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Customer convenience for ordering online food in Raipur city

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Abstract

The purpose of this study is to find out the impact of five variables of customer convenience namely access convenience, search convenience, evaluations convenience, transaction convenience and benefit convenience on customer satisfaction in online food ordering the data was collected from 180 consumers who had experienced the online food ordering service during online food ordering. First variables access convenience there Cronbach's alpha test value is 0.71 hence the reliability of the questionnaire is acceptable. Second variables of search convenience there Cronbach's alpha test value is 0.70 hence the reliability of the questionnaire is acceptable. Third variables evaluation convenience there Cronbach's alpha test value is 0.81 hence the reliability of the questionnaire is acceptable. Fourth variables transaction convenience there Cronbach's alpha test value is 0.70 hence the reliability of the questionnaire is acceptable. Fifth variables benefit convenience there Cronbach's alpha test value is 0.60 hence the reliability of the questionnaire is acceptable. Six variables customer satisfaction there Cronbach's alpha test value is 0.70 hence the reliability of the questionnaire is acceptable.

Keywords: Customer convenience, customer satisfaction, online food

Introduction

According to research by Beauchamp and Ponder (2010) [13], consumers' decision-making is more efficient and convenient when they purchase food online. The majority of customers are turning to the internet to reduce their ability to form opinions. Consumers now spend more time searching for products online for entirely unrelated tasks. Customers today seek convenient products to meet their needs, making it appropriate to highlight revenues for facilitating the use of online marketplaces. Online is a major factor in a consumer's readiness to purchase things from a website, right? In light of a research hiatus, Beauchamp and Ponder (2010) [13] industrialized preset appropriateness sizes that are compatible with both online and offline purchases and that control the relative positions of online and offline purchasers.

1. Access Convenience (Anytime, accessible, Location, product wherever)

Table 1: Access Convenience

Access convenience	Mean	S.D.	Variance
I can order food online anytime I want	2.07	1.02	1.05
Online food ordering platforms are always accessible.	2.02	1.00	1.01
I can order food from any location using online food ordering platforms.	2.13	1.04	1.08

The above table is based on Access convenience on a Likert scale where it has been rated from 1 to 5 (1: Unsatisfied, 2: Moderate satisfied, 3: satisfied, 4: High satisfied, 5: Extremely satisfied) and the test used is Cronbach's alpha test where the Cronbach's alpha test value is 0.711.

No. of item is 3 and the sum of the item variance is 6.00 and Variance of total score 3.15 and alpha value is 0.711. The result highly confirms the internal consistency of the constructs and hence the reliability of the questionnaire, recalling the fact that the value 0.70 or higher is advised as acceptable in most of the studies. The Cronbach's alpha test value is 0.713 hence the reliability of the questionnaire is acceptable.

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2. Search Convenience (Friendly, attractive, quickly, variety)

Table 2: Search Convenience

Search convenience	Mean	S.D.	Variance
The online food ordering platform is user-friendly for placing orders.	2.77	0.72	0.52
The online food ordering platform is easy to understand and navigate.	2.98	0.95	0.92
The online food ordering platform provides an attractive interface.	3.05	0.95	0.90
The restaurant and menu classification on the platform is intuitive and easy to follow.	3.18	0.98	0.97
I can find the food item using a variety of search options on the platform.	2.76	0.79	0.62

No. of item is 6 and the sum of the item variance is 9.52 and Variance of total score 3.95 and alpha value is 0.730. The result highly confirms the internal consistency of the constructs and hence the reliability of the questionnaire, recalling the fact that the value 0.70 or higher is advised as

acceptable in most of the studies. The Cronbach’s alpha test value is 0.73 hence the reliability of the questionnaire is acceptable.

3. Evaluation Convenience (Information, decision)

Table 3: Evaluation Convenience

Evaluation Convenience	Mean	S.D.	Variance
The online food ordering platform provides sufficient information to make informed decisions about food choices.	2.97	0.91	0.83
The online food ordering platform uses both text and visuals to provide in-depth information about food items.	2.88	1.01	1.03

No. of item is 2 and the sum of the item variance is 3.17 and Variance of total score 1.87 and alpha value is 0.819. The result highly confirms the internal consistency of the constructs and hence the reliability of the questionnaire, recalling the fact that the value 0.80 or higher is advised as

good in most of the studies. The Cronbach’s alpha test value is 0.819 hence the reliability of the questionnaire is good.

4. Transaction Convenience (Payment, flexibility, convenient)

Table 4: Transaction Convenience

Transaction Convenience	Mean	S.D.	Variance
The online payment process for food orders is simple and convenient.	2.83	0.87	0.77
The online food ordering platform offers flexible payment methods.	2.86	0.97	0.94
I can complete my food orders without difficulty on the platform.	2.80	0.87	0.77

No. of item is 3 and the sum of the item variance is 4.67 and Variance of total score 2.49 and alpha value is 0.700. The result highly confirms the internal consistency of the constructs and hence the reliability of the questionnaire, recalling the fact that the value 0.70 or higher is advised as

acceptable in most of the studies. The Cronbach’s alpha test value is 0.700 hence the reliability of the questionnaire is acceptable.

5. Benefit Convenience (offers, facility, convenient)

Table 5: Benefit Convenience

Benefit Convenience	Mean	SD	Variance
It is easy to request changes or modifications to my food order (e.g., special instructions, customization)	2.9	0.89	0.80
The online food ordering platform respects my privacy and does not misuse my personal information.	2.89	0.88	0.77
I feel secure in my transactions on the online food ordering platform.	2.97	0.84	0.71

No. of item is 3 and the sum of the item variance is 3.84 and Variance of total score 2.30 and alpha value is 0.601. The result highly confirms the internal consistency of the constructs and hence the reliability of the questionnaire, recalling the fact that the value 0.60 or higher is advised as questionable in most of the studies. The Cronbach’s alpha test

value is 0.601 hence the reliability of the questionnaire is questionable.

6. Customer Satisfaction (Overall, platform, delivery, information, experience, convenient)

Table 6: Customer Satisfaction

Customer Satisfaction	Mean	S.D.	Variance
Overall, how satisfied are you with the convenience of ordering food online?	2.95	0.95	0.90
How satisfied are you with the ease of finding your preferred restaurants/cuisines on the online Food ordering platform?	2.95	0.95	0.90
How satisfied are you with the accuracy of the product information provided on the online food ordering platform?	2.88	0.93	0.88
How satisfied are you with the quality of the delivered food from the online food ordering platform?	2.96	0.88	0.77
Overall, how satisfied are you with your experience of ordering food online?	2.98	0.97	0.94

No. of item is 5 and the sum of the item variance is 10.37 and Variance of total score 4.42 and alpha value is 0.717. The

result highly confirms the internal consistency of the constructs and hence the reliability of the questionnaire,

recalling the fact that the value 0.70 or higher is advised as acceptable in most of the studies. The Cronbach's alpha test

value is 0.717 hence the reliability of the questionnaire is acceptable.

Table 7: Reliability statistics

Variables	Cronbach's alpha	Items
Access Convenience	0.711	3
Search Convenience	0.730	5
Evaluation Convenience	0.819	2
Transaction Convenience	0.700	3
Benefit Convenience	0.601	3
Customer Satisfaction	0.717	5

Table 8: Model Summary

Multiple R	R square	Adjusted R square	Standard Error	Df1	Df2	F statistic	Significance F
0.81	0.65	0.54	0.566	5	174	179.30	0.00525

In model summary the result was obtained using regression using the FIVE independent variables (Access convenience, Search convenience, Evaluations Convenience, Transaction Convenience, Benefit convenience) and Dependent variables is Customer satisfaction Programming language where multiple R is 0.81, R square is 0.65, Adjustment R square is 0.54, Standard Error is 0.56 has been calculated using multiple regression method. It presents the strength of the relationship between independent variables of multiple regression and the dependent variables which is measured by relation R. Regarding the result of analysis, Multiple R=0.81 which show a reasonable positive correlation. observed that the coefficient of determination i.e., the R-square (R²) value is 0.65, which representing that 65.6% variation of the dependent variable (Average Customer Satisfaction) is due to the independent variables (Access convenience, Search convenience, Evaluations Convenience, Transaction Convenience, Benefit convenience), which in fact, is a strong explanatory power of regression.

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