in the food delivery industry. Thus, the characteristics of e-services pose unique challenges and opportunities for businesses in the food delivery sector (Blanchard, 2004). By understanding these attributes and tailoring their services accordingly, businesses like Food panda can enhance customer satisfaction and loyalty, and hence, their market position.

2.2.2 E-service quality (EQ)

E-service quality (EQ) has emerged as a significant area of research in the field of service marketing due to the advent and growing prevalence of online businesses. The concept of service quality has evolved from traditional settings to the electronic environment, leading to a need for new measurement scales.

1. **Evolution of Service Quality:** Pioneering work by Cronin and Taylor (1992) and Zeithaml et al. (2002) laid the groundwork for understanding service quality. Their work demonstrated the critical role service quality plays in driving business sustainability and competitive advantage.
2. **SERVQUAL:** A landmark development in service quality measurement was the creation of the SERVQUAL model by Parasuraman et al. (1988). It measures service quality across five dimensions: tangibles, reliability, responsiveness, assurance, and empathy. The model has been widely used in a variety of industries to gauge customer expectations and perceptions of service quality.
3. **ES-QUAL and E-RecS-QUAL:** Recognizing the changing dynamics of service delivery in the internet age, Parasuraman et al. (2005) expanded on their previous work to develop two new measures: ES-QUAL and E-RecS-

QUAL. ES-QUAL assesses four dimensions of website service quality: efficiency, fulfillment, system availability, and privacy. Meanwhile, E-RecS-QUAL focuses on three dimensions associated with recovery services: responsiveness, compensation, and contact.

In the context of the food delivery industry, and Foodpanda in Myanmar, Yangon specifically, e-service quality is of paramount importance. The shift to online food ordering has underscored the need to deliver superior e-service quality to ensure customer satisfaction and loyalty. Efficiency relates to the ease with which customers can navigate the Food panda website or app, find what they're looking for, and place an order. Fulfillment concerns the accuracy of orders and timely delivery, while system availability refers to the uptime of the website or app. Privacy is also crucial, as customers need to trust that their personal and payment information is secure.

In situations where things go wrong, the quality of recovery services (E-RecS-QUAL) can significantly impact customer satisfaction and future loyalty. Responsiveness in resolving issues, providing appropriate compensation for errors, and the ease of contact with customer service representatives all contribute to the overall perception of e-service quality (Dwi Suhartanto, 2016). Thus, e-service quality is a complex, multi-dimensional construct that directly impacts customer satisfaction and loyalty in the food delivery industry. For businesses like Food panda, it's essential to understand and optimize these dimensions to maintain a competitive edge in this rapidly evolving market.

2.3 Variables of the Study

Understanding the dimensions of e-service quality is essential to develop effective strategies for improving customer satisfaction and loyalty. In the context of the food delivery industry, e-service quality dimensions such as website design, ease of use, responsiveness, security, delivery time, and reliability play a pivotal role.

Website Design

The design of the website or application is a key determinant of e-service quality. In the realm of food delivery services, an intuitive, user-friendly, and visually appealing interface is crucial. Research indicates that website design significantly

impacts customer satisfaction and loyalty, with customers preferring websites that are easy to navigate and visually appealing (Santos, 2003).

Ease of Use

A user-friendly interface enhances the customer experience by making it easy for customers to find what they are looking for, place an order, and pay for it with minimal effort. Studies show that the perceived ease of use of a website or application significantly affects customer satisfaction and intention to reuse the service (Kushwah, 2014).

Responsiveness

Responsiveness, or the speed and timeliness of service delivery, is another critical dimension of e-service quality. (Biljana Angelova, 2011), describes responsiveness as the speed and timeliness of service delivery. This includes the speed of throughput and the ability of the service to respond promptly to customer service requests, with minimal waiting and queuing time. And also the former researcher argue that when the customer is kept waiting for no apparent reason creates unnecessary negative perceptions of quality. Conversely, the ability for the service to recover quickly when service fails, and exhibit professionalism will also create very positive perceptions of quality (Kushwah, 2014). When it comes to food delivery, prompt responses to customer inquiries and efficient order processing are crucial for customer satisfaction (Kotler, 2021).

Security

In an era of increasing cyber threats, the security of online transactions is of paramount importance. Customers need to trust that their personal and payment information is secure. Research shows that perceived security significantly influences customer satisfaction and loyalty in e-commerce (Sidharta, 2021). In online purchasing, another significant concern for customers is security and privacy issues. Security/privacy element deals with securing payment details and personal shared information. When online transactions are conducted, the experience is directly associated with trust level, it is expected that customer personal information is maintained and protected since online purchase process requires customers to include private and personal information like payment details and contact information. In increasing website/app credibility and to in turn increase service quality, the aspects of security and assurance need to be enhanced and highlighted for an effective and

good website/app showcases good security and privacy measures). It is also discovered that security/privacy influences customer satisfaction (Dr.R.Shanthi, 2017).

Delivery Time

Delivery can be defined as time required for the product/service between distribution and the arrival. Delivery is a very important element in online based businesses because delivery delay problems can occur which can be a problem since consumers need the delivery to be made in order to consume the products/services. For that reason, delivery factor is also considered when post purchase evaluation is made. Delayed in delivery can negatively affect consumer satisfaction and other behavioral intentions. In the food delivery industry, timely delivery is crucial for customer satisfaction. Research indicates that companies that consistently meet or exceed delivery time expectations are more likely to have satisfied and loyal customers (Kian Yeik, 2023)

Reliability

The reliability and consistency of performance of service facilities, goods and staff is seen as important (Sidharta, 2021) This includes punctual service delivery and ability to keep to agreements made with the customer. According to (Pratiwi, 2021) reliability is the ability to perform the promised service both dependably and accurately with error free. Reliability refers to the ability to deliver the promised service accurately and consistently. This includes order accuracy and consistency in delivery times. Studies have found that reliability is one of the most important factors influencing customer satisfaction and loyalty in e-services (Kian Yeik, 2023).

Customer satisfaction definition

According (Biljana Angelova, 2011), customer satisfaction is a term used to describe the client's mind set when acquiring goods from the company. Customer satisfaction is a broad word that includes feedback, surveys, and ratings, among others. All of information helps to determine the psychiatric condition of the buyer. Customer satisfaction indicates how pleased a company's consumers are with its products and services. In order to boost sales and the client base, it is vital to measure customer happiness. Customer happiness is an essential element of a prosperous business. It is essential to track consumer reviews of products and services because these ratings reveal everything about product quality and where the organization should place its emphasis (Blanchard, 2004). This illustrates to the organization the level of consumer satisfaction with their work. In times of intense market rivalry, a company should always strive to provide the finest customer service possible in order to retain customers. Customer satisfaction is the most important factor for measuring customers' demands and desires and determining where an organization should concentrate its efforts (Ali Rostami, 2016).

Customer Loyalty

Customer loyalty is a critical business metric, directly affecting the success and longevity of a company. Loyalty is typically understood as a customer's consistent preference for a particular brand or service over time, leading to repeat business and, in many cases, advocacy for the brand. In the context of the food delivery industry, and specifically Food panda's operations in Myanmar, Yangon, customer loyalty is of paramount importance. The competitive nature of the industry means that maintaining customer loyalty can be challenging, requiring continuous efforts to provide superior e-service quality. Online food delivery services, factors such as order accuracy, delivery speed, and the quality of food directly influence customer loyalty. Research has consistently demonstrated a strong link between e-service quality and customer loyalty (Kian Yeik, 2023). A study by (Ansari, 2013) found that the dimensions of e-service quality, such as website design, ease of use, and responsiveness, significantly influence customer loyalty in online settings.

2.4 Review of Empirical Studies

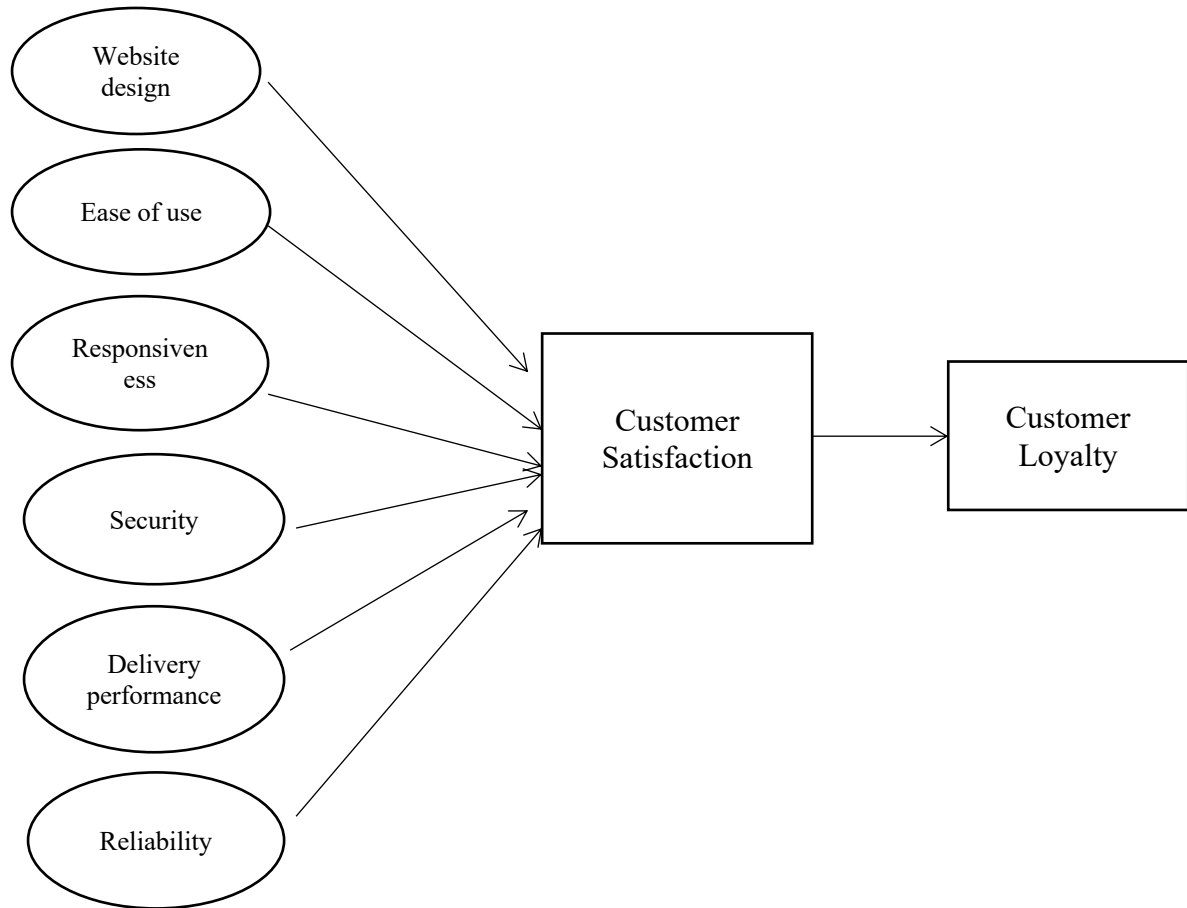
2.4.1 Previous Studies

(Wilert Puriwat, 2017) explores the impact of electronic service quality on customer satisfaction and loyalty in the context of services. The research includes 432 Thai mobile users as samples and employs Structural Equation Modeling (SEM) to analyze the effects. The study finds that electronic service quality significantly influences customer satisfaction and loyalty. Among various dimensions, trust, reliability, and responsiveness emerge as the top three crucial factors explaining electronic service quality. The research offers valuable insights to scholars, industry practitioners, and managers about the importance of electronic service quality in enhancing customer satisfaction and loyalty. It also underscores that different dimensions of electronic service quality have varied impacts on strategic implementation.

(Marliyah, 2021) researched The Effect of E-Service Quality on Satisfaction and Its Impact on Customer Loyalty. The sample size was 84. Independent factors included Website Usability, Information Quality (Information Quality), Reliability, Responsiveness, Guarantee, and Personalization. The dependent factor was customer satisfaction and customer loyalty. The study found that relationship of e-service quality has a positive and significant effect on customer satisfaction and the relationship of e-service quality has a positive and significant effect on customer loyalty.

(Kian Yeik, 2023), investigated the A model of online food delivery service quality, customer satisfaction and customer loyalty. The sample size was 307. The independent factors included Assurance, Security, System operation, while the dependent factor was customer satisfaction and customer loyalty. The study found that e-service quality dimensions had a positive relationship with customer satisfaction and customer loyalty.

2.5 Conceptual Framework of the Study



Source: Own Compilation Based on Previous Studies (2023)

The conceptual framework offers a basis for concentrating down on specific variables that will be investigated in the study. These variables are based on the literature reviewed on e-service quality, customer satisfaction and customer loyalty. The conceptual model used in this investigation is depicted in the figure that was just presented.

3.1 Research Methods

The study is a survey on the Foodpanda's consumers. Sampling size in this will be assumed 385 Food panda users in Yangon. When figure out sample size, there are critically has to determined factors inclusive of cost. The research method is developed with survey method and it is the appropriate way for providing a

quantitative description of dependent variable from the sample population. This study descriptive research design is use to gather the information, analyse the data, interpreting the findings and presenting all the results. This research also showed the relationship between Eservice quality factors which is effect for the consumer intention towards to use of Food pand's services.

3.2 Research Design

There are two main research methods, and they are Qualitative methods and Quantitative research methods. Quantitative method is to be finding out the relationship between the variables and primary goal through questionnaires survey method. This type of research involved higher targeted number of respondents which will provide the general overview of the situation. As this research paper is conducted quantitative survey method to acquire data from the respondents through an online survey.

This study focuses on Food Panda Myanmar customer population in Yangon. This study will use the random sampling technique and collect the information based on questionnaires and use the quantitative method for data analysis. Random sample of group was selected based on simple probability sampling technique. The target population in this study consists of Food Panda Myanmar users. Due to time constraints, only a small number of respondents were selected among the population, maintaining the desired accuracy and confidence at a minimum time. A population is defined as a group of people or elements that share common personality.

To perform this researcher has to draw the sample and decide on the number of respondents that researcher would like to have inside the final sample. The sample size for e using Cochran's formula, the probability of having error (e) in this sample size is considered as 0.05 (5%) and use 385 according to the calculation. According to use Cochran's formula to find sample size for unknown population with 95% interval (Bell et al., 2018).

Calculation using Cochran's formula;

e is the desired level of precision and p for the estimate proportion of the population, p is the (estimated) proportion of the population which has the attribute in question;

- $q = 1 - p$ ($p = 0.5$)
- For 95 % confidence level

- Z values is 1.96 and
- 5 percent—margin of error

$$n = \frac{((z^2)(p)(q))}{(d^2)}$$

$$= \{(1.96)^2 (0.5) (0.5)\} / (0.05)^2 = 385$$

According to the result; the sample size will be selected 385 responses. Researcher had distributed 400 questionnaires and 385 questionnaires had been collected. Therefore, the researcher used 385 respondents for this research.

3.3 Data Collection Method

This study has used quantitative survey method and data collected from respondents through an online survey. Researcher conducted the primary data collection method to collect large size of information in a short period of time. The paper form of questionnaire is suitable for the immediate collection of ideas but could be used one township and that is the wide range of populations. So that, it was decided to also create the online version of the questionnaires and sent out via email and social media when the audients must fill the answer in.

3.4 Ethical Consideration

The research conducted on "The Impact of E-Service Quality on Customer Satisfaction and Loyalty in the Food Delivery Industry: A Study of Food Panda's Myanmar, Yangon" prioritized ethical considerations at all stages of the study. Participants in this research were clearly informed about the purpose of the study, which is to investigate the impact of e-service quality on customer satisfaction and loyalty in the food delivery industry, with a specific focus on Food Panda in Yangon, Myanmar. This information was provided to ensure all participants had a clear understanding of the study's objectives and were able to make an informed decision about their involvement.

The principle of voluntary participation was strictly adhered to throughout the course of the research. Every participant was informed that their involvement was

entirely voluntary, and they were free to withdraw at any time without consequence. In addition, participants were reassured that they had complete autonomy over their responses, and were encouraged to answer each questionnaire item to the best of their ability and in a way that best represented their genuine views and experiences.

Privacy and confidentiality of the participants were emphasized in this research. The data collected was limited to participants' names and email addresses. No additional personal information was collected, and all data were stored securely, accessible only by the researcher. The anonymity of the participants was maintained, and their identities were kept confidential. Participants were assured that their information would not be disclosed to any other party and would only be used for the purposes of this study.

To further ensure confidentiality, all data collected will be aggregated and anonymized in the reporting of the research findings. The study's results will be used exclusively for academic and educational purposes and will not be utilized for commercial gain or shared with third parties, including Food Panda and other competitors. The researcher respects the right of all participants to privacy, and we are committed to maintaining the highest level of ethical conduct in this research. The term "Confidential" is included in the survey to comply with ethical requirements and assure participants that their responses will be handled with the utmost discretion.

CHAPTER IV

ANALYSIS AND RESULTS

The analytic aspect of this study is designated for the fourth chapter. The specific research, "The Impact of E-Service Quality on Customer Satisfaction and Loyalty in the Food Delivery Industry: A Study of Food Panda's Myanmar, Yangon," incorporates both descriptive and analytical research methodologies.

4.1 Description of Population and Sample

The demographic information of the respondents is studied in the research. "Demographic information allows better understanding certain background characteristics of an audience." For the better results, the gender, age, education level of the respondents, occupation and monthly income are analyzed.

4.1.1 Age

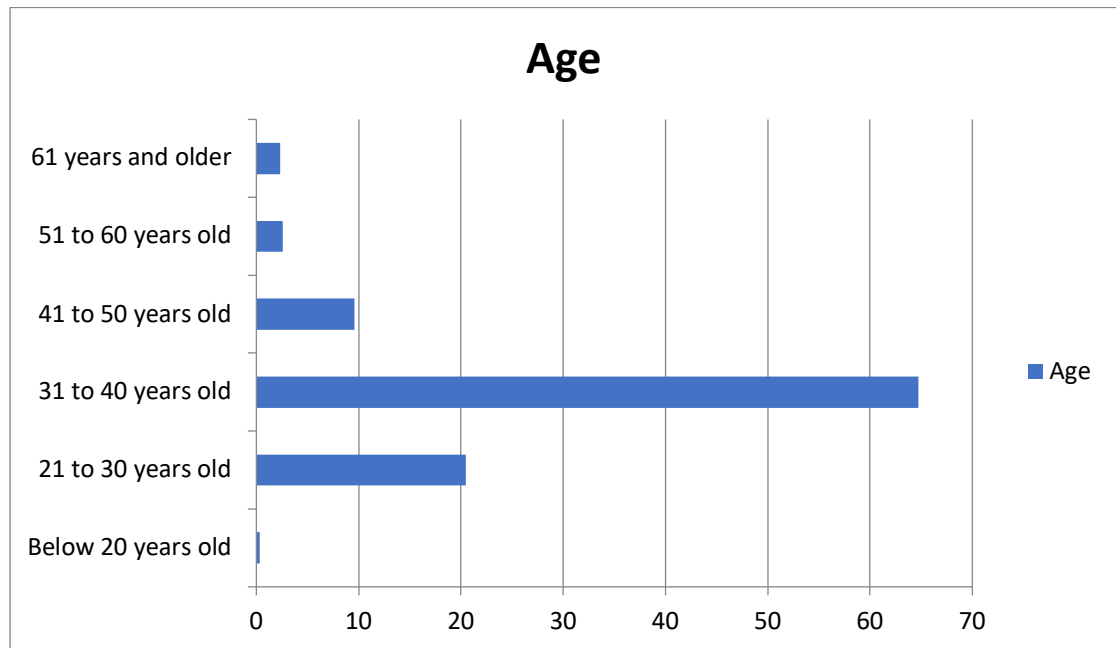
Age levels of the respondents are categorized into six groups. It is shown in the following Table 4.1.

Table (4.1) Age of Respondents

No.	Age (Years)	No. of Respondents	Percentage
1.	Below 20 years old	1	.3
2.	21 to 30 years old	79	20.5
3.	31 to 40 years old	249	64.7
4.	41 to 50 years old	37	9.6
5.	51 to 60 years old	10	2.6
6.	61 years and older	9	2.3
	Total	385	100

Source: survey Data (2023)

Figure 4.1 Age of Respondents



Source: survey Data (2023)

As indicated in the table (4.1), the predominant age group of respondents falls within the range of 31 to 40 years old, accounting for 64.7% of the total respondents. Conversely, those who are below 20 years old represent the smallest fraction of the respondents at a mere 0.3%. Respondents aged between 41 to 50 years form the next significant group, constituting 9.6% of the total. The remainder is split between respondents aged 21 to 30 years, 51 to 60 years, and those aged 61 years and older, contributing 20.5%, 2.6%, and 2.3% respectively. In essence, it can be deduced that the majority of the respondents are middle-aged, with a substantial concentration in the 31 to 40 years age bracket.

4.1.2 Gender

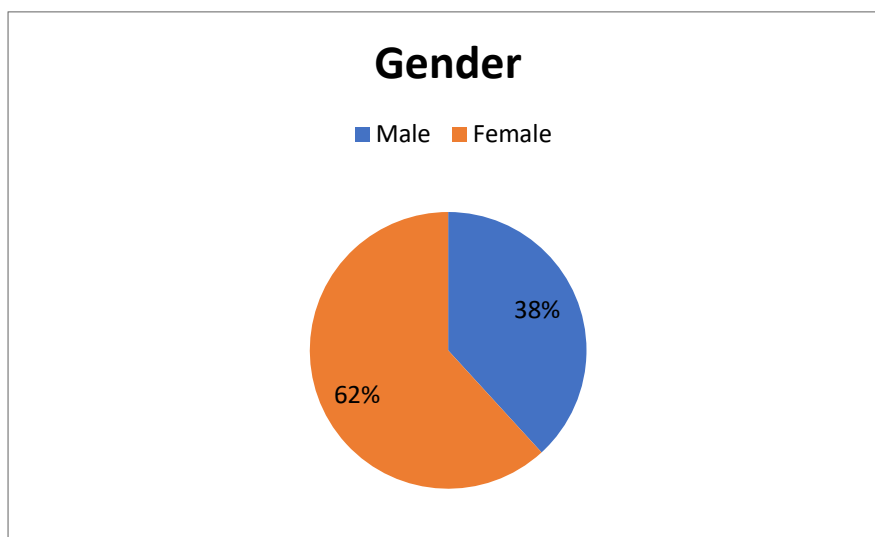
The following table describes the number of the staffs that are studied by gender.

Table (4.2) Gender of Respondents

No.		No. of Respondents	Percent
1	Male	147	38.2
2	Female	238	61.8
Total	Total	385	100

Source: survey Data (2023)

Figure (4.2) Gender of Respondents



Source: survey Data (2023)

Based on the data presented in Table (4.2), it is evident that the majority of respondents are female, comprising 61.8% of the total participants. On the other hand, males represent a smaller portion of the respondents, constituting 38.2%. Hence, it can be inferred that in the context of the study on Food Panda's service in Myanmar, Yangon, there are more female respondents than male.

4.1.3 Education Levels

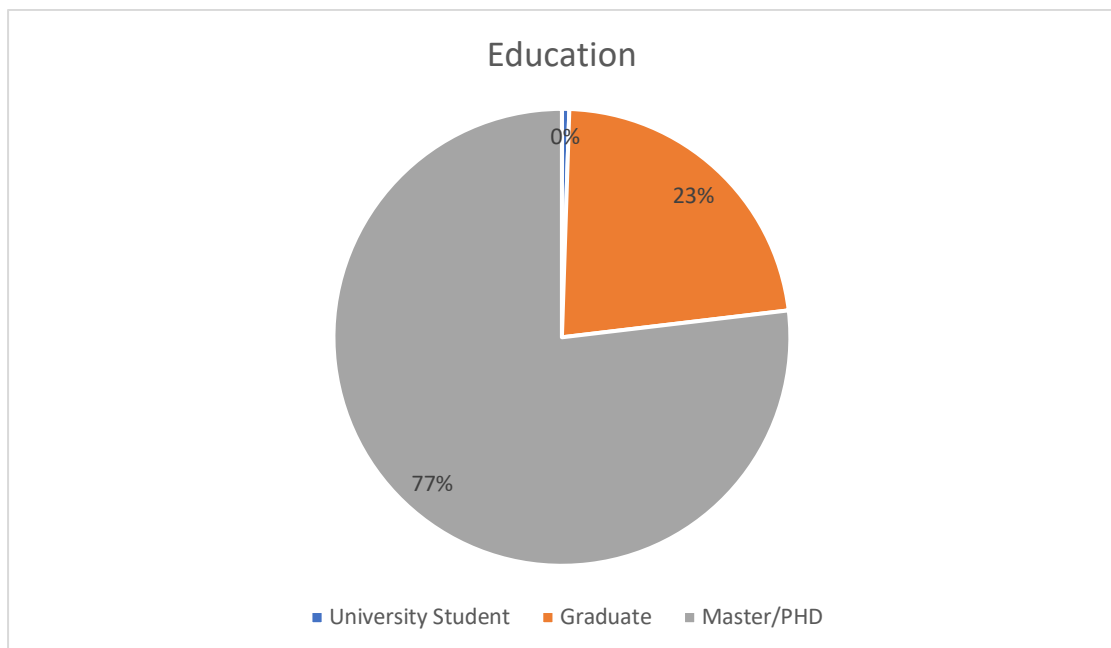
The respondents' levels of education are divided into the following four groups: high school, university student, graduate, Master/PHD. The number of respondents in each group is detailed in Table 4.3 and figure 4.3.

Table (4.3) Education Levels of Respondents

No.	Educational Level	No. of Respondents	Percentage
1.	University Student	2	0.5
2.	Graduate	87	22.6
3.	Master/PHD	296	76.9
	Total	385	100

Source: survey Data (2023)

Figure (4.3) Education Levels of Respondents



Source: survey Data (2023)

From the data provided in the table (4.3), it is apparent that a significant majority of the respondents hold a Master's degree or a PhD, accounting for 76.9% of the total. Those holding a graduate degree form the next substantial segment, making up 22.6% of the total respondents. University students represent the smallest fraction, with only 0.5% of the respondents. Thus, it can be concluded that the majority of participants in the study on the impact of e-service quality in the food delivery industry in Yangon, Myanmar, are individuals with postgraduate qualifications.

4.1.4 Monthly Income

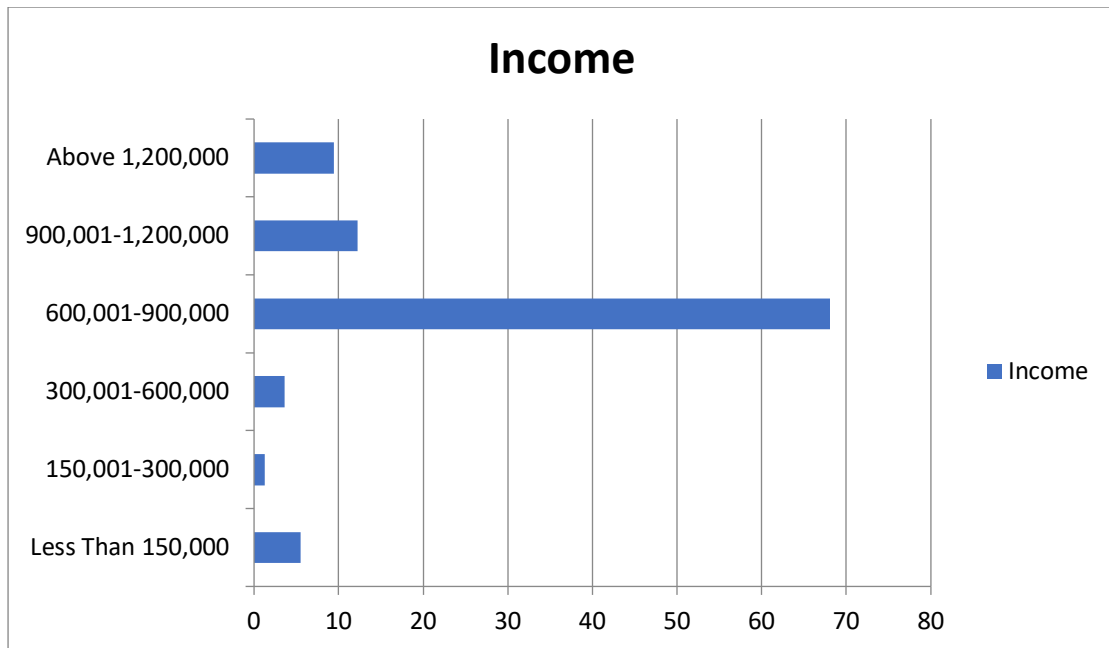
Monthly income level of the respondents is shown in Table (4.4) and Figure (4.4). The monthly income level of the respondents in the Table (4.4) shows six different states.

Table (4.4) Monthly Income of Respondents

No.	Monthly Income (Kyats)	No. of Respondents	Percentage
1.	Less Than 150,000	21	5.5
2.	150,001-300,000	5	1.3
3.	300,001-600,000	14	3.6
4.	600,001-900,000	262	68.1
5.	900,001-1,200,000	47	12.2
6.	Above 1,200,000	36	9.4
Total		385	100

Source: survey Data (2023)

Figure (4.4) Monthly Income of Respondents



Source: survey Data (2023)

Based on the data provided in Table 4.4, a significant majority of respondents, accounting for 68.1%, fall within the monthly income range of 600,001 to 900,000 Kyats. The next prominent income bracket is 900,001 to 1,200,000 Kyats, which includes 12.2% of the respondents. The smallest group, consisting of 1.3% of respondents, earn between 150,001 and 300,000 Kyats monthly. The remainder of the respondents have their monthly income distributed among the brackets of less than 150,000 Kyats (5.5%), 300,001 to 600,000 Kyats (3.6%), and above 1,200,000 Kyats (9.4%). Thus, it can be inferred that the income levels among participants in the study on Food Panda's service in Yangon, Myanmar, are generally situated within the 600,001 to 900,000 Kyats range.

4.1.5 Occupation

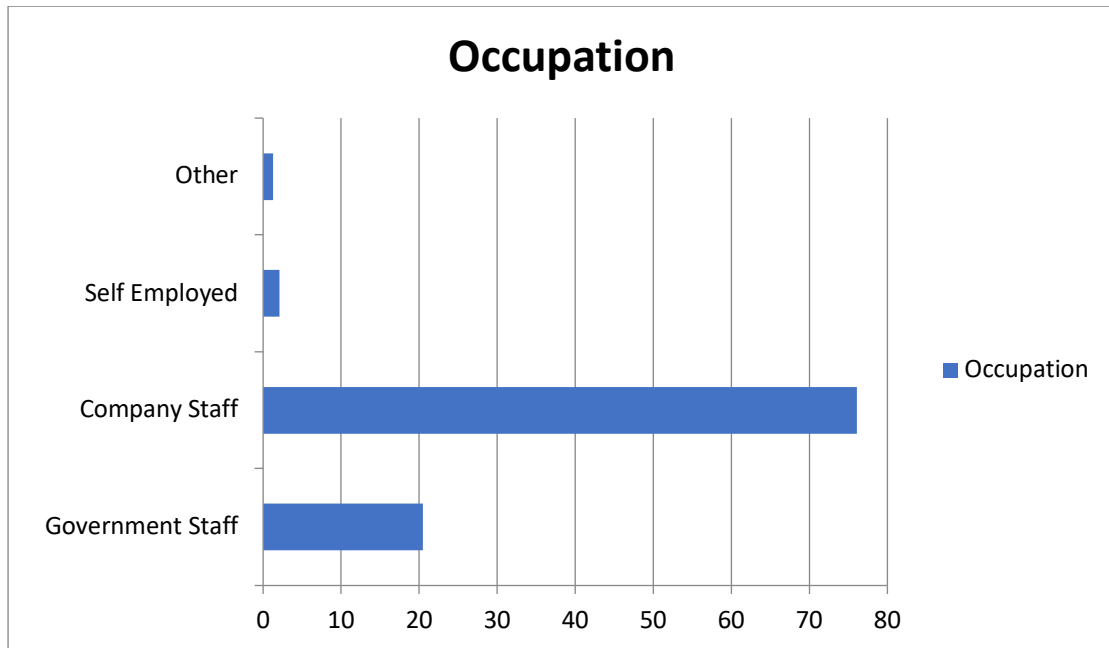
The occupations of the respondents are studied as well. To get the better results, there are predefined six options are given in the survey.

Table 4.5 Occupation of Respondents

No.	Position	No. of Respondents	Percentage
1	Government Staff	79	20.5
2	Company Staff	293	76.1
3	Self Employed	8	2.1
4	Other	5	1.3
	Total	385	100

Source: survey Data (2023)

Figure (4.5) Position of Respondents



Source: survey Data (2023)

As per the data in the table (4.5), it is observed that the majority of respondents are company staff, accounting for a substantial 76.1% of the total participants. This is followed by government staff who make up 20.5% of the respondents. Self-employed respondents and those under the category of 'other' represent a smaller segment, constituting 2.1% and 1.3% of the total respondents respectively. Hence, it can be said that in the context of this study on the impact of e-

service quality on customer satisfaction and loyalty in the Food Panda's food delivery service in Yangon, Myanmar, the most prevalent occupational groups are company and government staff.

4.1.6 Statistical Analysis and Interpretation of Results

The reliability analysis of the study according to the collected data from the 300 respondents and following is the results value of the analysis (Bell, Bryman, & Harley, 2019). In 1951, Lee Cronbach developed the Cronbach's alpha, " α " that can measure reliability and that is a measurable tool for the questionnaires with 5 Point Likert scale survey (Bell, Bryman, & Harley, 2019). A rule of scan for interpreting alpha for the construct variables are $\alpha \geq 0.9$ as Excellent, $0.9 > \alpha \geq 0.8$ as Good, $0.8 > \alpha \geq 0.7$ as Acceptable, $0.7 > \alpha \geq 0.6$ as Questionable, $0.6 > \alpha \geq 0.5$ as Poor and $0.5 > \alpha$ as Unacceptable. Usually, the scores of alphas more than 0.7 is reliable and consistent (Kilic, 2016). But, the scores of alphas are poor level that the questionnaires may not enough or not relevant items (Bell, Bryman, & Harley, 2019).

Table (4.6) Reliability Test

Construct Reliability	Number of items	Cronbach's Alpha
Website Design	5	0.561
Ease of Use	5	0.560
Responsiveness	5	0.778
Security	5	0.844
Delivery performance	5	0.561
Reliability	5	0.807
Customer Satisfaction	5	0.736
Customer Loyalty	6	0.79

Source: survey Data (2023)

According to the Table (4.6), the Cronbach's Alpha scale of the questions are more than 0.5 and can be regarded as all the questionnaires are reliable and precise to use in the study.

4.2 Statistical Analysis and Interpretation of Results

To measure the E- service quality, five dimensions are used in this study. The mean value of website design, ease of use, responsiveness, security, delivery performance, and reliability will represent customers opinion on the E service quality offered by the Food Panda. The dimension was measured by 5 points Likert scale. Scores are set as 1= Strongly Disagree, 2= Disagree, 3= Neutral, 4= Agree and 5= Strongly Agree. Then, to make easy interpretation, the following ranges of values are reassigned to each scale (Bryman, 2011).

1.00-1.80	Strongly Disagree
1.81-2.60	Disagree
2.61-3.40	Neutral
3.41-4.20	Agree
4.21-5.00	Strongly Agree

4.2.1 Website design

The table (4.7) displays client feedback regarding the website design provided by the service provider. Respondents rank the provider's practical service from lowest rating (1) to the rating (5).

Table (4.7) Website design

Particular	Mean	Standard Deviation
Food Panda application has good layout and visual effect.	3.88	0.54

Food Panda application has unique layout design.	3.96	0.41
Food Panda application 's products can be illustrated.	4.00	0.53
Food Panda application perform in terms of loading speed.	3.84	0.63
Food Panda application is easy to complete an order on the Food Panda application.	4.05	0.23
Overall Mean	3.95	

Source: survey Data (2023)

All the mean values in Table (4.7) reflect aspects of the Food Panda application's design. The highest mean value, which stands at 4.05, indicates that respondents find it easy to complete an order on the Food Panda application. This highlights the effectiveness of the application's transaction process and its user-friendly nature. On the other hand, the performance of the Food Panda application in terms of loading speed get the lowest mean value, at 3.84, suggesting that users may have had some issues with the application's speed. Hence, Food Panda may want to focus on improving the efficiency of its loading times for better user experience. The overall mean score is 3.95, which signifies that users generally have a positive view of the Food Panda application's design.

4.2.2 Ease of use

Ease of use is measured by five factors in this study. Means of all variables are shown to analyze responses of ease of use are shown in Table (4.8).

Table (4.8) Ease of use

Particular	Mean	Standard Deviation
Food Panda application 's information search fast and convenient.	3.89	.521

Food Panda application payment process easy to control	4.00	.250
Food Panda has flexible and varied payment ways	3.89	.575
Food Panda application can save reservation time of the products	4.26	.472
I can easily find and apply promotional codes or discounts on the Food Panda.	4.02	.318
Food Panda application 's information search fast and convenient.	3.89	.521
Overall Mean	3.99	

Source: survey Data (2023)

According to table (4.8), The feature that scored the highest mean value, 4.26, is the application's ability to save reservation time of the products. Thus, Food Panda should maintain and even enhance this functionality to continue meeting and exceeding customer expectations. However, the feature with the lowest mean value, at 3.89, is the application's speed and convenience in providing information. This suggests that Food Panda should work on improving its information search feature to provide a more efficient and quicker service, thereby increasing customer satisfaction. The overall mean value of the ease of use is 3.99. Thus, it can be concluded that the customers are agreed to the ease of use.

4.2.3 Responsiveness

Responsiveness can be measured by the amount of time required to address customer-reported issues and the duration of the subsequent response. In the competitive service sector, the provider must quickly resolve difficulties. Table (4.9) displays the outcome of a customer evaluation of the service provider's responsiveness.

Table (4.9) Responsiveness

Particular	Mean	Standard Deviation
Employees of Food Panda tell me exactly when the service will be performed.	4.09	.420
The behavior of rider in food panda instills confidence in customers.	4.04	.236
Employees of Food Panda give me prompt service about the application.	4.03	.370
I am satisfied with the response time for resolving issues related to my order on Food Panda..	4.06	.345
Food Panda's order update process is efficient (order confirmation, dispatching, etc.).	4.02	.398
Overall Mean	4.05	

Source: survey Data (2023)

From the data in Table (4.9), the attribute scoring the highest mean value, 4.09, is the employees of Food Panda clearly communicating when the service will be performed. This indicates a strong performance in this area and Food Panda should strive to maintain and further refine this aspect to continue meeting and surpassing customer expectations. On the other hand, the aspect with the lowest mean value, 4.02, is Food Panda's order update process, which includes order confirmation, dispatching, and other similar steps. This suggests that Food Panda could work on enhancing the efficiency of this process to provide a smoother, more effective service, which could in turn boost customer satisfaction levels. The overall mean value for the category of Responsiveness is 4.05, which is relatively high. This indicates that customers generally agree that Food Panda exhibits a good level of responsiveness.

4.2.4 Security

The following table (4.10) describe the outcome of a customer evaluation of the service provider's security.

Table (4.10) Security

Particular	Mean	Standard Deviation
Employees of Food Panda tell me exactly when the service will be performed.	4.09	.420
The behavior of rider in food panda instills confidence in customers.	4.04	.236
Employees of Food Panda give me prompt service about the application.	4.03	.370
I am satisfied with the response time for resolving issues related to my order on Food Panda..	4.06	.345
Food Panda's order update process is efficient (order confirmation, dispatching, etc.).	4.02	.398
Overall Mean	4.05	

Source: survey Data (2023)

According to table (4,10), the highest mean value is 4.09 for when employees of Food Panda provide clear communication on when the service will be performed. This instills a sense of security in customers due to clear communication, and Food Panda should continue to uphold and enhance this service to further strengthen customer trust and satisfaction.

The lowest mean value, at 4.02, is the efficiency of Food Panda's order update process, which includes aspects like order confirmation, dispatching, etc. This suggests that there may be room for improvement in enhancing the security feeling during these processes, perhaps by providing more timely or detailed updates to keep the customers informed, thus fostering increased customer satisfaction. The overall mean value for the Security category is 4.05. This indicates that customers are

generally in agreement that Food Panda provides a secure service, adding to the overall positive user experience.

4.2.5 Delivery performance

Table (4.11) outlines the delivery performance to which the service provider can meet the needs of particular clients.

Table (4.11) Delivery performance

Particular	Mean	Standard Deviation
Food Panda's rider to be professional and courteous	3.89	.519
In my experience, Food Panda successfully fulfilled the order as per your specifications (correct dishes, special requests, etc.)	4.00	.250
Food Panda generally been delivered within the estimated time	3.89	.573
I am satisfied with the accuracy of the delivery time provided by Food Panda.	4.26	.472
Food Panda adequately compensates or resolves issues when there are delivery problems (like late delivery, wrong order, etc.).	4.02	.318
Overall Mean	4.01	

Source: survey Data (2023)

According to Table (4.11), the element that scored the highest mean value, 4.26, is the satisfaction with the accuracy of the delivery time provided by Food Panda. This indicates that customers are largely satisfied with the time estimates provided by Food Panda, which contributes to a positive ordering experience. To ensure continued customer satisfaction, Food Panda should aim to maintain and further improve the accuracy of its delivery time estimates. Conversely, two aspects share the lowest mean value of 3.89: the professionalism and courtesy of Food

Panda's riders and the delivery generally being within the estimated time. This suggests that Food Panda may need to focus on improving these areas. For instance, additional training could be provided to riders to enhance their professionalism and courtesy, while efforts could be made to ensure that deliveries are made more consistently within the estimated times. With an overall mean value of 4.01 for Delivery Performance, it can be concluded that customers are generally satisfied with this aspect of Food Panda's service.

4.2.6 Reliability

Food Panda must be capable of delivering the offered services with precision and dependability. To retain its current customer, Food Panda must deliver the promised services. The expertise of the team is crucial to the delivery of accurate services. Customers' confidence in their present service provider is depicted in Table (4.12).

Table (4.12) Reliability

Particular	Mean	Standard Deviation
When Food Panda promises to do something by a certain time, it does so.	3.56	.648
When there is a problem; Food Panda application system quick support and shows a sincere interest in solving it.	3.76	.497
Food Panda application system performs the service right first time.	3.68	.670
Food Panda application system provides its services at the time it promises to do so.	4.05	.697
Food Panda application insists on error-free records.	3.76	.554
When Food Panda promises to do something by a certain time, it does so.	3.56	.648
Overall Mean	3.73	

Source: survey Data (2023)

Based on the data in Table (4.12), the highest mean value is 4.05, associated with Food Panda providing its services at the time it promises to do so. This shows a high level of reliability in terms of service delivery timeliness, and Food Panda should continue to uphold and enhance this aspect to further ensure customer satisfaction and trust. Contrarily, the feature with the lowest mean value of 3.56 is related to Food Panda fulfilling its promises to do something by a certain time. This suggests that there might be inconsistencies in keeping to promised timelines, which could affect the perception of reliability. Food Panda should focus on improving this aspect, perhaps through better time management or more accurate estimation of service delivery times, in order to increase customer satisfaction. The overall mean score for Reliability is 3.73, which suggests that while customers generally find Food Panda reliable.

4.2.7 Overall Mean for Customer's Perception on E- Services Quality

The study focused on the factor of E-service quality includes five dimensions website design, ease of use, responsiveness, security, delivery performance, and reliability dimension will represent customers opinion on the e service quality offered by the Food Panda. The overall means of e service quality variables of the study are shown in Table (4.13).

Table (4.13) Overall Mean of Customer's Perception on E-Service Quality

Sr. No.	Variable	Mean (x)
1	Website design	3.95
2	Ease of use	3.99
3	Responsiveness	4.05
4	Security	4.05
5	Reliability	3.73
6	Delivery performance	4.01

Source: Survey Data, (2023).

According to Table 4.13, customers' perception on e-service quality factors are good because their overall mean values are ranging from 3.73 to 4.05. Among the factors of e service quality, customers assumed that the responsiveness and security is the best because this overall mean is the highest among the e service quality factors. The customer perception of website design factor is not as good as other service quality factors because its overall mean values are the lowest among five factors.

4.3 Analyzing the Relationship between the E-service quality dimensions on customer satisfaction in Food Panda Myanmar service in Yangon

A Pearson product-moment correlation coefficient was computed to assess the relationship between e service quality dimension and customer satisfaction at Food Panda Myanmar service in Yangon. Correlation refers to a technique used to measure the relationship between two or more variables. When two things are correlated, it means that they vary together (Emma Bell, 2022). Positive correlation means that high scores on one are associated with high scores on the other, and that low scores on one are associated with low scores on the other. Negative correlation, on the other hand, means that high scores on the first thing are associated with low scores on the second. Negative correlation also means that low scores on the first are associated with high scores on the second. The results are shown in (Table 4.14).

Table (4.14) The Relationship between the E-service quality dimensions on customer satisfaction in Food Panda Myanmar service in Yangon

Correlations									
		Web	Ease of use	Responsive	Security	Deleperformance	Customersat	Reliability	Customer Loyalty
Web	Pearson Correlation	1	.314**	.092	.141**	.315**	.087	.362**	.334**
	Sig. (2-tailed)		.000	.073	.006	.000	.277	.000	.000
	N	385	385	385	385	385	385	385	385
Ease of use	Pearson Correlation	.314**	1	.181**	.256**	.999**	.276**	.748**	.482**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000	.000
	N	385	385	385	385	385	385	385	385
Responsive	Pearson Correlation	.092	.181**	1	.158**	.176**	.521**	.271**	.232**
	Sig. (2-tailed)	.073	.000		.002	.001	.000	.000	.000
	N	385	385	385	385	385	385	385	385
Security	Pearson Correlation	.141**	.256**	.158**	1	.253**	.317**	.247**	.302**
	Sig. (2-tailed)	.006	.000	.002		.000	.000	.000	.000
	N	385	385	385	385	385	385	385	385
Deleperformance	Pearson Correlation	.315**	.999**	.176**	.253**	1	.269**	.748**	.480**
	Sig. (2-tailed)	.000	.000	.001	.000		.001	.000	.000
	N	385	385	385	385	385	385	385	385
Customersat	Pearson Correlation	.087	.276**	.521**	.317**	.269**	1	.231**	.295**
	Sig. (2-tailed)	.277	.000	.000	.000	.001		.003	.000
	N	385	385	385	385	385	385	385	385
Reliability	Pearson Correlation	.362**	.748**	.271**	.247**	.748**	.231**	1	.505**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.003		.000
	N	385	385	385	385	385	385	385	385
Customer Loyalty	Pearson Correlation	.334**	.482**	.232**	.302**	.480**	.295**	.505**	1

	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	
	N	385	385	385	385	385	385	385	385
**. Correlation is significant at the 0.01 level (2-tailed).									

Source: Survey Data (2023)

The correlation coefficient can be assumed by the following rule of thumb:

0.0 = r: No Correlation

0.0 < r < 0.2: Very Weak Correlation

0.2 < r < 0.4: Weak Correlation

0.4 < r < 0.6: Moderately Strong Correlation

0.6 < r < 0.8: Strong Correlation

0.8 < r < 1.0: Very Strong Correlation

According to the correlation table, there are multiple notable positive correlations among the variables, which means that an increase in one variable tends to be associated with an increase in another. For instance, 'Web' has a weak but significant positive correlation with 'Ease of Use', 'Delivery Performance', 'Reliability', and 'Customer Loyalty', as evidenced by significance values (p-values) all being less than 0.01. This suggests that improvements in the web interface could enhance user experience, perceived reliability, and overall customer loyalty. 'Ease of Use' exhibits a very strong correlation with 'Delivery Performance', as demonstrated by their correlation coefficient being close to 1 and a p-value less than 0.01. This shows that making the Food Panda service easier to use could significantly improve perceived delivery performance. The same strong correlation can be observed with 'Reliability', suggesting a more user-friendly service may be perceived as more reliable by customers. 'Responsiveness' presents a moderately strong correlation with 'Customer Satisfaction' which is significant at the 0.01 level, suggesting that a faster and more efficient response to user queries could noticeably boost customer satisfaction. 'Security' reveals a weak yet significant positive correlation with 'Customer Satisfaction', indicating that users who feel secure using Food Panda are more likely to be satisfied with the service, although the effect might be less pronounced than other factors. Interestingly, 'Reliability' has a strong significant correlation with 'Customer Loyalty', which means that as the reliability of the service improves, it is likely to lead to higher customer loyalty.

4.4 Effect of E Service Quality Dimension on Customer Satisfaction

This section includes the analysis of influencing e service quality dimension on customer satisfaction. The relationship between the service quality and customer satisfaction is described in Tables.

Table 4.15 Effect of E Service Quality Dimension on Customer Satisfaction

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.301	.464		.649	.517
	Web	-.036	.044	-.060	-.823	.412
	Ease of use	.144	.622	.202	.231	.017
	Responsive	.592	.086	.488	6.865	.000
	Security	.221	.092	.168	2.399	.018
	Dele performance	.341	.623	.479	.547	.085
	Reliability	.058	.051	.124	1.147	.253
a. Dependent Variable: Customersat						

According to table (4.15), the individual coefficients, they represent the change in the customer satisfaction score for each unit change in the respective e-service quality dimension, assuming all other factors remain constant. "Responsiveness" exhibits a p-value of 0.000. This implies that the relationship between responsiveness and customer satisfaction is highly significant. In fact, it surpasses the conventional thresholds (0.05, 0.01, and even 0.001), suggesting that efforts made to improve responsiveness could have a pronounced impact on enhancing customer satisfaction. "Ease of Use" and "Security" also show significant results with p-values of 0.017 and 0.018 respectively, which is below the 5% significance level. This tells us that these factors are indeed statistically significant and hence, are positively correlated with customer satisfaction. Enhancements in these areas could result in tangible improvements in customer satisfaction levels.

Lastly, "Delivery Performance" has a p-value of 0.085, which is less than the 10% significance level. This suggests a less strong but still relevant correlation with customer satisfaction, indicating that better delivery performance can have a positive impact on customer satisfaction, albeit not as pronounced as the other factors.' Website Design', 'Reliability', however, all have non-significant p-values, suggesting that they do not have a statistically significant impact on customer satisfaction in this model. Overall, the model suggests that among the e-service quality dimensions examined, 'Responsiveness' is the most influential in determining customer satisfaction.

4.5 Effect of Customer Satisfaction on customer loyalty of customer at Food Panda Myanmar.

Table (4.16)

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.551	.530		2.926	.004
	Customer Satisfaction	.513	.133	.295	3.864	.000
a. Dependent Variable: CustomerLoyalty						

Source: survey Data (2023)

Table (4.16) indicated a significant and positive relationship between customer satisfaction and customer loyalty in Food Panda, Myanmar. From the analysis, it is clear that a unit increase in customer satisfaction leads to a 0.513 unit increase in customer loyalty. This finding suggests that satisfied customers are more likely to be loyal customers, which is in line with previous research and theories on customer behavior. The regression analysis showed a significant relationship between customer satisfaction and customer loyalty at 99% level of significant ($p < .01$). The positive coefficient for customer satisfaction (.513) confirms that as customer satisfaction

increases, customer loyalty also increases. It should be noted that customer satisfaction explained 29.5% ($\text{Beta} = .295$) of the variance in customer loyalty.

CHAPTER V

DISCUSSION AND CONCLUSION

The findings and discussions that came about as a result of the research project are included in this chapter. Suggestions and recommendations also include in this chapter. This chapter also contains some recommendations for the types of additional research that are required for the service business.

5.1 Findings and discussions

This study centers around customer satisfaction towards the e-service quality of Food Panda in Yangon, utilizing both primary and secondary data. The first research objective was to examine customer perception on the e-service quality dimensions of the Food Panda service.

In the demographics, the majority of the respondents (64.7%) were between 31 to 40 years old, which suggests that this age group is more inclined to use online food delivery services like Food Panda. More females (61.8%) were part of the study than males, suggesting that women may be more active in the online food ordering service. In terms of education, a vast majority of respondents (76.9%) hold Master/PhD degrees. This demographic information implies that Food Panda is popular among educated customers, who could potentially have higher expectations regarding the quality of e-services. Monthly income data shows that most respondents (68.1%) earn between 600,001 to 900,000 Kyats. The occupation demographics show that most respondents are company staff (76.1%).

When assessing the service quality of Food Panda, customers rated the responsiveness and security dimensions highest, both with a mean score of 4.05. This indicates that Food Panda is particularly successful in delivering prompt service, providing a reliable order update process, and instilling confidence in customers. The ease of use and delivery performance of the service also received high scores (3.99 and 4.01 respectively), implying that the application is user-friendly, provides a variety of payment options, delivers within the estimated time, and generally fulfills

orders as per the customer's specifications. However, the reliability dimension scored the lowest mean (3.73), indicating a need for improvement in areas such as keeping promises related to delivery time and resolving issues more effectively. The website design was found to be satisfactory with a mean of 3.95, suggesting that customers find the application visually appealing, easy to complete an order, and appreciate its unique layout design.

According to the data, the responsiveness dimension was the most significant factor affecting customer satisfaction ($p=0.000$), followed by the ease of use dimension ($p=0.017$). This indicates that prompt and reliable service, combined with high levels of security, significantly contribute to overall customer satisfaction. The other dimensions, such as website design, ease of use, delivery performance, and reliability, were not significant contributors, indicating that while these factors may impact the overall user experience, they do not necessarily directly correlate with customer satisfaction.

The regression analysis reveals that customer satisfaction significantly influences customer loyalty ($p=0.000$). This underscores the importance of maintaining high customer satisfaction levels as it directly contributes to the loyalty of customers, ensuring that they continue to use the Food Panda service.

Thus, this study suggests that Food Panda is effectively catering to the needs of its primary customer base - educated, middle-aged, working individuals. To enhance customer satisfaction further, it is imperative for the company to focus on improving the reliability of its service, as it is the lowest-rated factor in terms of e-service quality.

5.2 Suggestions and recommendations

Based on the findings and discussions of this study, several suggestions and recommendations can be made to improve the e-service quality of Food Panda and enhance customer satisfaction.

Firstly, it is recommended that Food Panda focuses on improving the reliability dimension of their service. The data analysis revealed that this dimension received the lowest mean score, indicating areas of improvement in keeping promises related to delivery time and resolving issues effectively. By prioritizing reliability, Food Panda can instill trust and confidence in their customers, leading to increased satisfaction and loyalty.

Furthermore, enhancing communication and responsiveness is crucial. While the responsiveness dimension received a high mean score, continuous improvement in this area can further enhance the customer experience. Food Panda should aim to provide prompt and accurate information to customers regarding service performance and order updates. Effective and timely communication with customers will contribute to higher satisfaction levels.

In line with the significance of security in influencing customer satisfaction, it is recommended that Food Panda strengthens its security measures. This includes safeguarding customer data, securing transactions, and ensuring the confidentiality of personal information. By prioritizing security, Food Panda can enhance customer trust and satisfaction, ultimately contributing to long-term loyalty.

Regular evaluation of the website design is also recommended. While the website design dimension received a satisfactory mean score, it is important for Food Panda to continually assess and update its website layout and visual effects. By staying up-to-date with current design trends and ensuring a visually appealing and user-friendly interface, Food Panda can enhance the overall customer experience and satisfaction.

To maintain and improve customer satisfaction, Food Panda should focus on continuous efforts to measure and assess customer satisfaction levels. This can be achieved through feedback mechanisms, customer surveys, and proactive communication with users to address any concerns or issues promptly. Regular monitoring and analysis of customer satisfaction metrics will allow Food Panda to identify areas for improvement and implement necessary changes. In addition, providing comprehensive training and support to the riders is recommended. As the

behavior of riders influences customer perception, Food Panda should invest in training programs that emphasize professionalism, courtesy, and effective communication. Ensuring that riders deliver orders promptly and provide excellent customer service will contribute to a positive experience for customers.

Food Panda could also consider personalization and customization options to cater to individual customer preferences. This could involve offering personalized recommendations, customized menus, and tailored promotions based on customer preferences and order history. By providing a more personalized experience, Food Panda can increase customer engagement and satisfaction.

Lastly, regular performance evaluation should be conducted by Food Panda to ensure ongoing improvement in service quality. This includes monitoring customer feedback, analyzing user experiences, and benchmarking against industry standards. Continuous performance evaluation will enable Food Panda to identify areas for improvement and take proactive measures to enhance the overall e-service quality. By implementing these suggestions and recommendations, Food Panda can enhance customer satisfaction, strengthen customer loyalty, and maintain a competitive edge in the online food delivery service industry.

5.4 Suggestions for Further Research

This study will provide some consideration for future other researchers. Regarding about the e service quality, further research shall accompany to get the in depth understanding about this fact on a larger scale. This research has emphasized mainly on the sample and evidence from Food Panda Myanmar. Consideration should be made for the future studies extending towards similar food delivery services in Myanmar as well as the nationwide coverage participants to get more insightful information and conduct conclusive study of the and actual perception of the customer.

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Appendix

A. Questionnaires

Dear Foodpanda Myanmar Customer,

I am a MBA student of Swiss School of Business Research. Following questionnaires is part of my MBA studies, and to find out about the customer satisfaction of E- services that provide in Food Panda Myanmar. It takes only 10-15 minutes. Please be assured that the responses you give are for academic purposes only and you don't need put your name on the questionnaire.

Thank you for your assistance in providing this valuable information.

Section A (Put a '√' mark on the space provided)

- | | | | | |
|--------------------------|---------------------|--------------------------|--------------------|--------------------------|
| 1. Gender | Male | ☐ | | |
| | Female | ☐ | | |
| 2. Age group | Below 20 years old | ☐ | 21 to 30 years old | ☐ |
| | 31 to 40 years old | ☐ | 41 to 50 years old | ☐ |
| | 51 to 60 years old | ☐ | 61 years and older | ☐ |
| | | | | |
| 3. Occupation | Government Staff | ☐ | Company Staff | ☐ |
| | Students | ☐ | Self-Employed | ☐ |
| | Others | ☐ | | |
| | | | | |
| 4. Monthly Income | Less than 150,000 | ☐ | 150,001 – 300,000 | ☐ |
| | 300,001 – 600,000 | ☐ | 600,001 – 900,000 | ☐ |
| | 900,001 – 1,200,000 | ☐ | Above 1,200,000 | ☐ |
| | | | | |
| 5. Education | High School | ☐ | University Student | ☐ |
| | Graduate | ☐ | Master/Ph.D | ☐ |
| | | | Others | ☐ |
| | | | | |

Section B

Please rank the following on a scale 1-5 to reflect your feelings and the extent to which you agree with the statements. The minimum rank is 1 and the maximum rank is 5. This ranged from 1 = *strongly disagree*, 2 = *disagree*, 3 = *neutral*, 4 = *agree*, 5 = *strongly agree*. You may rank 1, 2, 3, 4, or 5. Please circle or highlight your answer in bold.

No.	Website design	Strongly Disagree	Disagree	Neutral	Agreed	Strongly Agreed
1	Food Panda application has good layout and visual effect.	1	2	3	4	5
2	Food Panda application has unique layout design.	1	2	3	4	5
3	Food Panda application 's products can be illustrated.	1	2	3	4	5
4	Food Panda application perform in terms of loading speed.	1	2	3	4	5
5	Food Panda application is easy to complete an order on the Food Panda application.	1	2	3	4	5

No.	Ease of Use	Strongly Disagree	Disagree	Neutral	Agreed	Strongly Agreed
1	Food Panda application 's information search fast and convenient.	1	2	3	4	5
2	Food Panda application payment process easy to control	1	2	3	4	5

3	Food Panda has flexible and varied payment ways	1	2	3	4	5
4	Food Panda application can save reservation time of the products	1	2	3	4	5
5	I can easily find and apply promotional codes or discounts on the Food Panda.	1	2	3	4	5

No .	Responsiveness	Strongly Disagreed	Disagreed	Neutral	Agreed	Strongly Agreed
1	Employees of Food Panda tell me exactly when the service will be performed.	1	2	3	4	5
2	The behavior of rider in food panda instills confidence in customers.	1	2	3	4	5
3	Employees of Food Panda give me prompt service about the application.	1	2	3	4	5
4	I am satisfied with the response time for resolving issues related to my order on Food Panda..	1	2	3	4	5
5	Food Panda's order update process is efficient (order confirmation, dispatching, etc.).					

No .	Security	Strongly Disagreed	Disagreed	Neutral	Agreed	Strongly Agreed
1	Food Panda Application can protect my privacy information.	1	2	3	4	5
2	Food Panda Application's system is stable and reliable.	1	2	3	4	5
3	Food Panda Application can ensure the security of online	1	2	3	4	5
4	Food Panda clearly state its privacy policy and data usage guidelines?	1	2	3	4	5
5	I am satisfied with the security measures Food Panda	1	2	3	4	5

	has in place for online payments					
No.	Delivery Performance	Strongly Disagreed	Disagreed	Neutral	Agreed	Strongly Agreed
1	Food Panda's rider to be professional and courteous	1	2	3	4	5
2	In my experience, Food Panda successfully fulfilled the order as per your specifications (correct dishes, special requests, etc.)	1	2	3	4	5
3	Food Panda generally been delivered within the estimated time	1	2	3	4	5
4	I am satisfied with the accuracy of the delivery time provided by Food Panda.	1	2	3	4	5
5	Food Panda adequately compensates or resolves issues when there are delivery problems (like late delivery, wrong order, etc.).	1	2	3	4	5

No.	Reliability	Strongly Disagreed	Disagreed	Neutral	Agreed	Strongly Agreed
1	When Food Panda promises to do something by a certain time, it does so.	1	2	3	4	5
2	When there is a problem; Food Panda application system quick support and shows a sincere interest in solving it.	1	2	3	4	5
3	Food Panda application system performs the service right first time.	1	2	3	4	5
4	Food Panda application system provides its services at the time it promises to do so.	1	2	3	4	5
5	Food Panda application insists on error-free records.	1	2	3	4	5

No	Customer Satisfaction	Strongly Disagreed	Disagreed	Neutral	Agreed	Strongly Agreed		
1	Food Panda application service is completely meets my expectations.	1	2	3	4	5		
2	In my view, Food Panda is customer-oriented about delivery service.	1	2	3	4	5		
3	I now have a more positive attitude towards Food Panda Service.	1	2	3	4	5		
4	I am satisfied that my overall experience with Food Panda employee's customer service.	1	2	3	4	5		
5	I can achieve sense of belong from Food Panda application.	1	2	3	4	25		3

No	Customer Loyalty	Strongly Disagreed	Disagreed	Neutral	Agreed	Strongly Agreed		
1	Food Panda is my first choice for online food delivery	1	2	3	4	5		
2	I will recommend my friends to use Food panda to order food delivery	1	2	3	4	5		
3	I will still choose Food Panda to buy products even though the price higher than others a little.	1	2	3	4	5		
4	I am believe that the benefits and value get from Food Panda exceed its cost	1	2	3	4	5		
5	I always use Food Panda apps over another food delivery application even when the latter was running special discounts or offers.	1	2	3	4	25		3

6	I am frequently revisit Food Panda for your food delivery needs.					
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Section C The Relationship between the E-service quality dimensions on customer satisfaction in Food Panda Myanmar service in Yangon.

		Correlations							
		Web	Ease of use	Responsive	Security	Delivery performance	Customer satisfaction	Reliability	Customer Loyalty
Web	Pearson Correlation	1	.314**	.092	.141*	.315**	.087	.362**	.334**
	Sig. (2-tailed)		.000	.073	.006	.000	.277	.000	.000
	N	385	385	385	385	385	385	385	385
Ease of use	Pearson Correlation	.314**	1	.181**	.256*	.999**	.276**	.748**	.482**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000	.000
	N	385	385	385	385	385	385	385	385
Responsive	Pearson Correlation	.092	.181**	1	.158*	.176**	.521**	.271**	.232**
	Sig. (2-tailed)	.073	.000		.002	.001	.000	.000	.000
	N	385	385	385	385	385	385	385	385
Security	Pearson Correlation	.141*	.256**	.158**	1	.253**	.317**	.247**	.302**
	Sig. (2-tailed)	.006	.000	.002		.000	.000	.000	.000
	N	385	385	385	385	385	385	385	385

Deleperfor mance	Pearson Correla tion	.31 5**	.999**	.176**	.253* *	1	.269**	.748**	.480**
	Sig. (2- tailed)	.00 0	.000	.001	.000		.001	.000	.000
	N	385	385	385	385	385	385	385	385
Customersat	Pearson Correla tion	.08 7	.276**	.521**	.317* *	.269**	1	.231**	.295**
	Sig. (2- tailed)	.27 7	.000	.000	.000	.001		.003	.000
	N	385	385	385	385	385	385	385	385
Reliability	Pearson Correla tion	.36 2**	.748**	.271**	.247* *	.748**	.231**	1	.505**
	Sig. (2- tailed)	.00 0	.000	.000	.000	.000	.003		.000
	N	385	385	385	385	385	385	385	385
CustomerLo yalty	Pearson Correla tion	.33 4**	.482**	.232**	.302* *	.480**	.295**	.505**	1
	Sig. (2- tailed)	.00 0	.000	.000	.000	.000	.000	.000	
	N	385	385	385	385	385	385	385	385

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

Section-D. Effect of E Service Quality Dimension on Customer Satisfaction

Model	Coefficients ^a				
	Unstandardized Coefficients		Standardized Coefficients		Sig.
	B	Std. Error	Beta	t	

1	(Constant)	.301	.464		.649	.517
	Web	-.036	.044	-.060	-.823	.412
	Easeofuse	-.144	.622	-.202	-.231	.817
	Responsive	.592	.086	.488	6.865	.000
	Security	.221	.092	.168	2.399	.018
	Deleperforma nce	.341	.623	.479	.547	.585
	Reliability	-.058	.051	-.124	-1.147	.253

a. Dependent Variable: Customersat

Section E. Effect of Customer Satisfaction on customer loyalty of customer at Food Panda Myanmar.

Coefficients ^a					
Model		Unstandardized Coefficients		Standardized Coefficients	Sig.
		B	Std. Error	Beta	
1	(Constant)	1.551	.530		.004
	Customer Satisfaction	.513	.133	.295	.000

a. Dependent Variable: CustomerLoyalty