CUSTOMER SATISFACTION TOWARDS ONLINE FOOD DELIVERY SERVICES IN POKHARA

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Project Work Report submitted to Pokhara University in a partial fulfillment of the requirements for the degree of

Bachelor of Business Administration in Banking and Insurance (BBA-BI)

At the

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Gairapatan-4, Pokhara

March, 2026

DECLARATION

I hereby declare that the project work report entitled "**CUSTOMER SATISFACTION TOWARDS ONLINE FOOD DELIVERY SERVICES IN POKHARA**" submitted in partial fulfillment for the degree of Bachelor of Business Administration in Banking and Insurance (BBA-BI) is my original work and the project work has not formed the basis for the award of any degree, diploma, fellowship or similar titles.

……………….

Ayusha Palikhe

March, 2026.

BONAFIDE CERTIFICATE

Certified that this project

"CUSTOMER SATISFACTION TOWARDS ONLINE FOOD DELIVERY SERVICES IN POKHARA"

is the bonafide work of

Ayusha Palikhe

who carried out the summer project work under my supervision. The project work forwarded

for examination.

…………………..   ………………………….

Mr. Prakash Regmi

Internal Supervisor   External Examiner

CERTIFICATE OF APPROVAL

This is to certify that the Project Work titled **"CUSTOMER SATISFACTION TOWARDS ONLINE FOOD DELIVERY SERVICES IN POKHARA**'' submitted by Ayusha Palikhe (Roll No. 23450180) for the partial fulfillment of the requirement of BBA-BI embodies the bonafide work done by her under my supervision**.**

………………………….

Signature of Supervisor

Name: Prakash Regmi

March, 2026

………………………….

Name and Signature

External

March, 2026

ACKNOWLEDGEMENT

I would like to express my sincere and profound gratitude to Nepal Tourism and Hotel Management College for providing me with the opportunity to undertake this summer project as part of the Bachelor of Business Administration in Banking and Insurance program.

I extend my sincere thanks to my project supervisor, Mr. Prakash Regmi, for his invaluable guidance, continuous support, constructive suggestions, and encouragement throughout the duration of this project. His expertise and supervision played a significant role in the successful completion of this study.

I am also thankful to Pokhara University for granting permission to conduct this research and for providing the necessary academic framework and resources required for the completion of this project.

I would like to acknowledge the support and cooperation extended by my friends and classmates during the course of this study. I am especially grateful to my family for their patience, encouragement, and understanding throughout this academic endeavor.

Finally, I express my sincere appreciation to all individuals who have directly or indirectly contributed to the successful completion of this project.

Ayusha Palikhe

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EXECUTIVE SUMMARY

A structured questionnaire was distributed to **80 respondents** in Pokhara. This research investigates customer satisfaction towards online food delivery services in Pokhara, focusing on the experiences, perceptions, and expectations of local consumers. With the rapid growth of digital platforms and changing lifestyles, online food delivery has become a significant part of the food service industry. The study aims to identify the factors influencing customer satisfaction and how service quality, app usability, and other key elements affect user experiences.

A quantitative research approach was adopted, and primary data were collected through structured questionnaires distributed to customers of popular online food delivery platforms in Pokhara. The questionnaire covered demographic information, satisfaction levels, and factors influencing satisfaction, service quality, app usability, and customer support experiences. Responses were analyzed using descriptive statistics and data interpretation techniques.

The findings reveal that service quality, timely delivery, ease of app use, and customer support are the major determinants of customer satisfaction. Most respondents expressed satisfaction with the convenience and variety offered by online food delivery platforms, although there were concerns regarding delivery delays and inconsistent food quality. The research also identifies specific areas for improvement, such as enhancing delivery efficiency, user interface design, and feedback mechanisms.

This study provides valuable insights for food delivery platforms operating in Pokhara to improve service quality, enhance customer experience, and increase loyalty. The results highlight the importance of understanding customer expectations and maintaining high standards in both digital and operational aspects of service delivery

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CHAPTER I

INTRODUCTION

1.1 Background of the study

The rapid advancement of technology and the expansion of internet access have significantly transformed the way businesses operate and how consumers interact with services. One of the most notable developments in the food industry is the emergence of online food delivery services, which allow customers to order meals through digital platforms and have them delivered directly to their doorstep. This innovation has reshaped traditional food consumption patterns by offering greater convenience, accessibility, and efficiency.

In Nepal, the trend of online food delivery services is gradually gaining momentum, particularly in urban centers such as Pokhara, Kathmandu, and Lalitpur. The increasing use of smartphones, affordable internet services, and the availability of digital payment systems such as eSewa, Khalti, and mobile banking have supported the growth of these platforms. Many students, working professionals, and busy households prefer online food delivery services because they save time and offer a wide range of food options. Companies such as Foodmandu, Pathao Food, Bhoj, and Pokhara Food Delivery are actively operating and competing in this growing market.

Online food delivery platforms provide customers with access to various restaurants offering local and international cuisines. Customers can browse menus, compare prices, read reviews, and make secure online payments through mobile applications. The shift from traditional dine-in and takeaway systems to app-based ordering reflects the broader trend of digitalization and changing consumer preferences in the modern era.

The COVID-19 pandemic further accelerated the adoption of online food delivery services. Lockdowns, movement restrictions, and health concerns increased reliance on home-delivery services as a safer alternative to visiting restaurants. As a result, online food delivery became an essential part of urban lifestyle in Nepal.

Despite the rapid growth of this sector, customer satisfaction remains a critical factor for long-term success. As competition among service providers increases, customers can easily switch from one platform to another if they are dissatisfied. Therefore, understanding the factors that influence customer satisfaction is essential for maintaining customer loyalty and achieving sustainable growth.

Customer satisfaction in online food delivery services is influenced by several key factors, including food quality, timely delivery, order accuracy, pricing, and app usability, secure payment options, reliability, and customer support. When these service elements meet or exceed customer expectations, satisfaction increases. However, issues such as delayed delivery, incorrect orders, high delivery charges, or technical problems in applications may lead to dissatisfaction and reduced trust in the platform.

In Nepal, online food delivery services are still in the growth stage. Although urban consumers readily adopt these services, challenges such as inconsistent service performance and limited research in the local context remain. Most previous studies on customer satisfaction in online food delivery have been conducted in foreign countries, where consumer behavior and technological infrastructure differ from Nepal. This creates a research gap in understanding customer satisfaction specifically within Pokhara.

Therefore, this study aims to examine customer satisfaction towards online food delivery services in Pokhara by identifying the key factors that influence satisfaction levels. The findings of this research will provide valuable insights for service providers to improve service quality, enhance customer loyalty, and strengthen their competitive position in the digital marketplace. Additionally, the study contributes to academic knowledge by providing evidence from the Nepalese context.

1.2 Statement of the Problem

Customer preferences and satisfaction levels are constantly evolving due to changes in lifestyle and technology. In Nepal, online food delivery services have become increasingly popular, but customers often face several challenges that affect their overall experience. Issues such as delayed deliveries, inconsistent food quality, high delivery charges, limited restaurant availability in certain areas, technical difficulties with mobile applications, and inadequate customer support can negatively influence customer satisfaction and loyalty.

Despite the growing adoption of online food delivery services, there is limited research in the Nepalese context that systematically examines customer satisfaction and its determinants. Understanding customer perceptions and challenges is therefore essential for identifying areas of improvement and suggesting measures to enhance service quality and overall customer experience.

Therefore, the core problem addressed in this study is the lack of comprehensive understanding of customer satisfaction towards online food delivery services in Nepal. This study seeks to identify the key factors influencing customer satisfaction, analyze customer experiences, and highlight areas where service providers need improvement. Addressing these problems is essential for enhancing service quality, increasing customer loyalty, and ensuring the sustainable growth of online food delivery platforms in Nepal.

1.3 Objectives of the Study

The main objective of this study is to assess customer satisfaction with online food delivery services in Nepal. The specific objectives are:

- To identify the factors affecting customer satisfaction in online food delivery platforms.
- To analyze the key attributes customers consider when choosing an online food delivery service.
- To explore customer attitudes toward marketing and service quality of online food delivery companies.
- To examine the impact of pricing on customer satisfaction and preference.

1.4 Research Questions

The study seeks to answer the following research questions:

- What are the main factors that influence customer satisfaction with online food delivery services?
- How do customers evaluate the quality of food and delivery service?
- Does pricing affect customer satisfaction and preference for online food delivery applications?
- What are customer attitudes toward the marketing and service strategies of these platforms?

1.5 Significance of the Study

The study of customer satisfaction toward online food delivery services in Nepal is important due to the rapid growth and widespread adoption of digital platforms in recent years. With increasing access to smartphones, internet services, and digital payment systems, online food delivery services have become an important part of daily life, particularly for students, working professionals, and urban households. As these services continue to expand, understanding customer satisfaction becomes essential to ensure that service providers are meeting customer expectations and delivering quality services in a competitive market environment.

Customer satisfaction plays a vital role in determining the success and sustainability of online food delivery services. Satisfied customers are more likely to reuse the service, recommend it to others, and develop trust in the platform. This study helps in identifying the key factors that influence customer satisfaction, such as food quality, delivery time, pricing, app usability, reliability, and customer support. By understanding these factors, online food delivery companies can improve their service standards, minimize service failures, and enhance overall customer experience.

The study also helps service providers understand customer expectations and changing preferences in the digital era. Customer expectations are continuously evolving due to exposure to new technologies, increased competition among service providers, and rising awareness of service quality. This research provides useful insights into how customers evaluate online food delivery services and what improvements they expect. Such information is valuable for improving operational efficiency, service consistency, and customer relationship management.

In addition, the study highlights common challenges and problems faced by customers while using online food delivery services, such as delayed delivery, incorrect orders, high delivery charges, technical issues with applications, and poor customer support. Identifying these challenges enables service providers to take corrective measures and reduce dissatisfaction. Addressing customer complaints effectively helps build trust, improve brand image, and ensure long-term customer retention.

The findings of this study also contribute to understanding the broader impact of digitalization on consumer behavior in Nepal. Online food delivery services are influencing traditional eating habits, lifestyle patterns, and purchasing decisions. Studying customer satisfaction in this context helps explain how digital services are shaping consumer expectations and service usage behavior in Nepal's evolving digital economy.

Furthermore, the study contributes to academic knowledge by providing detailed information on customer satisfaction in online food delivery services within the Nepalese context. Since research in this area is still limited, the findings of this study can serve as a valuable reference for future researchers, students, and academicians. It can also support further studies related to digital marketing, service quality, and consumer behavior.

1.6 Limitations of the Study

 Despite its objectives, the study acknowledges certain limitations:

1. Geographical Scope: The research focuses on Pokhara, so findings may not fully represent customer satisfaction in other cities or rural areas of Nepal.

2. Sample Size: The study is limited to a specific number of respondents, which may not capture the experiences of all users of online food delivery services.

3. Time Constraint: The study reflects consumer perceptions at a particular point in time, which may change as services evolve and new players enter the market.

4. Response Bias: The accuracy of the results depends on the honesty and awareness of respondents, which may introduce some bias.

1.7 Organization of the Study

The study is organized into five chapters for clarity and systematic presentation:

- Chapter 1: Introduction – Presents the background, significance, objectives, and limitations of the study.
- Chapter 2: Review of Literature – Discusses previous studies, theories, and concepts related to online food delivery and customer satisfaction.
- Chapter 3: Research Methodology – Describes the research design, sampling methods, data collection tools, and techniques for data analysis.
- Chapter 4: Data presentation and analysis – Presents the findings from the collected data and analyzes them in relation to existing literature.
- Chapter 5: Conclusion and Recommendations – Summarizes key findings, draws conclusions, and provides practical recommendations for improving online food delivery services.

CHAPTER II

LITERATURE REVIEW

2.1 Literature Review

The rapid advancement of digital technology and the increasing availability of internet services have significantly transformed consumer purchasing behavior. One of the major developments in the service industry is the emergence of online food delivery platforms, which enable customers to order food through mobile applications and websites. As the popularity of these platforms continues to grow, understanding the factors that influence customer satisfaction has become an important research area.

Customer satisfaction is widely recognized as a key determinant of business success, particularly in service industries. According to Kotler and Keller (2018), customer satisfaction refers to a person's feeling of pleasure or disappointment that results from comparing the perceived performance of a product or service with prior expectations. When performance meets or exceeds expectations, customers experience satisfaction, which increases the likelihood of repeat purchases and customer loyalty. Similarly, Oliver (1980) explained that customer satisfaction is the consumer's evaluation of a product or service after comparing expected performance with the actual experience.

Several studies have examined the determinants of customer satisfaction in online food delivery services. Ali et al. (2020) found that the growing adoption of online food delivery platforms is primarily driven by convenience, accessibility, and time-saving benefits. Their study indicated that customers prefer digital platforms that offer efficient delivery services, easy ordering processes, and user-friendly mobile applications. The researchers concluded that convenience and service efficiency significantly influence customer satisfaction in online food delivery services.

Service quality has been widely identified as one of the most important factors affecting customer satisfaction. Parasuraman, Zeithaml, and Berry (1988) introduced the SERVQUAL model, which measures service quality through five dimensions: reliability, responsiveness,

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assurance, empathy, and tangibles. This model has been extensively used in service research to evaluate customer perceptions of service quality. In the context of online food delivery platforms, service quality includes timely delivery, order accuracy, responsiveness to customer inquiries, and overall reliability of service providers.

Supporting this view, Alalwan (2020) stated that service quality significantly influences customers' satisfaction with mobile food ordering applications. The study revealed that customers evaluate the performance of online food delivery platforms based on how effectively they meet expectations related to delivery time, service responsiveness, and reliability. High service quality leads to increased customer satisfaction and encourages repeated usage of the platform.

Another important factor influencing customer satisfaction is application usability. Since online food delivery services operate primarily through digital platforms, the usability and functionality of mobile applications play a crucial role in shaping the overall customer experience. Davis (1989), through the Technology Acceptance Model (TAM), emphasized that perceived usefulness and perceived ease of use are important determinants of users' acceptance of technological systems. In the context of online food delivery platforms, customers are more satisfied when applications are easy to navigate, provide clear information about menus and pricing, and allow quick and secure order placement.

Ray et al. (2019) further highlighted that delivery time and order accuracy are critical determinants of customer satisfaction in food delivery platforms. Their study revealed that delays in delivery significantly reduce customer satisfaction even when the quality of food is satisfactory. Efficient logistics and accurate order fulfillment therefore play a vital role in maintaining customer satisfaction.

Food quality is also a crucial factor affecting customers' overall experience with online food delivery services. Zhongcao (2022) found that customers often evaluate the entire service experience based on the quality of food delivered. Food quality includes aspects such as freshness, taste, packaging, and temperature upon delivery. When food quality meets customer

Expectations, customers are more likely to continue using the platform and recommend the service to others.

Pricing and perceived value are also important determinants of customer satisfaction in online food delivery platforms. According to Rahman and Akter (2023), customers assess whether the price paid for food and delivery services is reasonable compared to the value they receive. The study indicated that transparent pricing structures, reasonable delivery charges, and promotional offers positively influence customer satisfaction and increase the likelihood of repeated usage of online food delivery services.

Reliability is another significant factor affecting customer satisfaction. Reliability refers to the ability of service providers to perform promised services accurately and consistently. Kumar and Shah (2023) found that reliable delivery services, accurate order fulfillment, and efficient order tracking systems significantly influence customer trust and satisfaction. Consistent service performance helps build customer confidence and long-term loyalty toward the platform.

Customer support is also an important component in maintaining customer satisfaction. Gautam, Chhetri, and Subedi (2024) emphasized that effective customer support systems help resolve problems such as delayed deliveries, incorrect orders, and payment issues. Prompt responses to customer complaints and efficient problem resolution improve customer satisfaction and strengthen the relationship between customers and service providers.

Furthermore, recent research has highlighted the importance of technological convenience and digital service efficiency in online food delivery platforms. Zhang and Li (2024) stated that features such as real-time order tracking, secure digital payment systems, and personalized recommendations significantly enhance the overall customer experience. Platforms that effectively integrate technological features with high service quality tend to achieve higher levels of customer satisfaction.

Overall, previous studies indicate that customer satisfaction in online food delivery services is influenced by multiple factors, including service quality, application usability, food quality, pricing and perceived value, reliability, and customer support. These factors collectively shape

customers' experiences when using online food delivery platforms. Therefore, understanding the relationship between these variables is essential for improving service performance and enhancing customer satisfaction.

Based on the findings of previous research, the present study focuses on examining customer satisfaction toward online food delivery services by analyzing the influence of service quality, application usability, food quality, price and value, reliability, and customer support. These variables form the foundation of the theoretical framework used in this research.

2.2 Theoretical Framework

A conceptual/ theoretical framework is simply a collection of ideas or a structured plan that directs research or decision-making by describing key concepts, variables, and their relationships. It serves as a basis for knowing and studying a certain topic or situation.

The complete image is shown by the framework that is offered. Thus, an entire frame has been created using the factors revealed in this study report.

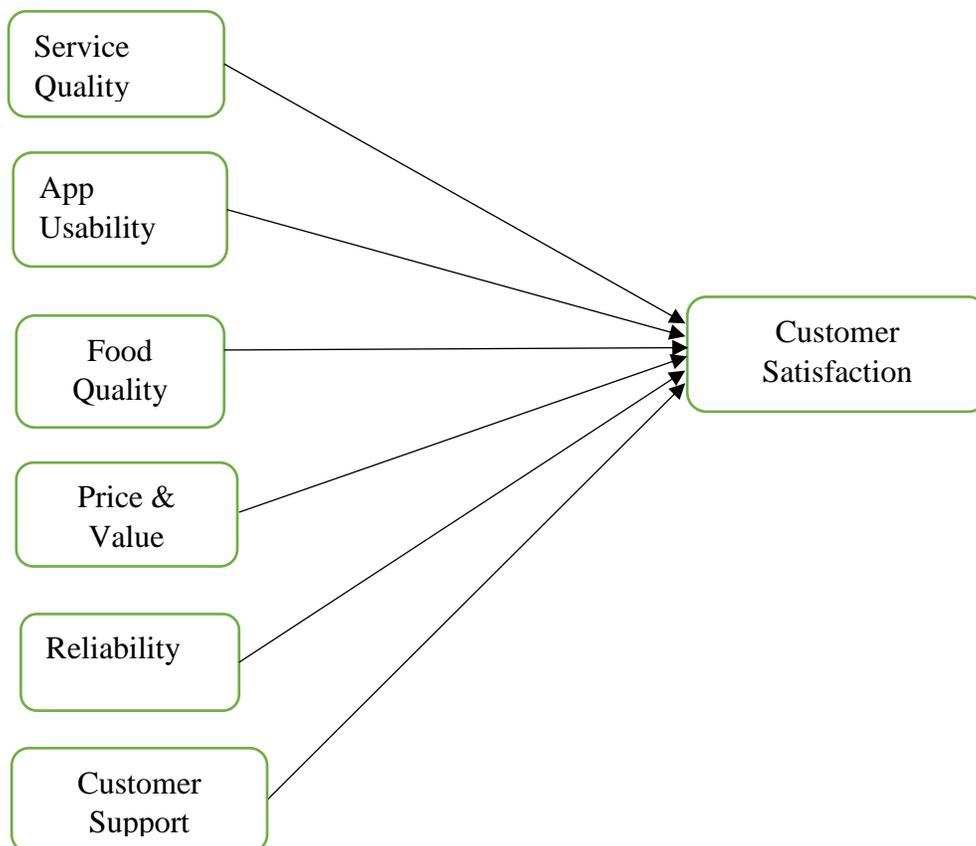**Independent Variables**   **Dependent Variable**

Figure 2.2 Conceptual Framework of Customer Satisfaction

2.3 Operational Definition

2.3.1 Independent Variables

An independent variable is a variable that is manipulated or controlled in a study to examine its effect on another variable, known as the dependent variable. It is considered the cause or influencing factor in the research, and changes in the independent variables are believed to lead to changes in the dependent variable.

i. Service Quality

Service quality refers to the ability of online food delivery services to provide accurate, timely, and dependable delivery of food orders. This includes on-time delivery, correct orders, and professional behavior of delivery personnel.

ii. App / Website Usability

App or website usability refers to how easy and convenient it is for customers to use the online food delivery platform. This includes ease of navigation, simple ordering process, secure payment options, and clarity of information provided.

iii. Food Quality

Food quality refers to the condition of the food received by customers through online food delivery services. This includes freshness, taste, temperature, and proper packaging of the food upon delivery.

iv. Price and Value

Price and value refer to the customer's perception of whether the cost of food and delivery charges are reasonable compared to the service received. This includes affordability, availability of discounts, and value for money.

v. Reliability

Reliability refers to the ability of online food delivery services to perform promised services accurately and consistently. This includes correct delivery locations, accurate order fulfillment, and reliable order tracking systems.

vi. Customer Support

Customer support refers to the assistance provided to customers when they face issues with online food delivery services. This includes responsiveness to complaints, ease of contacting support, refund or replacement policies, and effective problem resolution.

2. Dependent Variable

Customer Satisfaction

Customer satisfaction is the dependent variable of this study. It represents the overall satisfaction level of customers using online food delivery services and reflects how well their expectations are met. Customer satisfaction is influenced by various independent factors such as service quality, app usability, food quality, price and value, reliability, and customer support. A higher level of performance in these factors leads to increased customer satisfaction with online food delivery services.

CHAPTER III

RESEARCH METHODOLOGY

3.1 Research Design

This study adopts a descriptive research design with a quantitative approach to examine customer satisfaction towards online food delivery services. Descriptive research is appropriate as it helps to systematically describe the characteristics, opinions, and satisfaction levels of customers using online food delivery platforms.

The study is cross-sectional in nature, meaning data are collected at a single point in time to capture customers' current perceptions and experiences regarding online food delivery services such as Foodmandu, Pathao Food, Pokhara Food Delivery, and other similar platforms.

3.2 Nature and Sources of Data

The study is based on both primary and secondary sources of data.

3.2.1 Primary Data

Primary data were collected directly from customers who use online food delivery services. The main method of data collection was a structured questionnaire distributed online.

The questionnaire was designed to gather information on:

- Customer demographic profile
- Usage pattern of online food delivery services
- Level of satisfaction with different service attributes
- Overall satisfaction and future usage intention

3.2.2 Secondary Data

Secondary data were collected from:

- Academic journals and research articles
- Books related to marketing and consumer behavior
- Previous theses and project reports
- Websites of online food delivery platforms
- Online reports and publications

These sources helped in developing the theoretical framework and understanding existing studies related to customer satisfaction.

3.3 Population and Sample

3.3.1 Population

The population of the study consists of customers who have used online food delivery services within Pokhara Metropolitan City.

3.3.2 Sample Size

A sample of 80 respondents was selected for the study. The sample size was considered adequate to represent customer opinions and to perform descriptive analysis.

3.3.3 Sampling Technique

The study used convenience sampling, a non-probability sampling technique. Respondents were selected based on accessibility and willingness to participate, mainly through social media platforms and personal networks.

3.4 Data Collection Tools and Techniques

The primary data were collected using a structured questionnaire prepared in Google Forms. The questionnaire consisted of both closed-ended questions and Likert-scale statements.

The questionnaire was divided into the following sections:

- Section A: Demographic information

- Section B: Usage pattern of online food delivery services
- Section C: Satisfaction level regarding service quality, delivery time, price, app usability, food quality, and customer support
- Section D: Overall satisfaction and recommendation intention

A 5-point Likert scale ranging from *Strongly Disagree (1)* to *Strongly Agree (5)* was used to measure customer satisfaction.

3.5 Data Collection Procedure

Data were collected over a period of four weeks. The Google Form link was shared through:

- Facebook and Messenger
- WhatsApp groups
- Email and personal contacts

Respondents were informed about the academic purpose of the study and assured that their responses would remain confidential. Only completed questionnaires were used for analysis.

3.6 Variables of the Study

Independent Variables

- Service Quality
- App Usability
- Food Quality
- Price and Value
- Reliability
- Customer Support

Dependent Variable

- Customer satisfaction towards online food delivery services

3.7 Data Processing and Analysis Techniques

After data collection, responses were coded and entered into Microsoft Excel for analysis. The following techniques were used:

- Frequency and percentage analysis
- Mean and standard deviation
- Tabular and graphical presentation

The results were interpreted in line with the research objectives to identify satisfaction levels and influencing factors.

3.8 Ethical Considerations

Ethical principles were strictly followed throughout the research process. Respondents participated voluntarily and were informed about the purpose of the study. No personal identification information was collected. All data were used solely for academic purposes and kept confidential.

CHAPTER IV

DATA PRESENTATION AND ANALYSIS

4.1 Introduction

This chapter presents the analysis and interpretation of the data collected from respondents regarding customer satisfaction towards online food delivery services in Pokhara. The data were collected through a structured questionnaire distributed through Google Forms. A total of **80 responses** were obtained and analyzed using descriptive statistical tools such as frequency, percentage, mean, and graphical presentation.

The purpose of this analysis is to understand the demographic profile of respondents, their usage patterns of online food delivery services, and their level of satisfaction with various service attributes such as service quality, food quality, price, reliability, app usability, and customer support.

4.2 Demographic Profile of Respondents

Table 1: Gender of Respondents

The table shows that **60% of respondents are female** while **40% are male**. This indicates that both male and female customers actively use online food delivery services in Pokhara, though female respondents slightly dominate the sample. This indicates that online food delivery services are used by customers of different genders in Pokhara. The participation of both groups suggests that the usage of these services is not limited to a specific gender and reflects the growing popularity of online food delivery platforms among a wide range of consumers.

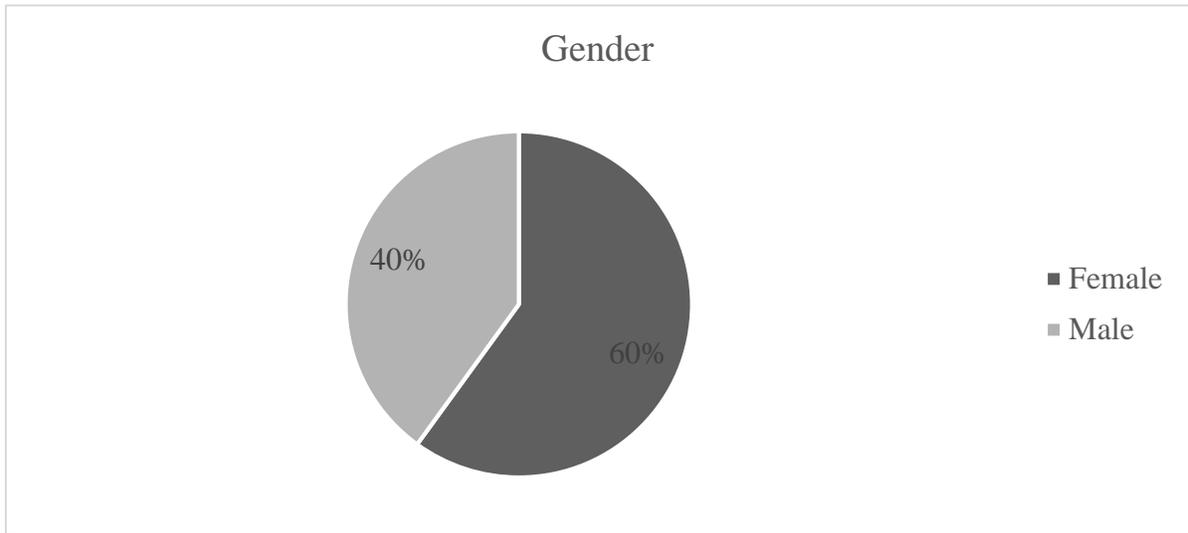| Gender	Frequency	Percentage
Female	48	60
Male	32	40
Total	80	100

Figure 1: Gender description of the respondents

Table 2: Number of respondents categorized by age

In this study, the respondents were classified by their age. The options were 18-21, 22-25, 26-30, and above 30.As per the data, 20% were 18-21, 48.8% were 22-25, 18.8% were 26-30,12.5% were Above 30.The data from the questionnaire is arranged in the following table. The data indicate that most respondents belong to the younger age group, particularly between 18–22 years and 23–27 years. This suggests that young people are the primary users of online food delivery services in Pokhara. Their familiarity with smartphones, digital platforms, and online payment systems may contribute to their higher usage of such services.

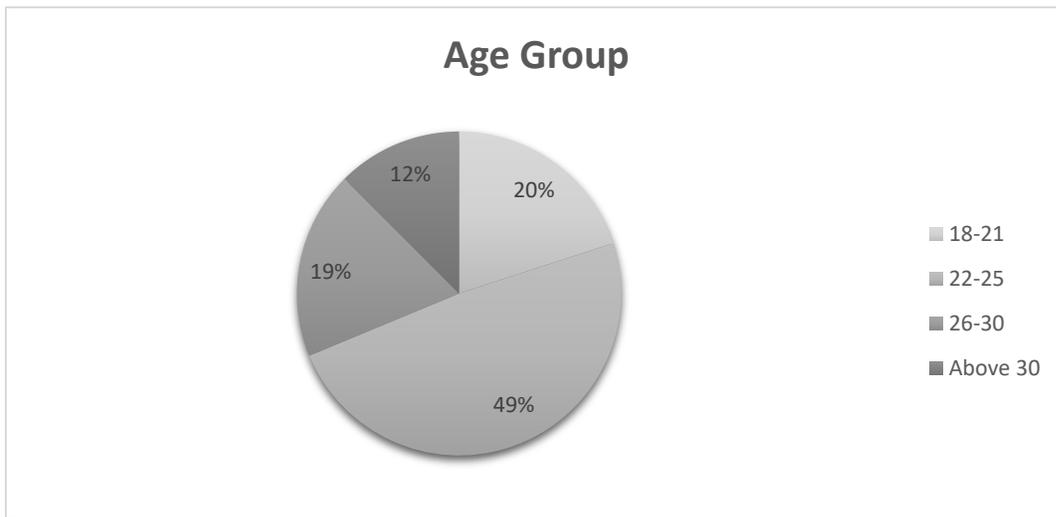| Age	Frequency	Percentage
18-21	16	20%
22-25	39	48.8%
26-30	15	18.8%
Above 30	10	12.5%
Total	80	100%

Figure: Age Classification

Table 3: Occupation Respondents

In this study, 42.5 % were Student, 32.5 % Employed and 25 % Self-Employed. The results show that a large portion of respondents are students, followed by employed individuals. This implies that students and working professionals frequently use online food delivery services due to their busy schedules and preference for convenience.

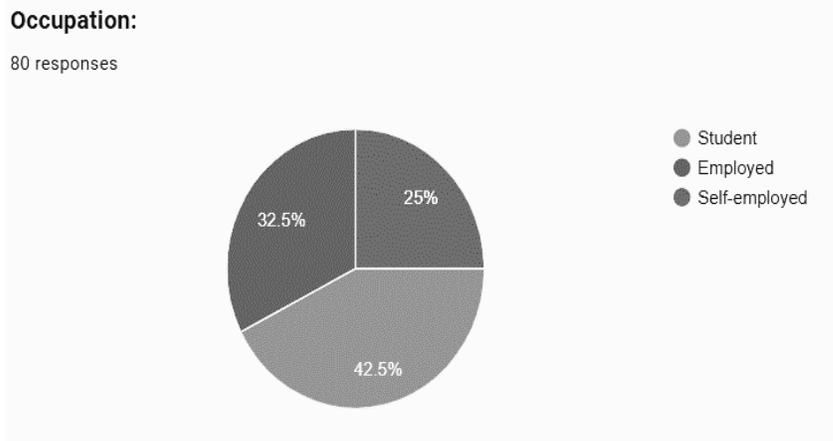| Occupation	Frequency	Percentage
Student	34	42.5%
Employed	26	32.5%
Self-Employed	20	25%
Total	80	100

Occupation:

80 responses

Figure: Respondents Occupation

Table 4: Monthly Income

In this data the monthly income of respondents were asked where 32.5% have below 20,000, 21.2% have 20,000-40000, 21.3% have 40,000-60,000 and 25% have above 60,000. The results show that a large portion of respondents are students, followed by employed individuals.

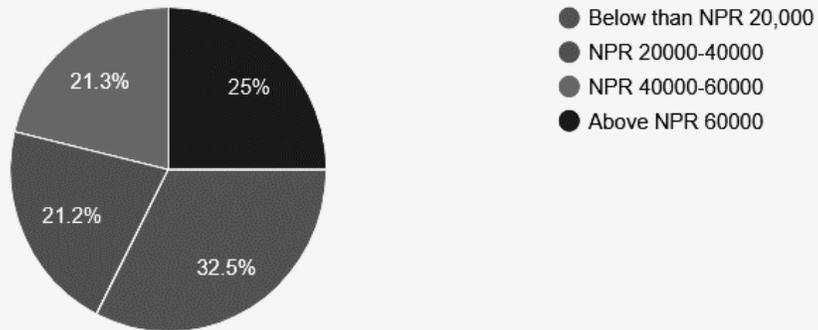| Monthly Income	Frequency	Percentage
Below 20,000	26	32.5%
20,000-40,000	17	21.2%
40,000-60000	17	21.3%
Above 60,000	20	25%
Total	80	100%

Monthly Income:

80 responses

Figure: Respondents Monthly Income

Table 5: Do you currently live in Pokhara?

In this data, 95% were from Pokhara and 5% were not from Pokhara.

Yes/No	Frequency	Percentage
Yes	76	95%
No	4	5%
Total	80	100%

Do you currently live in Pokhara Metropolitan City ?
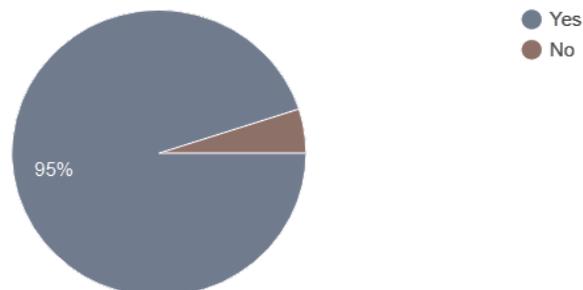
80 responses

Figure: Respondents current location

Table 6: Have you used online food delivery services in Pokhara?

In this data respondents were asked if they have used online food delivery services in Pokhara and 97.5% said Yes whereas 2.5% said No.

Yes/No	Frequency	Percentage
Yes	78	97.5%
No	2	2.5%
Total	80	100%

Have you ever used online food delivery services in Pokhara ?
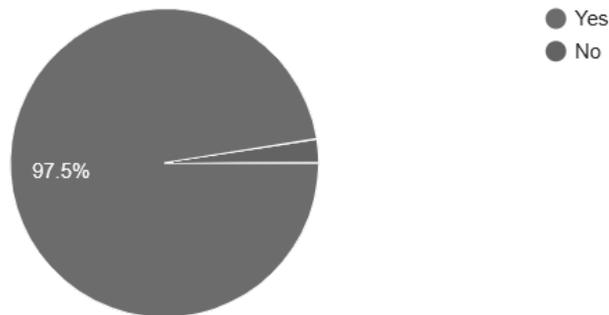
80 responses

Figure: Used online food delivery in Pokhara

Table 7: Preferred Online Food Delivery Platform

In this data, respondent were asked about their preferred online food delivery platform which were Foodmandu, Pathao food, and Pokhara food delivery. From the data, 25% uses Foodmandu, 27.7% uses Pathao food and 47.55 uses Pokhara food delivery for ordering food online.

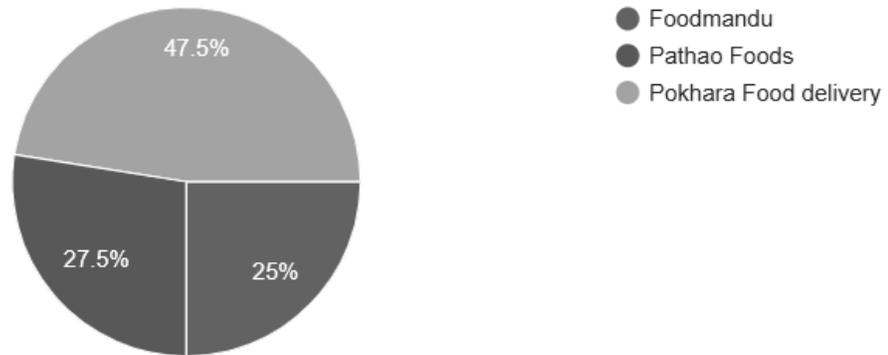| Platform	Frequency	Percentage
Foodmandu	20	25%
Pathao Food	22	27.5%
Pokhara Food Delivery	38	47.5%
Total	80	100%

Figure: Preferred online Food Delivery Platform

Table 8: How often do you order food online?

The findings reveal that many respondents use online food delivery services regularly. This indicates that such platforms have become an important part of consumers' daily lifestyle. The increasing use of these services may be attributed to convenience, time-saving benefits, and easy accessibility through mobile applications. From this data 10% uses daily, 45% uses several times a week, 32.5% uses once a week and 12.55 uses rarely to order food online.

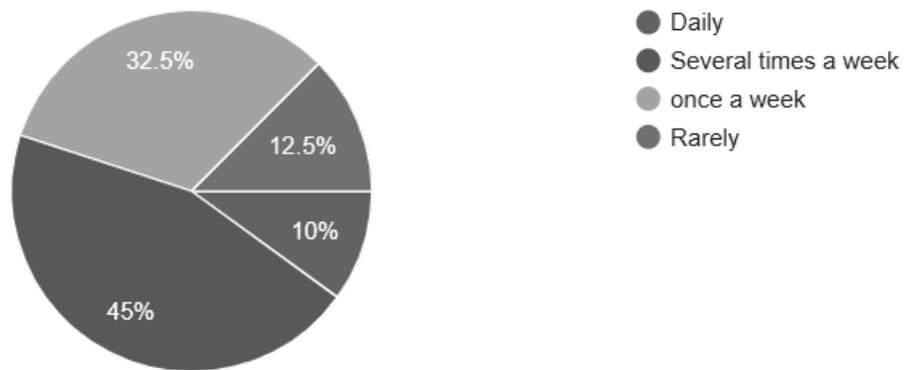| Times	Frequency	Percentage
Daily	8	10%
Several times a week	36	45%
Once a week	26	32.5%
Rarely	10	12.5%
Total	80	100%

Figure: Respondents order food online

Table 9: Preferred Payment Method

In this data, respondents were asked about their preferred payment methods with option Cash on delivery, eSewa, Khalti, Mobile banking, Card payment. 36.6% uses cash on delivery, 13.8% uses eSewa, and 8.8% uses Khalti, 40% uses Mobile banking and 1.2% uses card payment as their preferred payment method.

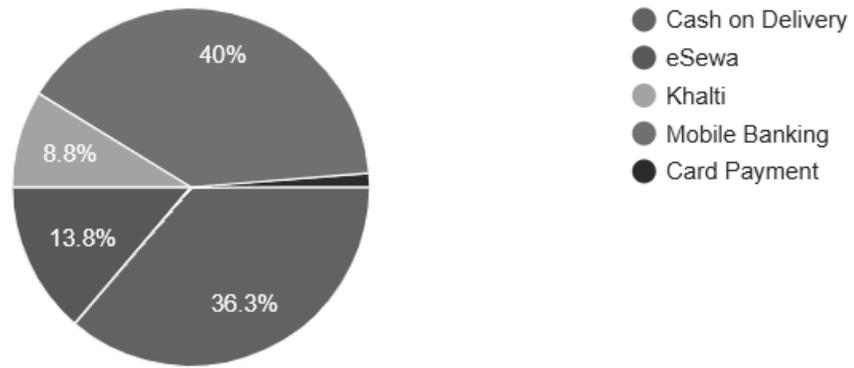| Payment Methods	Frequency	Percentage
Cash on Deliver	29	36.3%%
eSewa	11	13.8%
Khalti	7	8.8%
Mobile banking	32	40%
Card Payment	1	1.2%
Total	80	100%

Figure: Respondents preferred payment method

Table 10: Reason to use online food delivery services

Respondents were questioned the reason to use online food delivery services .In this data, 35% said convenience, 32.5% said variety of food option, 21.3% said discounts and promotions and 11.3% said lack of time to cook.

Reason	Frequency	Percentage
Convenience	28	35%
Variety of food option	26	32.5%
Discounts and Promotions	17	21.3%
Lack of time to cook	9	11.3%
Total	80	100%
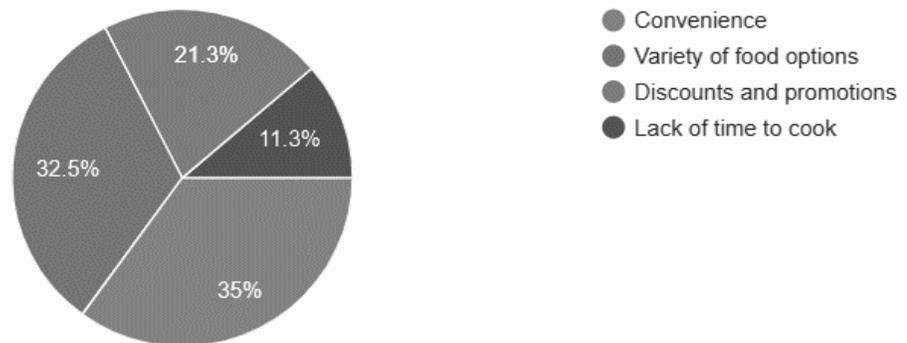
Factors that Influence Customer Satisfaction

4.2 Service Quality

The findings indicate that most respondents **agree or strongly agree** that service quality plays a significant role in their satisfaction with online food delivery services. Customers expect timely delivery, accurate orders, and professional behavior from delivery personnel. This suggests that maintaining high service quality is essential for improving customer satisfaction and loyalty.

Table 11: Online food delivery services deliver orders within the expected time

Responses	Frequency	Percentage
Strongly disagree	4	5%
Disagree	15	12.5%
Neutral	10	35%
Agree	28	47.5%
Strongly agree	38	0%
Total	80	100%
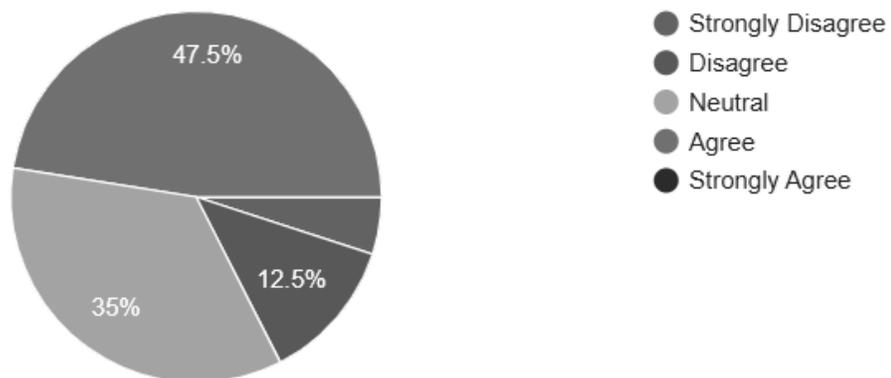
Figure: Delivery services deliver orders within expected time

Table 12: Delivery Personnel Behavior

Responses	Frequency	Percentage
Strongly disagree	0	0%
Disagree	1	1.3%
Neutral	9	11.5%
Agree	63	80.8%
Strongly agree	5	6.4%
Total	80	100%
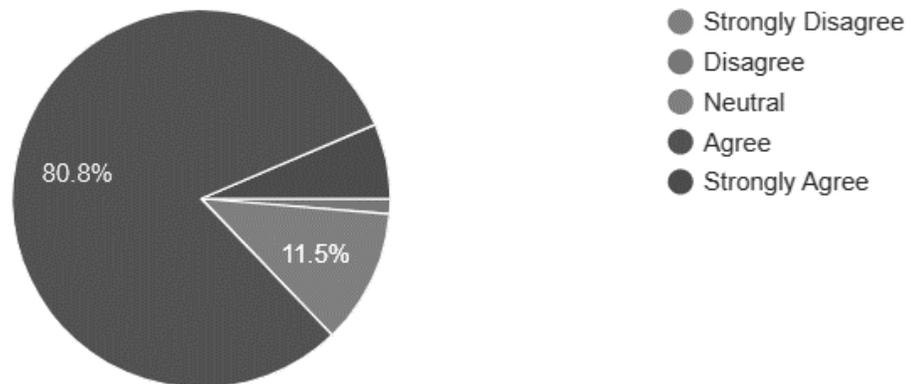
Figure: Delivery personnel Behavior

Table 13: Order deliver correctly

Responses	Frequency	Percentage
Strongly disagree	0	0%
Disagree	1	1.3%

Neutral	7	8.8%
Agree	66	82.5%
Strongly agree	6	7.5%
Total	80	100%
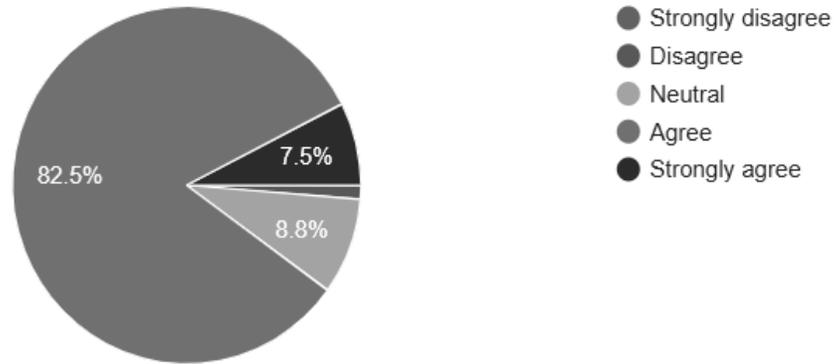
Figure: Order deliver correctly

4.3 App Usability

The results show that a majority of respondents find online food delivery applications **easy to use and user-friendly**. Features such as simple navigation, easy ordering process, and secure payment systems enhance the overall user experience. This indicates that app usability significantly influences customer satisfaction

Table 14: Online food delivery apps are easy to use.

Responses	Frequency	Percentage
Strongly disagree	0	0%
Disagree	3	3.8%
Neutral	11	13.8%
Agree	58	72,5%
Strongly agree	8	10%
Total	80	100%
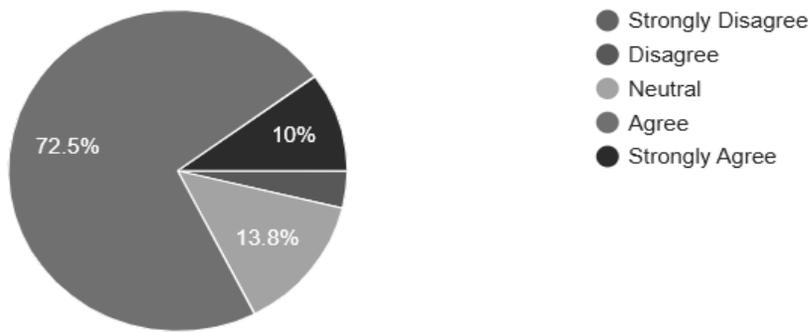
Figure: Apps are easy to use

Table 14: Ordering process on the app is simple and convenient.

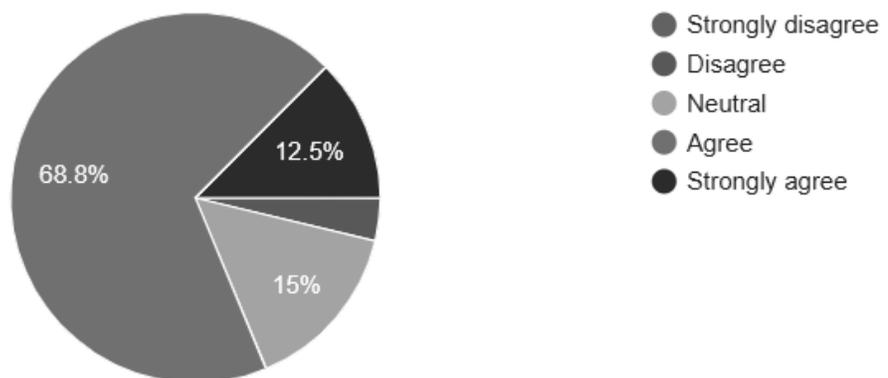| Responses	Frequency	Percentage
Strongly disagree	0	0%
Disagree	3	3.8%
Neutral	12	15%
Agree	55	68.8%
Strongly agree	10	12.5%
Total	80	100%

Figure: Ordering process is simple and convenient

Table 15: Online payment option are secure and reliable

Responses	Frequency	Percentage
Strongly disagree	0	0%
Disagree	3	3.8%
Neutral	14	17.5%
Agree	52	63%
Strongly agree	11	13.7%
Total	80	100%
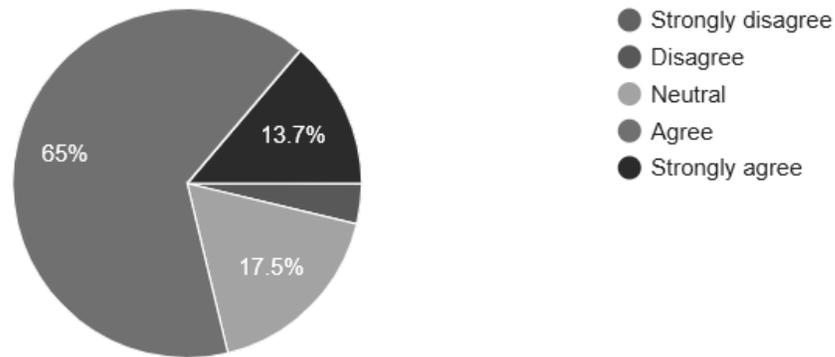
Figure: Online payment are secure and reliable

4.4 Food Quality

The analysis reveals that most respondents consider **food quality to be an important factor** when using online food delivery services. Customers expect fresh, hygienic, and properly packaged food. Poor food quality may lead to dissatisfaction and discourage future orders.

Table 16: Food delivered is fresh and of good quality.

Responses	Frequency	Percentage
Strongly disagree	0	0%
Disagree	3	3.7%
Neutral	6	7.5%

Agree	22	27.5%
Strongly agree	49	61.3%
Total	80	100%
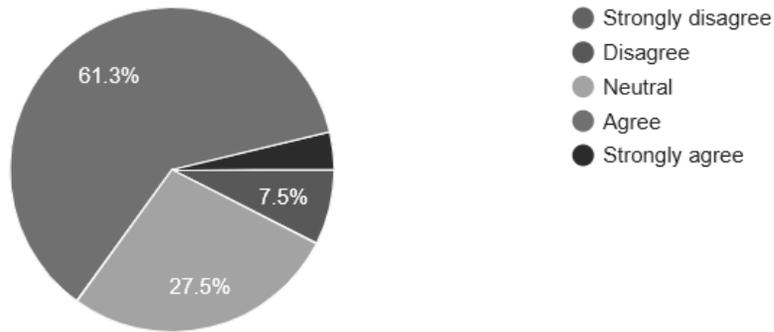
Figure: Food is delivered fresh and is good quality

Table 17: Food arrives at an appropriate temperature

Responses	Frequency	Percentage
Strongly disagree	2	2.5%
Disagree	14	17.5%
Neutral	24	30%
Agree	35	43.8%
Strongly agree	5	6.3%
Total	80	100%
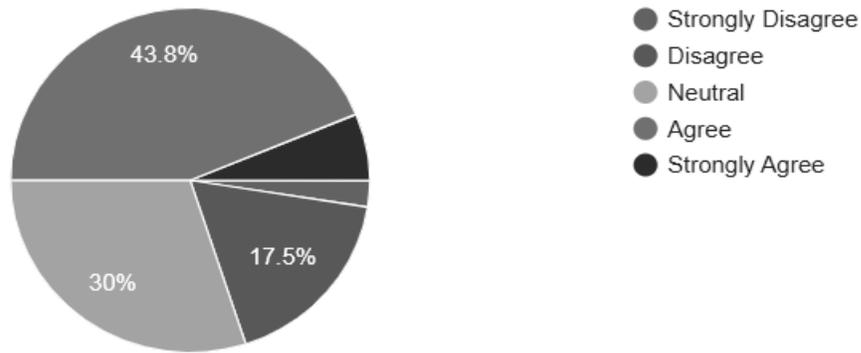
Figure: Food arrives at appropriate temperature

Table 18: Packaging of food is hygienic and satisfactory

Responses	Frequency	Percentage
Strongly disagree	0	0%
Disagree	5	6.3%
Neutral	17	21.3%
Agree	35	56.3%
Strongly agree	14	16.2%
Total	80	100%
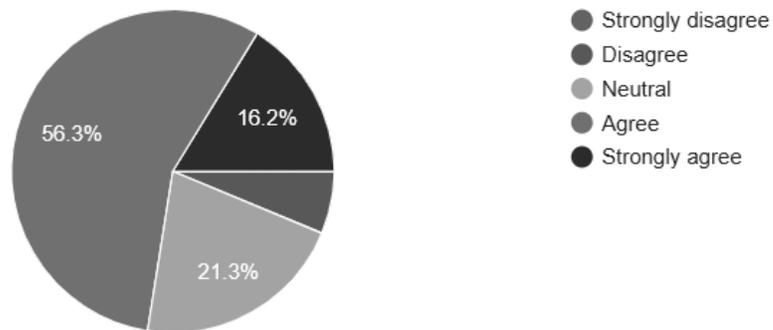
Figure: Packaging of food is hygienic and satisfactory

Section E: Price and Value

The findings suggest that pricing and delivery charges influence customer decisions when ordering food online. Many respondents prefer platforms that offer **reasonable prices, discounts, and promotional offers**. High delivery charges may reduce customer satisfaction

Table 19: Prices of food items on delivery apps are reasonable

Responses	Frequency	Percentage
Strongly disagree	1	1.3%
Disagree	16	20%
Neutral	16	20%
Agree	45	56.3%
Strongly agree	2	2.5%
Total	80	100%
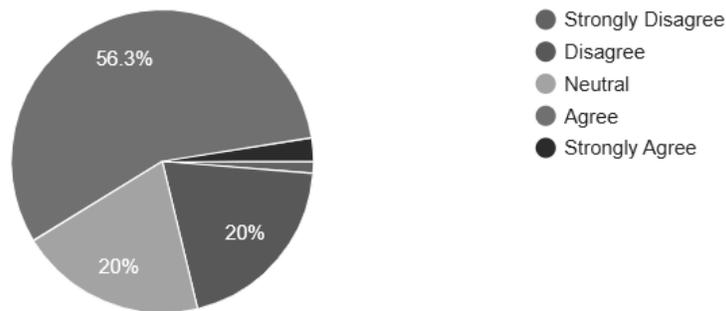
Figure: Prices of on food delivery app are affordable

Table 20: Delivery charges are affordable

Responses	Frequency	Percentage
Strongly disagree	1	1.3%
Disagree	22	27.5%
Neutral	13	16.2%
Agree	36	45%

Strongly agree	8	10%
Total	80	100%
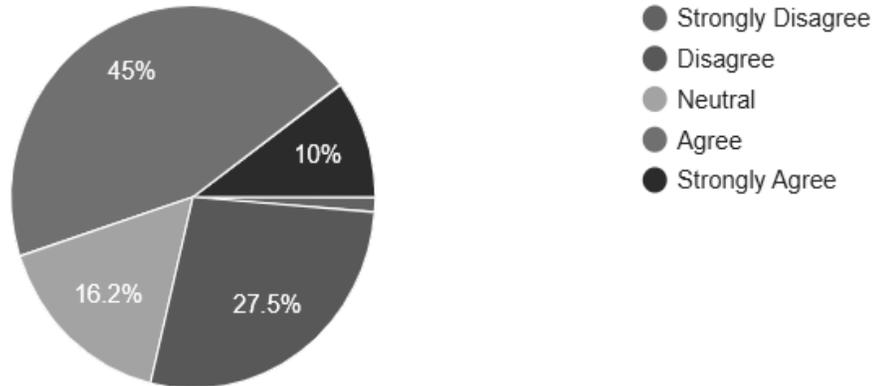
Figure: Delivery charges are affordable

Table 21: Discounts and promotional offers increase my satisfaction

Responses	Frequency	Percentage
Strongly disagree	0	0%
Disagree	8	10%
Neutral	15	18.7%
Agree	36	45%
Strongly agree	21	26.2%
Total	80	100%
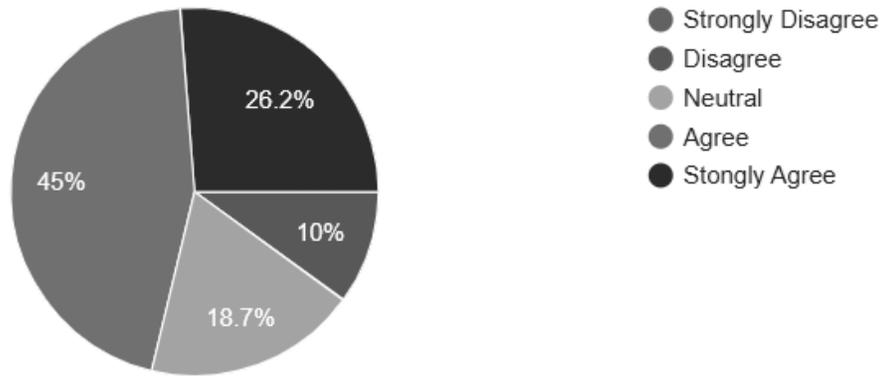
Figure: Discount and promotional offers increase my satisfaction

4.6 Reliability

The results indicate that reliability, such as **accurate order delivery and consistent service performance**, is important for customer satisfaction. Customers expect their orders to arrive on time and exactly as requested.

Table 22: Orders are delivered to the correct location.

Responses	Frequency	Percentage
Strongly disagree	0	0%
Disagree	1	1.3%
Neutral	13	16.3%
Agree	65	76.3%
Strongly agree	5	6.3%
Total	80	100%
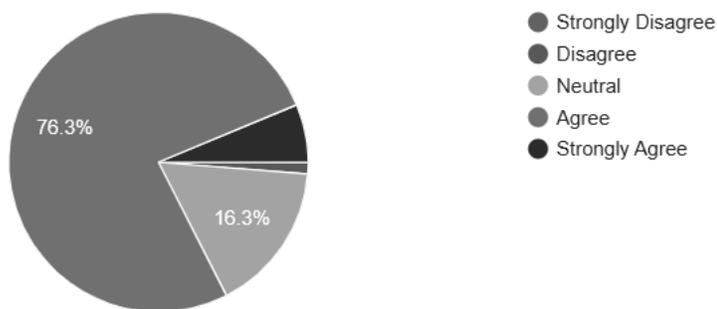
Figure: Orders are delivered to correct location

Table 23: Online food delivery services in Pokhara are reliable.

Responses	Frequency	Percentage
Strongly disagree	0	0%
Disagree	1	1.3%
Neutral	13	16.3%
Agree	53	66.2%
Strongly agree	13	16.2%
Total	80	100%
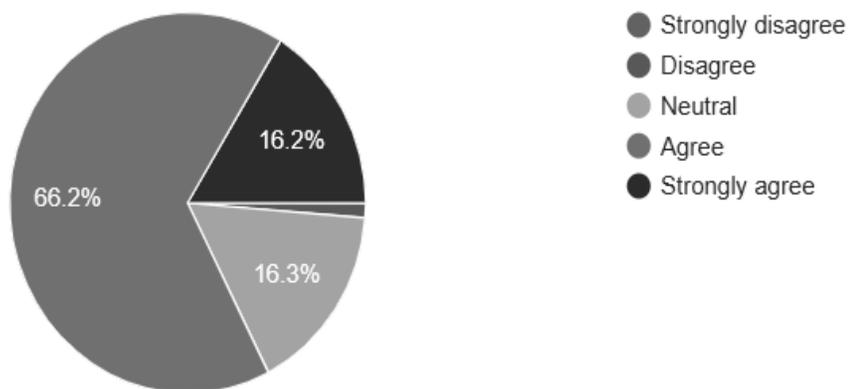
Figure: Online food delivery services are reliable in Bokhara

Table 24: Order tracking features are useful.

Responses	Frequency	Percentage
Strongly disagree	0	0%
Disagree	1	1.3%
Neutral	7	13.9%
Agree	66	67.1%
Strongly agree	6	16.5%
Total	80	100%
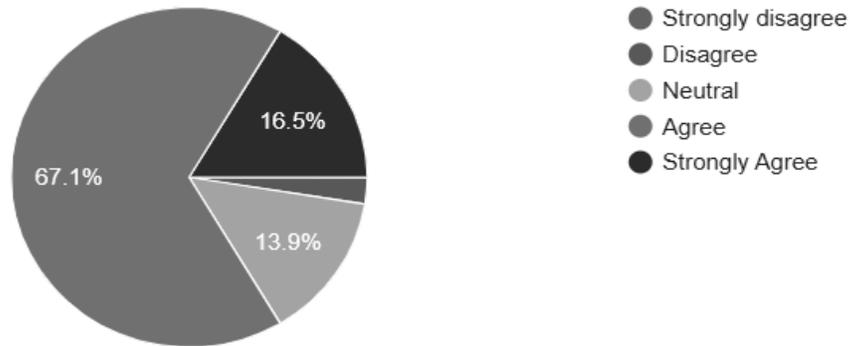
Figure: Order tracking features are useful

4.7 Customer Support

The findings show that effective customer support is essential when problems arise, such as delayed delivery or incorrect orders. Respondents expect quick responses and problem resolution from customer service teams.

Table 25: Customer service responds quickly to complaints.

Responses	Frequency	Percentage
Strongly disagree	2	2.5%
Disagree	4	5%
Neutral	720	25%

Agree	49	61.3%
Strongly agree	5	6.3%
Total	80	100%
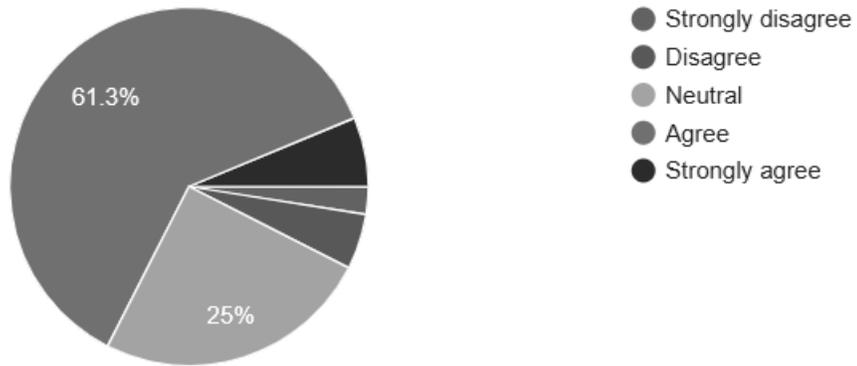
Figure: Customer service respond quickly to complaints

Table 26: Problems such as wrong orders or delays are resolved properly.

Responses	Frequency	Percentage
Strongly disagree	0	0%
Disagree	6	7.5%
Neutral	18	22.5%
Agree	51	63.7%
Strongly agree	5	7.5%
Total	80	100%
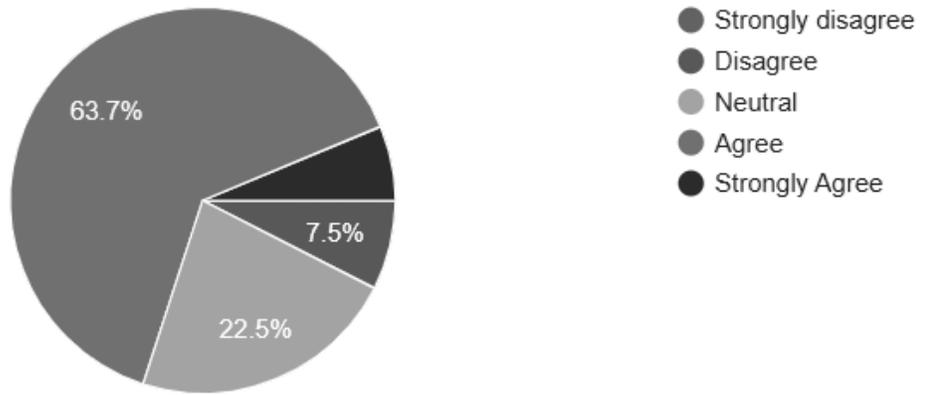
Figure: Problem such as wrong order or delays are resolved properly

Table 27: It is easy to contact customer support when needed.

Responses	Frequency	Percentage
Strongly disagree	1	1.3%
Disagree	6	7.5%
Neutral	15	18.8%
Agree	52	65%
Strongly agree	6	7.5%
Total	80	100%
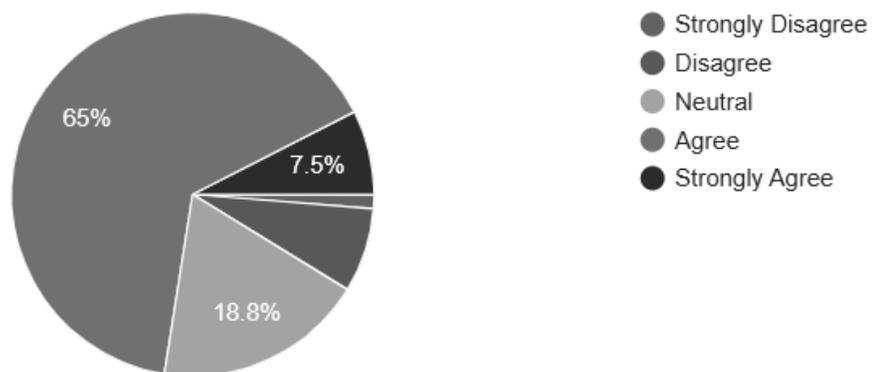
Figure: It is easy to contact customer support when needed

4.8 Overall Customer Satisfaction

Overall, the results indicate that most respondents are satisfied with online food delivery services in Pokhara. However, some customers have suggested improvements in areas such as delivery time, pricing, and packaging

Table 28: I am satisfied with online food delivery services in Pokhara.

Responses	Frequency	Percentage
Strongly disagree	0	0%
Disagree	1	1.3%
Neutral	14	17.5%
Agree	59	73.8%
Strongly agree	6	7.5%
Total	80	100%
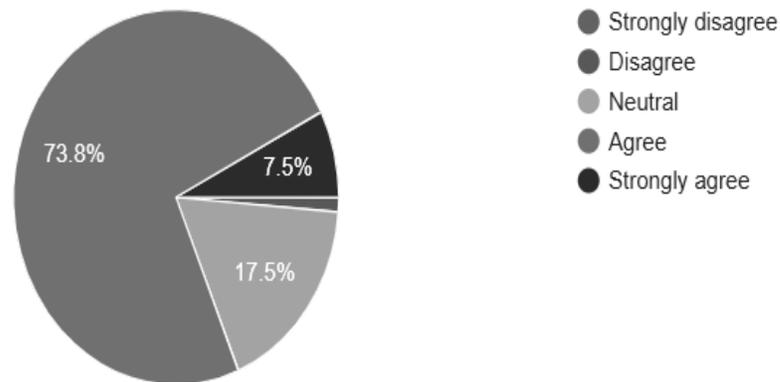
Figure: I am satisfied with online food delivery services in Bokhara

Table 29: I will continue using online food delivery services in the future.

Responses	Frequency	Percentage

Strongly disagree	0	0%
Disagree	1	1.3%
Neutral	12	15%
Agree	54	67.5%
Strongly agree	13	16.2%
Total	80	100%
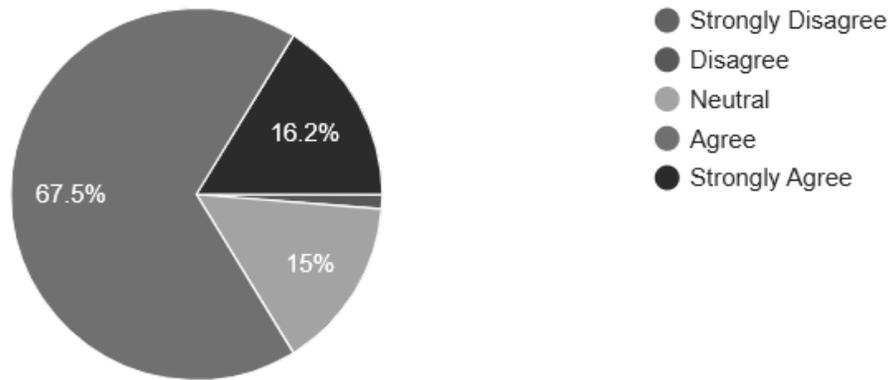
Figure: Continue using online food delivery in Bokhara

Table 30: I would recommend online food delivery services to others.

Responses	Frequency	Percentage
Strongly disagree	1	1.3%
Disagree	0	0%
Neutral	9	11.3%
Agree	57	71.3%
Strongly agree	13	16.2%
Total	80	100%
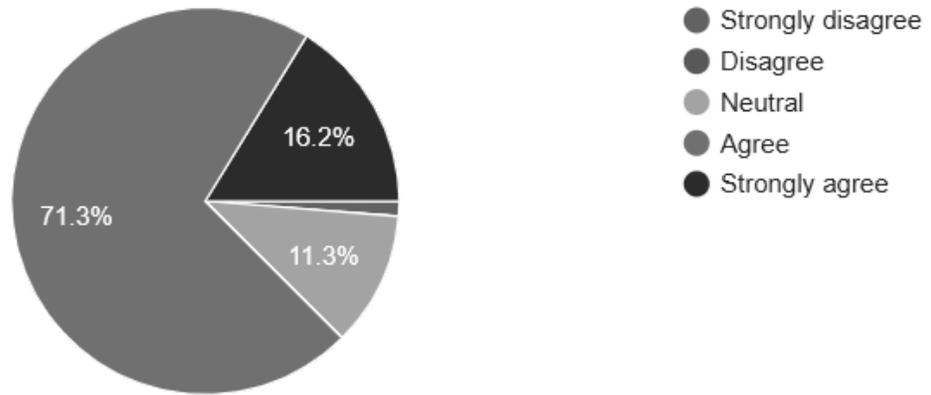
Figure: Recommend online food delivery services to others

4.9 Open-end Question

What improvements would you like to see in online food delivery services in Pokhara?

Improvements customer wants to see in online food delivery services in Pokhara

Category	Value
PACKAGING	8
FOOD QUALITY	6
AFFORDABLE PRICES	14
VARIATION OF FOOD	7
HYGIENE	4
CLOUD KITCHEN	6
DELIVERY TIME	13
CUSTOMER SERVICE	6

Column1 Column2 Column3

Figure: Improvements customer wants to see in online food delivery services in Bokhara

What problems have you experienced while using online food delivery services?
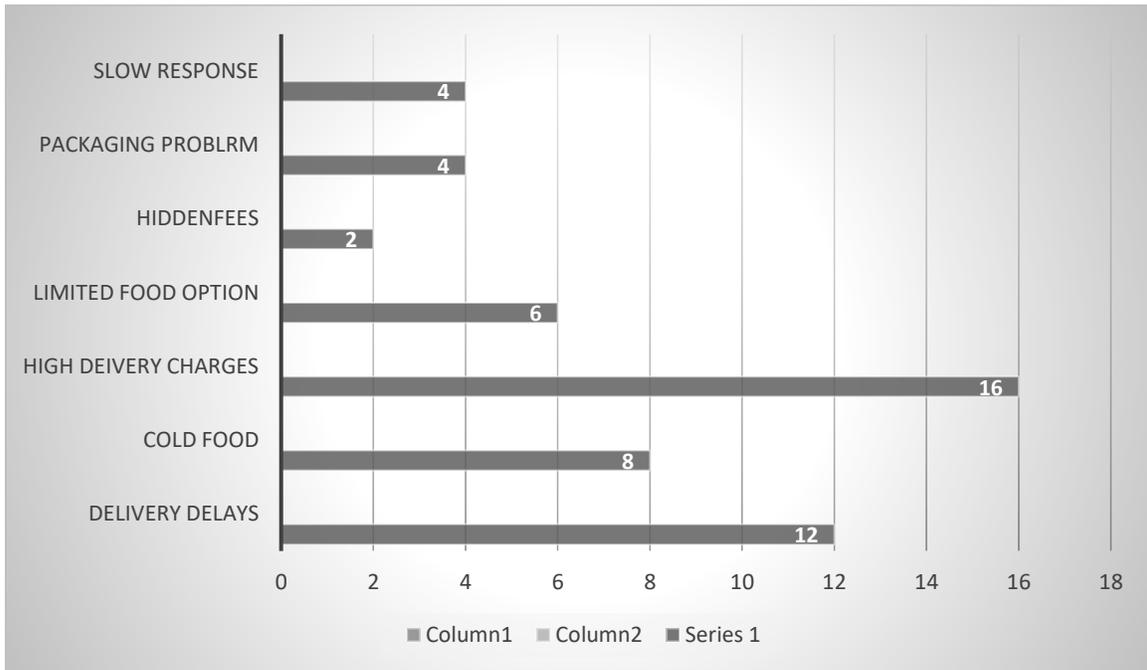
Figure: Problem customers experienced while using online food delivery services

CHAPTER V

SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.1 Summary

This study was conducted to examine customer satisfaction towards online food delivery services in Pokhara Metropolitan City. With the rapid growth of digital technology and increasing use of smartphones and internet services, online food delivery platforms have become a convenient option for customers to order food from restaurants without visiting them physically. Online food delivery services provide various benefits such as time-saving, easy access to different restaurants, secure payment methods, and convenient home delivery.

The main objective of this research was to identify the factors influencing customer satisfaction with online food delivery services. The study focused on several key factors including service quality, app usability, food quality, price and value, reliability, and customer support. These factors were considered independent variables that influence the dependent variable, which is customer satisfaction.
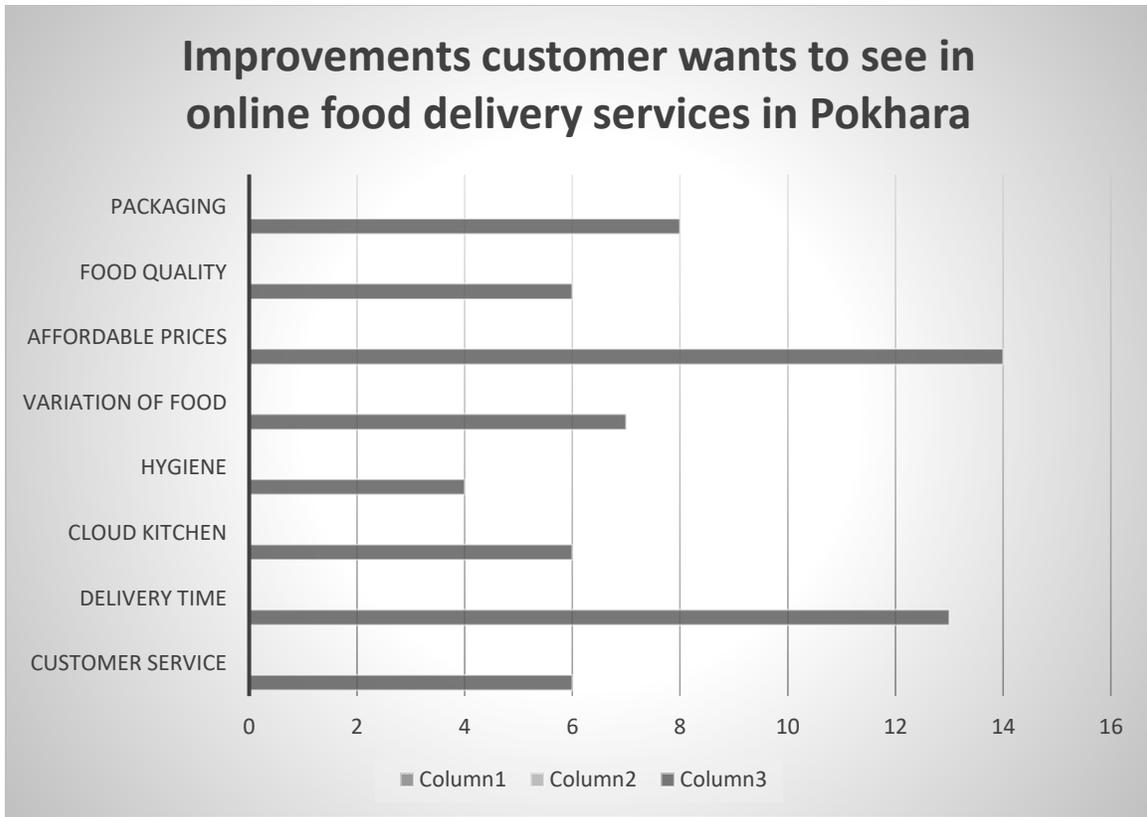
The study adopted a descriptive research design with a quantitative approach. Primary data were collected through a structured questionnaire distributed using Google Forms. A total of 80 respondents who had experience using online food delivery services in Pokhara participated in the survey. Convenience sampling was used to select respondents. The collected data were analyzed using descriptive statistical tools such as frequency, percentage, tables, and graphical presentation.

The findings of the study show that most respondents are satisfied with online food delivery services. The demographic analysis indicated that 60% of respondents were female and 40% were male, suggesting that both genders actively use online food delivery services. The majority of respondents belong to younger age groups, which indicates that young people are more likely to use digital platforms for food ordering.The analysis of different service factors revealed that service quality and food quality are among the most important factors affecting customer satisfaction. Timely delivery, correct orders, and polite delivery personnel contribute

positively to customer experiences. Similarly, app usability also plays an important role as customers prefer applications that are easy to navigate and provide clear information about menus, prices, and payment options.

Food quality was also found to be a significant factor influencing customer satisfaction. Customers value fresh food, proper packaging, and appropriate temperature during delivery. In addition, pricing and perceived value affect customer satisfaction, as customers expect reasonable prices and affordable delivery charges.

The study also found that reliability and customer support services influence customer satisfaction. Customers appreciate platforms that deliver orders accurately, provide order tracking features, and respond quickly to complaints or service issues.Although most respondents expressed satisfaction with online food delivery services, some challenges were identified. These include occasional delays in delivery, high delivery charges, and problems related to incorrect orders. These issues may reduce customer satisfaction if not addressed properly by service providers.

Overall, the findings indicate that online food delivery services have become an important part of the modern urban lifestyle in Pokhara. Improving service quality and addressing customer concerns will further enhance customer satisfaction and encourage continued usage of these services.

5.2 Conclusion

Based on the findings of this study, it can be concluded that online food delivery services have significantly changed the way people access food in urban areas such as Pokhara. The availability of digital platforms and mobile applications has made food ordering more convenient and accessible for customers.The study reveals that customer satisfaction with online food delivery services is influenced by several key factors, including service quality, app usability, food quality, pricing, reliability, and customer support. Among these factors, service quality and food quality appear to have the strongest impact on overall customer satisfaction.

Customers prefer online food delivery platforms that provide timely delivery, accurate orders, and professional behavior from delivery personnel. Additionally, user-friendly mobile applications and secure payment options enhance the overall experience of customers. When these service attributes meet customer expectations, satisfaction levels increase.

Food quality is also a crucial determinant of customer satisfaction. Customers expect food to be delivered fresh, properly packaged, and at an appropriate temperature. If food quality is compromised during delivery, it negatively affects the overall service experience.

Pricing also plays an important role in shaping customer perceptions. Customers evaluate whether the price paid for food and delivery services is reasonable compared to the value they receive. Affordable delivery charges and promotional offers can increase customer satisfaction and encourage repeated usage of online food delivery services.

Despite the positive findings, the study identified some challenges such as delivery delays, incorrect orders, and relatively high delivery charges. These issues highlight the need for service providers to improve their operational efficiency and customer service systems.

In conclusion, online food delivery services in Pokhara are generally well accepted by customers and have become an essential part of modern lifestyle. By focusing on improving service quality and addressing customer concerns, online food delivery platforms can further strengthen customer satisfaction and long-term loyalty.

5.3 Recommendations

Based on the findings of this study, the following recommendations are suggested to improve customer satisfaction with online food delivery services in Pokhara:

1. Improve Delivery Efficiency
Online food delivery companies should focus on improving delivery speed by optimizing delivery routes and increasing the number of delivery personnel. Faster delivery will enhance customer satisfaction and reduce complaints related to delays.

2. Ensure Order Accuracy

Restaurants and delivery platforms should carefully check orders before dispatching them to customers. Ensuring accurate order fulfillment will reduce dissatisfaction caused by missing or incorrect food items.

3. Enhance Food Packaging

Proper and hygienic packaging should be maintained to preserve the quality, freshness, and temperature of food during delivery. Good packaging improves customers' perception of service quality.

4. Provide Competitive Pricing and Discounts

Online food delivery platforms should offer reasonable pricing, affordable delivery charges, and attractive promotional offers. Discounts and special deals can encourage customers to use the service more frequently.

5. Improve Application Features

Mobile applications should be continuously updated to improve usability, navigation, and order tracking features. A user-friendly interface helps customers place orders quickly and easily.

6. Strengthen Customer Support Services

Customer service systems should be efficient and responsive in handling customer complaints and issues. Quick problem resolution helps build trust and maintain customer loyalty.

7. Expand Restaurant Options

Online food delivery platforms should collaborate with more restaurants to provide a wider variety of food choices. Greater variety increases customer satisfaction and improves user experience.Implementing these recommendations will help online food delivery platforms improve service quality, enhance customer satisfaction, and maintain a competitive position in the growing digital food service market in Pokhara.

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APPENDIX

QUESTIONNAIRE

CUSTOMER SATISFACTION TOWARDS ONLINE FOOD DELIVERY SERVICES IN POKHARA

I am Ayusha Palikhe, a student of Bachelor of Business Administration in Banking and Insurance (BBA-BI) at Nepal Tourism and Hotel Management College (NTHMC), Pokhara, affiliated with Pokhara University. I am conducting this survey as a part of my academic research project titled "Customer Satisfaction towards Online Food Delivery Services in Pokhara."

The purpose of this questionnaire is to gather insights into customers' experiences and satisfaction with online food delivery services in Pokhara. Your responses will be used solely for academic purposes, and all the information will be kept strictly confidential. Your honest participation is greatly appreciated and will contribute significantly to success of this study.

Section A: Demographic Information

1. Gender

☐ Male

☐ Female

☐ Other

2. Age Group

☐ Below18 years

☐ 18–22 years

☐ 23–27 years

☐ 28–35 years'

☐ Above 35 years

3. Occupation

☐ Student

☐ Employed

☐ Self-employed

☐ Business

☐ Other

4 .Monthly Income

☐ Below NPR 20,000

☐ NPR 20,000 – 40,000

☐ NPR 40,000 – 60,000

☐ Above NPR 60,000

5. Do you currently live in Pokhara Metropolitan City?

☐ Yes

☐ No

6. Have you ever used online food delivery services in Pokhara?

☐ Yes

☐ No

7. Which online food delivery platform do you use most frequently in Pokhara?

☐ Foodmandu

☐ Pathao Food

☐ Pokhara Food Delivery

☐ Other

8. How often do you order food online?

☐ Daily

☐ Several times a week

☐ once a week

☐ once a month

☐ rarely

9. What is your preferred payment method when ordering food online?

☐ Cash on Delivery

☐ eSewa

☐ Khalti

☐ Mobile banking

☐ Card Payment

10. What is the main reason you use online food delivery services?

☐ Convenience

☐ Variety of food options

☐ Discounts and promotions

☐ Lack of time to cook

FACTORS THAT INFLUENCE CUSTOMER SATISFACTION

Instruction: Please indicate your level of agreement with the following statements.

Scale:

1 = Strongly Disagree

2 = Disagree

3 = Neutral

4 = Agree

5 = Strongly Agree

SECTION B: Service Quality

11. Online food delivery services in Pokhara deliver orders within the expected time.

☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5

12. Delivery personnel behave politely and professionally.

☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5

13. My orders are usually delivered correctly.

☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5

SECTION C: App / Website Usability

14. Online food delivery apps are easy to use.

☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5

15. The ordering process on the app is simple and convenient.

☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5

16. Online payment options are secure and reliable.

☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5

SECTION D: Food Quality

17. The food delivered is fresh and of good quality.

☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5

18. The food arrives at an appropriate temperature.

☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5

19. The packaging of food is hygienic and satisfactory.

☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5

SECTION E: Price and Value

20. The prices of food items on delivery apps are reasonable.

☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5

21. Delivery charges are affordable.

☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5

22. Discounts and promotional offers increase my satisfaction.

☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5

SECTION F: Reliability

23. Orders are delivered to the correct location.

☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5

24. Online food delivery services in Pokhara are reliable.

☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5

25. Order tracking features are useful.

☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5

SECTION G: Customer Support

26. Customer service responds quickly to complaints.

☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5

27. Problems such as wrong orders or delays are resolved properly.

☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5

28. It is easy to contact customer support when needed.

☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5

Section H: Overall Customer Satisfaction

29. Overall, I am satisfied with online food delivery services in Pokhara.

☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5

30. I will continue using online food delivery services in the future.

☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5

31. I would recommend online food delivery services to others.

☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5

SECTION I: Open-end Question

32. What improvements would you like to see in online food delivery services in Pokhara?

33. What problems have you experienced while using online food delivery services?