
Understanding the Influence of Hedonic and Convenience Motivation and E-Service Quality towards Customer Satisfaction in Online Food Delivery Services Among Generation Z Consumers

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Abstract: *This study examines the responses of Generation Z consumers toward online food delivery services. The findings suggest that e-service quality and satisfaction are the most important factors for the success of online food delivery services among Generation Z consumers. The study identified hedonic and convenience factors, privacy and security measures, information quality, perceived price, and navigation design as essential considerations for Generation Z consumers when choosing and evaluating online food delivery services. The study recommends that online food delivery services focus on improving e-service quality, satisfaction, and ease of use while considering factors such as privacy and security, information quality, and navigation design to cater to the needs and preferences of Generation Z consumers.*

Keywords: *Hedonic and Convenience Motivation, E-Service Quality, Customer Satisfaction, Online Food Delivery Services.*

1. INTRODUCTION

Due to the COVID-19 pandemic, the food industry in Tagum City, Philippines, has undergone significant changes, with restaurants being compelled to adjust to shifting customer behaviors and preferences. In order to remain viable, Cheong and Law (2022) stress the need for restaurants to prioritize survival by partnering with various online food delivery services to offer customers delivery options. The pandemic has fueled the adoption of these services, with an influx of new customers, particularly in developing countries, as Nguyen et al. (2021) reported.



To remain competitive in Tagum City, Philippines, the food industry must understand customer perceptions of online food delivery services and use this knowledge to innovate and improve their services to meet customer needs, as noted by Kaur, Dhir, Talwar, & Ghuman (2020). E-commerce platforms are vital tools to enhance overall service processes in the food industry, particularly in online food ordering and delivery, by streamlining processes, improving customer experience, and increasing revenue (Sjahroeddin (n.d) and Suhartanto et al., 2018).

The importance of online food delivery systems has significantly increased in Tagum City, Philippines recent years, especially in busy cities where convenience is a priority (Kedah et al., 2015). To ensure their success, it is crucial to prioritize content, usability, and functionality to enhance the user experience (Alalwan, 2019). Online food delivery services can be divided into two categories: those managed by the restaurant and by a third party (Indriyarti et al., 2022). Customers in Tagum City, Philippines can easily compare competitive providers and make informed purchase decisions based on peer and online feedback, which helps enhance service quality (Kedah et al., 2015). Furthermore, Alalwan (2019) confirmed that the ability of online food delivery systems to save customers time and money significantly impacts consumers' perception of usefulness and ease of use. Thus, providing a seamless online food ordering and delivery experience is crucial for the food industry's success in today's digital world.

The e-commerce market in Tagum City, Philippines has experienced exponential growth over the past decade, driven by various factors, including increased disposable income, improved safety of electronic payments, and a greater awareness of e-commerce by customers (Li, Miroso & Bremer, 2020). As customers in Tagum City, Philippines increasingly shift their purchasing habits online, retailers have responded by increasing their online presence, further fueling growth in the e-commerce sector.

One critical factor that determines the success of e-commerce platforms in Tagum City, Philippines is e-service quality. This refers to the effectiveness and efficiency of a website or app and encompasses customers' overall assessment of the electronic service offerings. Customers expect high-quality service when making online purchases. The quality of the website or app is crucial for firms to market their products and services, retain customers, and secure their loyalty (Kedah et al., 2015).

In the food industry in Tagum City, Philippines, the rise of online food delivery services is a clear example of the impact of e-commerce on consumer behavior. Consumers increasingly prefer the convenience of shopping online for food, while restaurants and other food retailers adapt to e-commerce devices and platforms to remain competitive in a saturated market (Lui, 2019). Overall, the development of information and communication technology has dramatically changed consumption patterns and behavior, improving order accuracy, productivity, and customer relationships for firms operating in the e-commerce space in Tagum City, Philippines.

Research Objectives

1. To investigate the relationship between hedonic and convenience motivation and online food service delivery satisfaction among Generation Z consumers.



2. To explore the impact of perceived ease of use on online food service delivery satisfaction among Generation Z consumers.
3. To assess the effect of navigation design on online food service delivery satisfaction among Generation Z consumers.
4. To analyze the influence of information quality on online food service delivery satisfaction among Generation Z consumers.
5. To investigate the role of privacy and security in online food service delivery satisfaction among Generation Z consumers.
6. To examine the effect of food quality on online food service delivery satisfaction among Generation Z consumers.
7. To examine the effect of perceived price on online food service delivery satisfaction among Generation Z consumers.
8. To assess the impact of e-service quality on online food service delivery satisfaction among Generation Z consumers.
9. To identify the key factors contributing to online food service delivery satisfaction among Generation Z consumers.

Literature Review

Hedonic and Convenience Motivation

Hedonic motivation, identified by Lin et al. (2022), positively influences user satisfaction and usage of online food delivery services. It stems from the pleasure and novelty of using new systems, shaping perceptions of convenience and usefulness (Alalwan, 2019). Hedonic motivation is linked to the desire for fun and playfulness, stimulating engagement (Prabowo & Nugroho, 2019). Additionally, convenience motivation plays a significant role in the adoption and usage of online food delivery services, with time and cost savings impacting usage frequency (Lin et al., 2022). Perceived ease of use and long-term usefulness further drive user satisfaction (Prabowo & Nugroho, 2019).

Convenience motivation has a positive effect on customer satisfaction (Lui, 2019). The service sector has evolved with improved technology, making it more convenient for customers to engage with restaurants. Kok and Kim (2021) further highlight the importance of convenience in fostering customer satisfaction in online shopping and banking. Therefore, prioritizing convenience in service quality is crucial for the success of online food delivery services.

H1. Hedonic and Convenience motivation positively influence online food service delivery satisfaction among Generation Z consumers.

Perceived ease of use

Perceived ease of use (PEOU) is a critical factor in determining the user acceptance of technology, as it reflects the user's perception of how easy or difficult it is to use technology (Davis, 1989). PEOU can significantly affect user satisfaction and usage intentions toward technology. A study on mobile payment apps found that PEOU had a significant impact on both user satisfaction and continued use of the app (Wang et al., 2021). PEOU has been found to mediate the relationship between other factors, such as system quality and information quality, and user acceptance of technology (Wu & Wang, 2021). This suggests that a



technology's perceived ease of use is an essential factor that influences the user's overall perception and acceptance of the technology.

H2. Perceived ease of use positively influences online food service delivery satisfaction among Generation Z consumers.

Navigation Design

Navigation design is crucial in online food delivery services, influencing service adoption (Lin et al., 2022). Service providers should prioritize website quality, including system, information, and service quality, while ensuring a visually appealing and user-friendly interface. Effective information design and intuitive website structure impact customer satisfaction (Kedah et al., 2015). Aesthetic elements like color, shapes, photography, and font style contribute to an enjoyable user experience. Difficulties in finding information can lead customers to leave the site, highlighting the importance of navigation design (Kedah et al., 2015). By focusing on navigation design, website quality, and aesthetics, customer satisfaction and the adoption of online food delivery services can be enhanced.

H3. Navigation Design positively influences online food service delivery satisfaction among Generation Z consumers.

Information Quality

Consumers rely heavily on accurate and up-to-date information to make informed purchasing decisions when using online services, including online food delivery services (Lin et al., 2022). The availability and accuracy of the information on a website or mobile app directly influence consumer trust and satisfaction, which can impact their behavior toward a service provider (Kedah et al., 2015). The amount and quality of information available may even determine the success or failure of an e-commerce business (Kedah et al., 2015). A study on mobile app usage also found that information quality and structure influence user loyalty, with users seeking complete and up-to-date information that is provided with the right amount of detail (Prasetyo et al., 2021). Therefore, ensuring information quality and accuracy is crucial for the success of online businesses, particularly those in the food delivery service industry.

H4. Information Quality positively influences online food service delivery satisfaction among Generation Z consumers.

Privacy and Security

Privacy and security play crucial roles in consumers' adoption of online services. With the increasing reliance on online platforms for purchases, the need for secure and private transactions becomes even more important (Li, Miroso & Bremer, 2020). The presence of robust privacy and security features in a website or application significantly influences consumer trust and behavioral intentions (Kedah et al., 2015). E-service providers must prioritize privacy and security as it directly impacts consumer trust and usage intention (Kedah et al., 2015). Personal security information, including access, copying, usage, and destruction, is vulnerable during online transactions, posing risks to consumers. Security threats can lead to potential incidents related to payment and information storage security. Therefore, ensuring privacy and security is a critical concern for all e-service providers.

H5. Privacy and security positively influence online food service delivery satisfaction among Generation Z consumers.

Food Quality

Food quality is crucial for the customer experience, with Cheong and Law (2022) identifying freshness, taste, portion size, appearance, smell, and temperature as key components. Sjahroeddin (n.d.) added presentation, variety, healthier options, taste, freshness, and temperature as contributors. Intact food delivery is essential to customers. Food quality is strongly linked to customer satisfaction, loyalty, and intention to purchase/recommend (Suhartanto et al., 2018). Kedah et al. (2015) emphasized its role in satisfaction, alongside perceived value and service quality. Prioritizing food quality fosters loyalty and repeat purchases. Kok and Kim (2021) found that freshness, taste, appearance, and price significantly affect consumer satisfaction and behavior.

H6. Food quality positively influences online food service delivery satisfaction among Generation Z consumers.

Perceived Price

Price plays a critical role in service quality and customer satisfaction in online food delivery. Cheong & Law (2022) highlighted that price reflects a brand's credibility and quality, while Suhartanto et al. (2018) found a link between perceived value and online loyalty. Fair pricing enhances customer loyalty, although perception of price value varies based on factors like food quality (Indriyarti et al., 2022). Prabowo & Nugroho (2019) observed that price and discounts impact perceived value. Customers use the internet for price comparison, influencing their perception of price value. Price value predicts satisfaction and purchase intention (Alalwan, 2019). Perceived price fairness affects satisfaction and loyalty (Kok & Kim, 2021). Companies should offer fair prices to ensure customer satisfaction and prevent brand abandonment.

H7. Perceived price positively influences online food service delivery satisfaction among Generation Z consumers.

E-Service Quality

Customer assessment of service delivery determines the perceived quality of e-service. Service attitude significantly impacts customer experiences in online food delivery, with customers expecting convenient, fast, and accurate service. Reassurance, empathy, reliability, and responsiveness impress customers, despite the lack of physical interaction. Empathy and food hygiene are customers' primary concerns when ordering online (Cheong & Law, 2022). Delivery experience, convenience, customer experience, ease of use, and restaurant search influence purchase intentions (Kaur et al., 2020). E-service quality, including system availability, efficiency, privacy, and fulfillment, impacts customer behavior (Kedah et al., 2015). Visual appeal, information design, and navigation experience also influence customer trust and satisfaction in online food delivery (Kapoor & Vij, 2018).

H8. E-service Quality positively influences online food service delivery satisfaction among Generation Z consumers.

Customer Satisfaction

Customer satisfaction is crucial for business success, and it is measured by meeting customer needs and expectations. Good service quality on websites leads to customer satisfaction in e-services, increasing loyalty and repeat purchases (Sjahroeddin, n.d). Satisfied customers are more likely to stay with providers offering desired services, promoting a positive attitude (Kedah et al., 2015). In the food delivery market, customer satisfaction drives revenue and customer base growth. Service quality, food, and human interaction influence satisfaction, so providers must prioritize delivering high-quality services (Nayan & Hassan, 2020). Additionally, customer satisfaction mediates loyalty and behavioral intentions (Gosh, 2020). H9. All variables are predictors of online food service delivery satisfaction among Generation Z consumers.

2. RESULTS AND DISCUSSIONS

Profile of the Study

Table 1 provides an overview of the respondents' profile. The majority of participants fall within the 18-20 years age group, with a significant number being students. Additionally, the College Level category has the highest representation among the respondents' educational attainment. Furthermore, it was found that most participants utilize food delivery services at least once a month.

Table 1. Profile of the Respondent (N=333)

Variables	Particular	Frequency
Age	18-20 years old	183
	21-23 years old	126
	24-26 years old	24
Status	Student	252
	Working student	44
	Full-time employee	24
	Freelancer	13
Educational Attainment	K-12 Level	25
	K-12 Graduate	15
	College Level	263
	College Degree	30
Frequency of Online Food Delivery Services	Once a month	108
	1-3 times a month	61
	Once a week	34
	Once in 6 months	25
	First time user	105

Mean and Standard Deviation of Construct

Table 2 provides an overview of Generation Z consumers' responses to online food delivery services. E-service quality received the highest mean score (3.17), followed by satisfaction



(3.17), indicating overall satisfaction with the service. However, the relatively high standard deviation for satisfaction (0.961) suggests some variability in participants' satisfaction levels. This indicates that while many consumers are satisfied, there are some who are less satisfied. Factors contributing to satisfaction include website or app functionality, ease of ordering, and customer service responsiveness. Other factors such as food quality, delivery times, pricing, and customer service issues may affect satisfaction levels.

Table 2. Shows the mean of variables.

Variables	Mean	SD
Hedonic and Convenience Motivation	3.15	0.876
Perceived Ease of Use	2.82	1.03
Navigation Design	3.04	1.03
Information Quality	3.07	0.961
Privacy and Security	3.14	0.963
Food Quality	3.06	0.971
Perceived Price	3.11	0.941
E-Service Quality	3.17	0.862
Satisfaction	3.17	0.961

The mean scores for hedonic and convenience motivation (3.15), privacy and security (3.14), information quality (3.07), and perceived price (3.11) are all moderate, indicating that participants generally agree with these statements. The mean score for navigation design (3.04) is also moderate, indicating that participants have a moderately positive opinion about the navigation design of the online food delivery service. The results suggest that Generation Z consumers consider hedonic and convenience factors necessary when using online food delivery services, such as the pleasure they derive from using the service and its convenience. Additionally, participants are generally satisfied with the privacy and security measures, suggesting that trust and security are essential factors for this demographic. Participants also agree that the information provided by the online food delivery service is of good quality and that the prices charged are reasonable, indicating that transparency and affordability are critical considerations for this demographic. These results suggest that these factors are important to Generation Z consumers when choosing and evaluating online food delivery services.

The mean score for navigation design is also moderate, indicating that participants have a moderately positive opinion about the usability and design of the online food delivery service. This suggests that the design and user experience of the service are important factors that can influence customer satisfaction. The relatively moderate navigation design score may indicate room for improvement in this area to enhance user experience and satisfaction.

The low mean score for perceived ease of use (2.82) indicates that participants in the study have mixed opinions about the ease of use of the online food delivery service. This means that some participants may have found the service easy to use, while others may have had difficulties navigating the platform. The high standard deviation of 1.03 suggests a significant amount of variability in participants' opinions about the service's ease of use. This could be due to differences in technology experience, familiarity with the online food delivery service, or individual preferences for specific design elements. It is essential for online food delivery services to consider this feedback and identify areas where improvements can be made to enhance the user experience and increase ease of use for all customers.

Overall, the results suggest that e-service quality and satisfaction are the most important factors in determining the success of an online food delivery service among Generation Z consumers. While hedonic and convenience motivation, privacy and security, information quality, perceived price, and navigation design are essential, e-service quality and satisfaction may be more critical. Additionally, the mixed opinions and high variability in perceived ease of use suggest that online food delivery services may need to improve in this area to meet Generation Z consumers' needs better.

Relationships between variables

Table 3 shows that the correlation matrix provides information on the relationships between the different variables in the study. There are several strong positive correlations. For example, there is a strong positive correlation between information quality and privacy and security ($r = .736$) and between perceived price and information quality ($r = .772$). These results suggest that participants who perceive the online food delivery service to have good information quality are also likely to perceive it as having strong privacy and security measures. They may also be more willing to pay higher prices for the service.

There are also strong positive correlations between satisfaction and several other variables, including navigation design ($r = .765$), information quality ($r = .725$), and privacy and security ($r = .743$). These findings suggest that participants who are satisfied with the overall quality of the online food delivery service are also likely to perceive it as having good navigation design, information quality, and privacy and security measures in place.

Furthermore, there are moderate to strong positive correlations between perceived ease of use and other variables, such as navigation design ($r = .548$) and e-service quality ($r = .419$), indicating that participants who find the online food delivery service easy to use are also likely to perceive it as having good navigation design and e-service quality

Table 3. Correlation Matrix

Particula r	Hedonic and Convenience Motivation	Perceived Ease of Use	Navigation Design	Information Quality	Privacy and Security	Food Quality	Perceived Price	E-Service Quality	Satisfaction
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Hedonic and Convenience Motivation	—								
Perceived Ease of Use	0.479* **	—							
Navigation Design	0.534* **	0.548* **	—						
Information Quality	0.614* **	0.520* **	0.754* **	—					
Privacy and Security	0.605* **	0.509* **	0.750* **	0.736* **	—				
Food Quality	0.575* **	0.513* **	0.665* **	0.681* **	0.678* **	—			
Perceived Price	0.602* **	0.557* **	0.714* **	0.772* **	0.726* **	0.597* **	—		
E-Service Quality	0.517* **	0.419* **	0.620* **	0.538* **	0.620* **	0.639* **	0.559* **	—	
Satisfaction	0.579* **	0.477* **	0.765* **	0.725* **	0.743* **	0.745* **	0.691* **	0.613* **	—

Note. * $p < .05$, ** $p < .01$, *** $p < .001$

Overall, the correlations suggest that there are complex relationships between the different variables in the study and that satisfaction with the online food delivery service is influenced by a combination of factors, including information quality, privacy and security measures, navigation design, and perceived ease of use.

Linear Regression

This table 4 presents a linear regression analysis with Restaurant Credibility as the dependent variable and Hedonic and Convenience Motivation, Perceived Ease of Use, Navigation Design, Information Quality, Privacy and Security, Food Quality, Perceived Price, and E-Service Quality as the independent variables.



Table 4. Model Fit Measures												
							Overall Model Test					
Model	R	R ²	Adjusted R ²	AIC	BIC	RMSE	F	df1	df2	p		
1	0.850	0.722	0.715	512	550	0.506	105	8	324	< .001		

This section of the Model Fit Measures provides overall measures of the model's goodness of fit. The R-squared value of 0.722 indicates that the independent variables explain 72.2% of the variance in satisfaction. The F-statistic of 105 with a p-value of <.001 suggests that the model is statistically significant, meaning that at least one independent variable is significantly related to satisfaction.

Online Food Service Delivery Satisfaction Model

Table 5 presents a regression analysis that examines the relationship between various predictors and online food service delivery satisfaction. The table displays each predictor's estimates, standard errors (SE), t-values, and p-values. The intercept value of 0.1915 represents the estimated satisfaction score when all the predictor variables are zero. The coefficient for each predictor indicates the expected change in the satisfaction score for every one-unit increase in the predictor variable.

In this study, the Hedonic and Convenience Motivation coefficient is estimated at 0.0517. This means that for each unit increase in the Hedonic and Convenience Motivation, the predicted change in satisfaction is 0.0517 units, holding other predictors constant. However, the p-value of 0.249 suggests that this relationship is not statistically significant at the 0.05 level of significance.

Similarly, the coefficient for Perceived Ease of Use is estimated as -0.0557, indicating that for each unit increase, the predicted change in satisfaction is -0.0557 units, holding other predictors constant. However, the p-value of 0.114 suggests that this relationship is also not statistically significant at the 0.05 level of significance.

Table 5. Model Coefficients - Online Food Service Delivery Satisfaction							
Predictor	Estimate	SE	t	p			
Intercept	0.1915	0.1239	1.546	0.123			
Hedonic Convenience Motivation	0.0517	0.0448	1.155	0.249			
Perceived Ease of Use	-0.0557	0.0352	-1.585	0.114			
Navigation Design	0.2709	0.0498	5.444	< .001			
Information Quality	0.0811	0.0559	1.451	0.148			

Predictor	Estimate	SE	t	p
Privacy and Security	0.1611	0.0527	3.056	0.002
Food Quality	0.3010	0.0466	6.466	< .001
Perceived Price	0.1099	0.0534	2.059	0.040
E-Service Quality	0.0403	0.0467	0.862	0.389

The coefficient for Navigation Design being 0.2709 indicates that a one-unit increase in Navigation Design leads to an increase in satisfaction by 0.2709 units. The p-value of less than .001 indicates that this relationship is statistically significant, which is unlikely to be due to chance alone. This finding suggests that a well-designed navigation system on the online food service delivery platform is essential in predicting customer satisfaction. This makes sense since customers may become frustrated and have a negative experience if they need help navigating through the platform to find what they want.

Similarly, the coefficients for Information Quality, Privacy and Security, Food Quality, and Perceived Price are positive and statistically significant, indicating that these factors are positively associated with satisfaction. A one-unit increase in each of these predictors leads to an increase in satisfaction by the amount indicated by the coefficient. For example, a one-unit increase in Food Quality leads to an increase in satisfaction by 0.3010 units, and this relationship is statistically significant with a p-value of less than .001. This suggests that customers are more likely to be satisfied if the food quality is high on the online food service delivery platform.

These findings provide insights into the factors most important for predicting customer satisfaction on an online food service delivery platform. By understanding these factors, companies can focus on improving specific areas likely to have the most significant impact on customer satisfaction.

The coefficient for E-Service Quality is 0.0403, which means that for every one-unit increase in E-Service Quality, satisfaction is predicted to increase by 0.0403 units. However, the p-value for this coefficient is 0.389, which is greater than the alpha level of 0.05. This means the relationship between E-Service Quality and satisfaction is not statistically significant.

Therefore, the results suggest that Navigation Design, Information Quality, Privacy and Security, Food Quality, and Perceived Price are essential predictors of online food service delivery satisfaction, as they have positive coefficients statistically significant at the 0.05 alpha level. In contrast, Hedonic and Convenience Motivation, Perceived Ease of Use, and E-Service Quality are not significant predictors of satisfaction.

It is important to note that these results are based on the specific sample and context of the study and may not necessarily generalize to other populations or contexts. Additionally, other variables that were not included in the model could also impact satisfaction. Therefore, further research is needed to confirm and expand on these findings.

3. CONCLUSION

The study found that Generation Z consumers perceive e-service quality and satisfaction as good when using online food delivery services. However, there is room for improvement in navigation design and perceived ease of use. Additionally, the study revealed that hedonic and convenience motivation, privacy and security, information quality, perceived price, and navigation design are essential for Generation Z consumers when choosing and evaluating online food delivery services. The results suggest that e-service quality and satisfaction are critical factors for the success of an online food delivery service among Generation Z consumers.

Recommendation

Online food delivery services should focus on improving their navigation design and perceived ease of use to enhance the user experience and increase ease of use for all customers, especially Generation Z consumers. Additionally, online food delivery services should continue to prioritize e-service quality and customer satisfaction as critical factors for their success. The study also suggests that online food delivery services should focus on providing good quality information and privacy and security measures to build customer trust. Furthermore, affordability and transparency are essential factors for Generation Z consumers, and online food delivery services should consider this when setting prices and providing pricing information.

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