

An Empirical Analysis of the Factors Influencing Online Meal Delivery Services

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Abstract: The study examined the effects of diversity, advertising, ease of demand, and service quality. The study used a quantitative approach, distributing a questionnaire to a randomly selected sample of (514) consumers from the study population. The study's factors (menu variety, promotion, and service quality) had a statistically significant effect on consumer satisfaction with food delivery. In contrast, the findings revealed that consumers were dissatisfied with the ease of ordering (convenience). The online meal delivery market is still in its infancy, necessitating additional research from academics and industry professionals to determine its full potential. This study examines the few available studies on online meal delivery businesses and consumer attitudes toward food delivery. From a management standpoint, the paper contributes to the identification of research gaps, if any, and a broader understanding of customer perception.

Keywords: Restaurant, diversity, advertising, ease of demand, and service quality

1. Introduction

Business Rapid improvements in internet and wireless technologies have had a major influence on the growth of online shopping [1]. The quick expansion of this new online meal ordering business model may be attributed to a number of factors, including the decreasing cost of smartphones, improved network connectivity, more spending power, less free time, and increased demand for convenience [2]. As a developing nation, Jordan has had impressive yearly growth in its GDP and rising per capita income. This has led to a dramatic increase in the availability of e-commerce sites that specifically target those with hectic lifestyles [3-5]. Customers like online purchasing because it enables them to enjoy the convenience, comfort, and pleasure at their own time [1, 6]. The changing character of urban clientele has resulted in the expansion of online meal delivery businesses [7]. Meal delivery is swiftly gaining popularity in metropolitan areas due to the growing working population and their time-crunched work-life culture [8]. Food delivery services for homes have grown in popularity in recent years, thanks in part to the spread of the Corona pandemic; however, this does not mean that consumers encountered no problems while receiving food delivery, as a recent study revealed that consumers encountered numerous issues every time they ordered food [9, 10]. Despite the fact that a third party is involved in the delivery process, it is a very complex process that is more prone to errors than other solutions; however, there are significant growth opportunities in the food delivery market for service providers who have been able to solve these problems in the best way for their customers [2].

Over the years, mobile service technology has become an integral part of how organizations interact with their clients and how they quickly plot out their future objectives. The Internet serves as a medium for more customized and dynamic advertising strategies, which might be beneficial to businesses [1]. Through social media networks, users may enhance their purchasing decisions by obtaining feedback from friends and other online shoppers [11]. The company's goods are evaluated against those of rivals to ensure they satisfy customers' requirements [12].

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2. Literature Review

Online food ordering is attractive to clients who reside in crowded urban areas and want meal delivery [13]. This has been made possible by the internet, which acts as an irresponsible avenue for daily purchasing. Moreover, as Internet technology has progressed, consumers' ability to quickly find and compare online meal prices, whether through websites, restaurant apps, or service providers, has increased considerably [14-16].

Customers utilized online ordering facilities for their convenience, speed, and accuracy during the ordering process, despite the fact that the potential to increase revenue and reduce errors in the online ordering process for food delivery facilities has a positive effect on restaurant managers' abilities to increase efficiency and effectiveness and expand the market [16-18]. The growth of food delivery services has resulted in their proliferation. The internet has changed the way many customers and food suppliers participate globally, as well as the implications for industry sustainability (the impacts of sustainability on the food delivery sector are determined by three factors – economic, social, and environmental – to understand the scope of incremental improvements that remain to be assessed) [2]. While restaurants are businesses that actually cook the food after receiving an online order, service providers are those who facilitate the ordering process and may even provide delivery services.

Customers are able to order from a broad selection of restaurants with a single click on their mobile phones via the use of meal delivery platforms that are accessible online. They want to determine the rate of expansion of the food industry, customer behavior, and variances in their demands before evaluating food delivery firms [19]. Despite the fact that food quality is the most important consideration, OFD service providers must also maintain the quality of their technology services in order to meet consumer expectations. The E-S-Qual component that contributes the most to increasing customer satisfaction and perceived value in OFD service is the achievement dimension. According to the findings of this study, OFD service providers should increase food quality and honor their customer obligations [12, 20, 21].

A deeper comprehension of customer views would aid in realizing the full potential of the e-commerce platform, which in turn influences the quality of people's lives, companies, and the economy as a whole [18, 22]. The online meal delivery market is still in its infancy, necessitating more research by academics and industry professionals to determine its full potential. This report examines the minimal current research on the online meal delivery industry. It also investigates how consumers perceive food delivery. Administratively, this article helps to the identification of potential research gaps and a broader comprehension of customer attitudes [23, 24].

The recent increase in online food ordering and delivery in Jordan has increased competition among industry service providers. In order to discover the research gap in Jordan's online food sector, this study attempts to reveal crucial success components that lead to customer happiness and loyalty, as well as consumer satisfaction levels with the relevant service providers. To test the study model's assumptions and answer the research questions, 263 randomized electronic questionnaires were collected and reviewed. The use of "Track Analysis" to evaluate the proposed model demonstrates that, although restaurant quality has no direct influence on customer pleasure and loyalty, service provider quality does. This study sheds insight on the role of mediation in the relationship between service provider quality and customer loyalty. Overall, the study provides useful information on the efficient operation of online meal ordering enterprises in Jordan [25]. Online meal delivery simplifies customers' access to takeout and helps food suppliers to retain high operating margins. It is necessary to take stock and evaluate the online framework's larger effects. Diverse stakeholders impact online food delivery in different ways, and attempts have been made to classify these effects as "good" or "bad" from an economic, social, and environmental standpoint [26]. In fact, one might argue that every outcome deserves its own unique category. Consumers benefited from online food delivery during the COVID-19 epidemic since it made it easier for them to get meals without leaving the house (i.e. a positive influence), but delivery employees were put at greater risk due to the increasing usage of online food delivery at this period (i.e., the negative impact of delivery workers). How satisfied and loyal a customer base is is directly related to the quality of service and food provided.

Hypotheses for research

H1: Menu diversity impacts customer satisfaction with meal delivery services.

The null hypothesis is that the diversity of menus has no effect on consumer satisfaction with the meal delivery service.

H2: Advertising has a positive effect on customer satisfaction with food delivery services.

The null hypothesis is that advertising has no effect on consumer satisfaction with meal delivery services.

H3: The simplicity of ordering influences consumer satisfaction with the meal delivery service.

null Hypothesis: Ordering convenience has no effect on consumer satisfaction with meal delivery services.

H4: Customer satisfaction with food delivery services is favorably influenced by service quality.

null Hypothesis: Customer satisfaction with meal delivery is unaffected by service quality.

3. Methodology

All of the residents of Aqaba who order meal delivery from one of the many different community groups in Aqaba make up the research population for this study.

The research sample included 514 customers who were selected at random from the whole population under consideration for the study. Table 1 presents a breakdown of the research sample members according to the personal characteristics they had.

Statistical methods used: -

Using the Statistical Package for the Social Sciences, the researcher encoded the information and fed it into the computer so that he could test the hypothesis of the study and analyze the data that he had collected (SPSS). The following statistical methods were used for the research project:

First, (Frequency), a term used by the researcher to characterize the characteristics of the study sample; provide the total number of words used in the sample and the total number of participants in the study.

Second, the researcher used the Mean to determine the median answer to each statement in the questionnaire and the arithmetic mean of each variable in the investigation.

Third, using standard deviation, we found out how far each phrase's readings from the study tool's mean were.

And fourth, study used the multiple linear regression equation to analyze the correlation between our independent and dependent variables.

Validity of questionnaires:

To assess the stability of the study questionnaire, the researcher computed Cronbach's internal consistency, one of the approaches used to test the tool's stability, which measures the homogeneity of the questionnaire's assertions (Cronbach's alpha). The concept of internal consistency relies on the degree to which the units or items inside the test are connected to one another, as well as the connection between each unit or item and the scale as a whole. The following was the outcome of assessing the consistency in table No. 1:

Table 1 Cronbach's Alpha internal coefficient constancy

Dimension	Alpha Cronbach
Diversity of the menu	0.677
Promotion	0.743
Ease of ordering (convenience)	0.803
Quality of Service	0.767
Satisfaction with food	0.800
Tool for all	0.894

According to Table No. 1, the coefficient of consistency (Cronbach Alpha) values for the study's dimensions and fields varied from to (0.677-0.894). According to the majority of research, the acceptance rate of the constancy coefficient is high (0.60) [27].

4. Results of the Study:

Table 2. Distribution of the study subjects according to personal variables:

Variable	Response	frequency	Percentage
	Male	196	38.1

Gender	Female	318	61.9
	Total	514	100.0
Age	20 years and less	216	42.0
	20-30 years old	240	46.7
	31-40 year old	52	10.1
	40 years and above	6	1.2
	Total	514	100.0
Educational level	Less than high school	14	2.7
	High school	34	6.6
	Diploma	30	5.8
	Bachelor	424	82.5
	Master	4	0.8
	PHD	8	1.6%
	Total	514	100.0

Table 2. Shows That:

1. Males constitute 98 (38.1%) of the study sample, while females constitute 159 (61.9%). Regarding age distribution, the age group 21-30 years has the highest percentage of study subjects (46.7%), while the age group 40 years and older has the lowest percentage (1.2%). In terms of educational level, the Bachelor's has the highest percentage of study subjects at 82.5%, while the educational level Masters has the lowest percentage at 0.8%.
2. The age group (21-30 years) has the greatest proportion of the study sample according to the age variable (46.7%), while the age group (61-70 years) has the smallest proportion (1.2%). (40 years and above).
3. The educational level (Bachelor) has the largest percentage of the study sample members' distribution according to the variable educational level (82.5%), while the educational level (Master's) has the lowest percentage (0.8%). (masters).

Table 3. Diversity of the menu

No.	Field	Level	Standard deviation	Arithmetic average(mean)
1	I prefer ordering from restaurants that have more than a size of food.	High	1.06	3.67
2	I prefer ordering from restaurants that have more than one type of food.	High	1.02	4.02
3	New menus and new types of food make me order more from restaurants that provide delivery.	High	0.96	3.93

Table 3. shows that the arithmetic averages of the responses of the sample members to the statements of the menu diversity field ranged from 3.67 to 4.02, with paragraph 2 ranking first: I prefer to order from restaurants with more than one type of food. statements (1) which reads: I prefer to order from restaurants that have more than one size for food came last. The arithmetic average of menu diversity is (3.87) which is a high rating.

Table 4. Mean and standard deviation of diversity of domain

No.	Field	Level	Standard deviation	Arithmetic average(mean)
1	Advertising and media for restaurants that offer meal delivery are more enticing, thus more customers will order from them.	High	1.11	3.70
2	Advertising and media can improve the appeal of restaurants that deliver food to clients.	High	1.00	4.04
3	Because of marketing, I occasionally order previously untried foods.	High	1.16	3.69

Table 4 shows that the arithmetic averages of the responses of the sample members to the statements of the promotion field ranged from (3.69 to 4.04), with paragraph 2 in the first place: Advertising and media help increase the demand of customers from restaurants with delivery service. Paragraph 3 came last: Sometimes, I order food that I have not tried before because of the advertisements. The arithmetic mean of the promotion field was (3.81) with high evaluation.

Table 5. Mean and standard deviation of diversity of Ease of ordering (Convenience)

No.	Field	Level	Standard deviation	Arithmetic average(mean)
1	Ordering meals delivered to houses is easy.	High	1.04	4.05
2	Ordering meals delivered to houses saves time.	High	0.97	4.12
3	I order meals to be delivered home to avoid traffic jams.	High	1.07	3.96
4	I order meals to be delivered home to avoid bad weather.	High	1.07	3.82
5	When I ask for food to be delivered home, spoons, ketchup, and all meal accessories are sent.	High	1.19	3.72

Table 5 shows that the arithmetic averages of the responses of the sample members to the paragraph ease of ordering (Convenience) field ranged from (3.72 to 4.12). Statement 2 came first: ordering meals delivered to houses saves time. Statement (5) came last: when I ask for food to be delivered home, spoons, ketchup, and all meal accessories are sent. The arithmetic mean of the ease of ordering field (convenience) was (3.93) with high evaluation.

Table 6. Mean and standard deviation of diversity of Quality of Service domain

No.	Field	Level	Standard deviation	Arithmetic average(mean)
1	Meals that arrive home are identical to what was ordered	Medium	1.15	3.39
2	The meals we ordered are of high quality.	Medium	0.97	3.49
3	Meals arrive home on time	Medium	1.11	3.44
4	It is easy to communicate with the restaurant and the delivery person if we want to change the order	Medium	1.08	3.64

Table 6 shows that the arithmetic averages of the responses of sample members to the paragraphs of the Service Quality field ranged from (3.39 to 3.64), with statement 4 in the first place: It's easy to communicate with the restaurant and the person who delivers if we want to change the order. Statement No. (1) came last: Meals delivered to the house are identical to what was requested. The arithmetic average for the field of service quality was (3.49) with a medium evaluation degree.

Table 7. Mean and standard deviation of diversity of Customer satisfaction

No.	Field	Level	Standard deviation	Arithmetic average(mean)
1	I am satisfied with the amount of food delivered to the house	Medium	1.09	3.58
2	I am satisfied with the food	High	0.83	3.70
3	I am satisfied with the food packaging	Medium	0.96	3.61
4	Generally, I am satisfied with the restaurant I order from	High	0.87	3.86
5	I have a positive experience ordering from the restaurant for home delivery	High	0.98	3.81
6	The meal delivered home is better than I expected	Medium	1.04	3.33

Table No. (7) Shows that the arithmetic averages of the responses of the sample members to the paragraphs in the field of food satisfaction ranged from (3.33 to 3.86). Paragraph (4) came first: I'm generally satisfied with the restaurant I'm ordering from. Paragraph (6) came last: the meal delivered home is better than I expected. The arithmetic mean of the customer satisfaction field was (3.65), with a medium evaluation.

Responses to the study questions yielded the following results:

Before beginning to answer the study's questions, the researcher identified the issue of the independent variables' internal correlations. The researcher calculated the allowable coefficient of variation (Tolerance) for each independent variable as well as the test (Variance Inflation Factor: VIF). As a result, for all independent variables, (VIF) values should be less than (10) and (Tolerance) values should be larger than (0.05).

Table 8 Examining the variance inflation factor and the allowable variance for the independent variable's dimensions:

Dimension	The Variance Inflation Factor (VIF)	Permissible Variance (Tolerance)
Diversity of the menu	1.445	0.692
Promotion	1.535	0.652
Ease of ordering (convenience)	1.683	0.594
Quality of Service	1.221	0.819

According to Table 8, there is no statistically significant relationship between the independent variables since all of the VIF test values are less than ten and all of the Tolerance test values are larger than 0.05. Therefore, all variables may be accounted for in the regression model to find out which, if any, have an effect on the dependent variable and how much of an effect it has. The following responses to the research questions will be supplied if it has been shown that no statistically significant correlation exists between the independent variables.

Question No. 1: What is the effect of diversity of the menu on consumer satisfaction (the one to whom food is delivered)?

Question No.2: Does promotion affect consumer satisfaction (the one to whom food is delivered)?

Question No.3: Does the ease of ordering (convenience), affect consumer satisfaction (the one to whom food is delivered)?

Question No.4: Does the quality of service affect the consumer (the one to whom food is delivered)?

Table (8) multiple regression equation

To address the research questions and determine the variables impacting customer satisfaction with meal delivery in Aqaba, a multiple regression equation was used to examine the influence of the elements chosen in the study (menu diversity, promotion, ease of ordering (convenient), and service quality). Table No. 8 presents the findings from a multiple regression analysis conducted on the parameters selected for this research (menu variety, promotion, ease of ordering (convenient), and quality of service) and their respective effects on customer satisfaction with food delivery.

Table 9: Result of Multiple Regression

Dimension	Non-standard coefficient		Standardized coefficients			R	R ²	Adjusted R Square	F	Statistical significance
	B	Std Error	Beta	T	Statistical significance					
Constant regression	1.069	0.194	----	5.516	0.000	0.688	0.473	0.465	56.577	0.000
Diversity of the menu	0.063	0.048	0.073	1.327	0.186					
Promotion	0.175	0.043	0.228	4.025	0.000					
Ease of ordering (convenience)	0.063	0.051	0.074	1.247	0.213					
Quality of Service	0.407	0.042	0.494	9.787	0.000					

Table (8) shows that the factors chosen in the study (menu diversity, promotion, ease of ordering (convenience), and service quality) have a statistically significant effect on consumer satisfaction with food delivery at the significance level (0.05). The correlation coefficient (R) was (0.688), which is a statistically significant value that indicates the degree of statistically significant correlation between the independent and dependent variables. The value of (R-square) is (0.473), which is a statistically significant value that explains the ability of the selected factors together to influence consumer satisfaction with food delivery, implying that the selected factors explain about (47.3%) of the value of the change in the level of consumer satisfaction with food delivery. The test (F) value was (56.577) with a statistical significance (0.00), indicating a discrepancy in the ability of the independent variables to influence the dependent variables.

The following were the findings regarding the effect of each of the factors selected separately on the level of consumer satisfaction with food delivery:

- There is no statistically significant relationship between the diversity of the menu and the level of consumer satisfaction with food delivery at the level of significance (0.05). (Beta, T) values reached (0.073, 1.327), which are not statistically significant.
- Promotion has a statistically significant effect on the level of consumer satisfaction with food delivery at the 0.05 level of significance. (Beta, T) values reached (0.228, 4.025), which are statistically significant.
- There is no statistically significant effect at the level of significance (0.05) for ease of ordering (convenience) on consumer satisfaction with food delivery, as the values of (Beta, T) reached (0.074, 1.247), which are not statistically significant.
- At the level of significance (0.05), there is a statistically significant effect of service quality on the level of consumer satisfaction with food delivery; the values of (Beta, T) reached (0.494, 9.787), which are statistically significant.

5. The Study's Conclusion and Recommendations:

The study investigated the effects of a variety of factors, including advertising, ease of demand, and service quality. The research was conducted using a quantitative technique, and participants were asked to fill out a questionnaire. The

participants were chosen from the study population based on a random selection. Previous findings indicated that, in terms of their impact on consumer satisfaction with food delivery, the following factors had the greatest weight: With (Beta, T) values of (0.494 and 9.787, respectively), the (quality of service) factor ranked first. These are values that have statistical significance. The promotion factor ranked second, with statistically significant values of (Beta, T) reaching (0.228, 4.025) respectively. The (ease of ordering (convenience)) factor ranked third, with non-statistically significant values of (Beta, T) of (0.047, 1.247), followed by the (food menu diversity) factor, with non-statistically significant values of (Beta, T) of (0.073, 1.327). As a result of the industry for the delivery of food ordered online still being in its infant stages, additional research from both academics and industry professionals is required to evaluate the market's full potential. This paper examines the scant previous research that has been done on the subject of online food delivery businesses and investigates how customers feel about the service. The paper makes a contribution, from a service perspective, to the finding of research gaps, if any exist, and to a more general understanding of consumer perception. The online meal ordering system of today has been improved with the incorporation of many of the latest technology concepts as well as increased client participation. Customers use a variety of unique marketing approaches in an effort to win new ones. This research sheds light on a number of factors that have a significant impact on customers.

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