



GRADUATE PROGRAMS INSTITUTE

**FACTORS THAT AFFECT CONSUMER SATISFACTION TOWARDS MOBILE
FOOD DELIVERY APPLICATIONS IN JORDAN**

**ÜRDÜN'DE MOBİL YEMEK DAĞITIM UYGULAMALARINA YÖNELİK
TÜKETİCİ MEMNUNİYETİNİ ETKİLEYEN FAKTÖRLER**

Mohamad Batayneh

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By

MOHAMAD IBRAHİM SHAFİQ BATAYNEH

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DEPARTMENT

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MASTER'S THESIS ADVISOR

PhD: BEHİYE BEĞENDİK

JURY MEMBERS

Prof. ASLIHAN BEKAROĞLU ÖZATAR

Prof. YAMAN ÖZTEK

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ÖZET

ÜRDÜN'DE MOBİL YEMEK DAĞITIM UYGULAMALARINA YÖNELİK TÜKETİCİ MEMNUNİYETİNİ ETKİLEYEN FAKTÖRLER

Teknoloji ve akıllı iletişim bilimindeki güncel gelişmeler mobil uygulamalarda bir rönesans ortaya çıkarmıştır. Bu uygulamalar, restoranların insanları çevrimiçi yemek siparişi verirken kendilerini kullanmaya teşvik etmek için kullandıkları uygulamalardır. Mobil yemek teslimat uygulamalarının Ürdün gıda pazarındaki sayısı artıyor ve bu sektördeki rekabet giderek kızışıyor. Bu çalışmanın amacı Ürdünlü tüketicilerin mobil yemek dağıtım uygulamalarına yönelik memnuniyetini etkileyen faktörleri ortaya çıkarmaktır. Araştırma verileri, mobil yemek dağıtım uygulamaları aracılığıyla yemek siparişi verme deneyimi olan tüketicilerden çevrimiçi anket yoluyla toplandı. Veriler IBM SPSS yazılımı V.26 kullanılarak analiz edildi. Çalışma sonuçları, kullanım kolaylığı, bilgi kalitesi, güvenlik, ödeme seçenekleri, ürün kalitesi ve e-hizmet kalitesinin bağımsız değişkenlerinin mobil yemek dağıtım uygulamalarıyla ilgili tüketici memnuniyeti üzerinde istatistiksel olarak pozitif anlamlı bir etkiye sahip olduğunu göstermektedir.

Anahtar kelimeler: Memnuniyet, yemek dağıtım uygulamaları, kullanım kolaylığı, bilgi kalitesi, güvenlik, ödeme yöntemi, ürün kalitesi, e-hizmet kalitesi.

ABSTRACT

FACTORS THAT AFFECT CONSUMER SATISFACTION TOWARDS MOBILE FOOD DELIVERY APPLICATIONS IN JORDAN

The current development in technology and smart communications science has emerged renaissance in mobiles' applications. These applications utilize by restaurants to attract people to use them when they order for meals online. Mobile food delivery apps are seeing grow in the number in Jordanian food market and the rival became fierce among this sector. The goal of this study is to reveal the factors that affect Jordanian consumers' satisfaction towards mobile food delivery Apps. The research data collected via online questionnaire from consumers who have experience in ordering food through mobile food delivery applications. The data was analyzed by using IBM SPSS software V.26. The study outcomes show that the independent variables ease of use, information quality, security, payment options, product quality and e-service quality have a statistically positive significant impact on consumer satisfaction relate to mobile food delivery apps.

Key words: Satisfaction, food delivery apps, ease of use, information quality, security, payment method, product quality, e-service quality.

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1. Introduction

Rapid improvement in current technological science, particularly in telecommunication technology and smart phone devices and applications have simplified and facilitated business and people's life nature, specifically it changes peoples' attitude toward online products and services online shopping (Al Amin, Arefin, Sultana, Islam, and Akhtar, 2020; Wang, Zhang, Zhang, Wang, and Na, 2022; Prasetyo et al 2021; Yusra and Agus, 2020). Customers' intention to purchase food online has increased significantly since the introduction of the Mobile Food Delivery Applications (MFDAs). The benefits offered by Ordering Food Delivery Service OFDS applications are what mostly attract in new users. Nearly all of the information consumers require to purchase food and drinks using OFDS applications is available at just a click of a button.

Nowadays there are three mainly mobile food delivery applications operate in Jordan that are Talabat, Careem, and UberEats. The popularity of mobile food delivery applications in Jordan have expand in the end of 2018 whereas the famous MFDAs Talabat had contract with 718 restaurants (Al-Alwan, 2020), as well as the role of social media channels, digitalization of food providers and distributors, all contributing to grow the trend toward utilizing online meal delivery application facilities to get their orders by one simple click from the desired restaurants menus to the desired location (Osaili, Al-Nabulsi, Taybeh, Cheikh Ismail, and Saleh, 2023). Mobile Food Delivery applications getting more popularity among Jordanian people during COVID-19 pandemic, furthermore, customer's perceptions became more positive towards adoption mobile applications (Daoud and Saadon, 2021). People have increasingly used Mobile Food Delivery Applications to order food throughout the COVID-19 pandemic time (Park, 2022), service providers and restaurants are always working to improve their service and products in order to reduce expenses while increasing the number of satisfied consumers (Prasetyo et al, 2021).

The boost in the users number toward adopt mobile food delivery applications throughout and after the COVID-19 pandemic indicate, on the one hand, a growing rate of smartphone users and, on the other hand, customer's satisfaction toward both products and services providers (Al Najdawi, Khasawneh, AL-Makhadmah, Shatnawi, Khaleefah, and Al Rousan, 2023). Over the years, food markets that offer food delivery services have adopted mobile

applications as a key tool for connecting with their customers. Customers may gather information from past e-consumers' experience via social network platforms in order to support their buying decisions (Ganapathi and Abu-Shanab, 2020), and due to the existence of competition among mobile food delivery sector and the growing rate of potential takeaway services. Therefore, understanding the level of customer satisfaction with mobile food delivery services is critical and the most important criterion (Rahim and Yunus, 2021; Zhongcao, 2022; Wang et al., 2022).

A business can attract new customers and retain the loyal consumers is only when customers are satisfied with the offered product and/or the service. According to Prasetyo, et al (2021), the availability of large list of restaurants and digital payment on MFDAs are good for attracting customers but not to gain their satisfaction. Two years ago –after COVID-19 pandemic era- witnessed a huge trend of people behavior toward online food purchasing and delivery instead of traditional dining. Furthermore, consumer's satisfaction toward mobile food delivery applications service fluctuates between the delivery service value offered by food delivery provider through its application and the product value that offered by a restaurant.

There are several previous studies have explored factors that influence customer satisfaction with using mobile food delivery applications. For instance, Al-Alwan (2020) investigated customers' satisfaction and intention to reuse mobile food ordering apps based on UTAUT2 model in addition to online review, rating and tracking. And Prasetyo et al. (2021) examined factors that impact on satisfaction and loyalty in OFDS during the period COVID-19 pandemic based on the extended theory of planned behavior (TPB). Al Najdawi et al. (2023) used the UTAUT model in addition to trust, pleasure and social impact determinants. This study objective is to further explore the customers' satisfaction determinant towards mobile food delivery applications among household in Jordan by shedding light on how the following six dimensions ease of use, information quality, security, payment options, product quality, and e- service quality are impact on Jordanian customers' satisfaction in the case of MFDAs, as well as to answer the research questions:

1. What are the key factors that determine the consumers' satisfaction towards using mobile food delivery applications for ordering food in Jordan?

2. What is the relationship between food ordering by using mobile apps and those consumers' satisfaction factors?

2. Literature Review

2.1 Consumer Satisfaction

Consumer satisfaction is the cornerstone of any business, not for the new businesses but also the existed businesses, as it allows for the development of strong and long-lasting relationships with consumers. So, obtaining customer satisfaction is crucial since it serves as the cornerstone for retaining their customers, also, attracting customers' attention to re-purchase behavior and finally leads to gain consumers' loyalty. Furthermore, the majority of past studies found that gaining the potential customers' satisfaction drive to increase the probability that their retention and loyalty would be positively impacted by a certain good or service. As well as, the concluded that, it is very important that customers be satisfied with their both online and offline purchasing experience prior to making more purchases. In spite of the long-term success of any business is mostly dependent on satisfied its customers. So, businesses need to make the most of their resources and prioritize achieving consumer's satisfaction. Customer satisfaction has been the subject of numerous research in the context of online shopping, most of which define it as the meeting of consumers' expectations with relation to the goods and services they use or come across online. Based on earlier studies, the researchers found that prior to engaging in online buying activities, the majority of consumers possess expectations regarding the product, vendor, service, and the website quality which they frequent. Their views and intends to purchase at a particular online business are influenced by these expectations, which in turn affects their decision-making and shopping behavior. Zhong and Moon (2020) food quality may have an important effect on customer satisfaction and behavioral intentions. A high level of food quality is a significant marketing strategy for increasing consumer happiness and retention, as well as creating a pleasant shopping experience. Thus, maintaining client happiness is critical since it may lead to repeat purchases and higher revenue. However, one facet of satisfaction is happiness, which is thought to be the greatest degree among customer satisfaction measurements.

In a previous study titled a two factor theory for website design by Zhang and von Dran (2000) the study was used to assess the influence of website quality on consumer satisfaction as well as consumer dissatisfaction from their perspective. Their findings suggest that some characteristics of website design might be viewed as hygienic and other worked as motivators factors that influence consumers' satisfaction or dissatisfaction with a website. The elements known as hygiene factors are those that, when present, enable a website to work and be useful, and when absent, lead to user dissatisfaction. Privacy and security, technical aspect, navigation, impartiality, and information content are a few of the categories of hygiene aspects. Motivator factors are those that improve client satisfaction and so bring value to the website. Enjoyment, cognitive outcome, user empowerment, credibility, visual appearance, and organization of information content are the five types of motivating factors. Customer satisfaction can be classified as either positive, neutral, or negative depending on how the consumer feels after experience online shopping (Devaraj, Fan and Kohli, 2002); this conform with expectation disconfirmation theory (Jaz, Alsabah and Sarfraz, 2018). In the reviewing of 35 empirical literature conducted by Li, and Zhang (2002) to examine the consumer attitudes and behaviors related to online purchasing by analyzing empirical publications and IS conference sessions, which stress how crucial it is to comprehend customer satisfaction when assessing how well a product/ and or service performs in comparison to customers' expectations. They figured out that 10 interrelated factors that the variable consumer satisfaction is one of five variables are typically dependent variables that are attitude toward online shopping, intention to shop online, decision making, and online purchasing. The outcomes present that consumer satisfaction and the intention to purchase online are shown to be positively mutual correlated. As well as, making decisions when purchasing online involves gathering information, evaluating options, and making a decision, it seems that there is an effect on customer satisfaction. Furthermore, they conclude that the information system literature does not adequately address the contribution of the external environment, demography, online purchasing decision making, and customer satisfaction.

Consumer satisfaction may be influenced by a wide range of variables, such as the qualities of the vendor, service, or product, the website, the attitude toward online shopping, the purpose of purchasing online, the decision-making process while making an online purchase, and more. The correlation between experience quality, motivation, and client satisfaction

toward creative loyalty attraction regarding tourism was examined by Suhartanto, Brien, Sumarjan, and Wibisono (2018). They demonstrated that experience quality has a major impact on attraction loyalty as well as satisfaction. Furthermore, only the motivation is significantly affects satisfaction, suggesting that the influence of motivations on satisfaction and loyalty is only partially justified. Also, they concluded that there is no difference between visitors and locals when it comes to the attraction loyalty. Earlier researches have been undertaken out by Parasuraman, Zeithaml and Malhotra (2002); and Guo et al. (2012) in order to investigate to determine what influences consumers' satisfaction with online purchases. They found that improving on quality of the websites, products, security, services, information, e-services, and payment options all have a favorable impact on customer satisfaction. Additionally, it was discovered that those factors had positive impact on consumers' intentions toward online shopping. In addition they concluded that, based on the findings of their study, they advised retailers on the internet to carefully take into account each of these factors that affect consumer satisfaction in the context of online business. Additionally, according to Jeon et al (2017) customer satisfaction is characterized in two ways: based on consuming experience and concentrating on the assessment process. And stated that products and services that satisfy customers have attributes that meet their desires. As well as they mentioned that consumer willingness to reuse is influenced by two major factors are customer satisfaction and dissatisfaction, so, with satisfied consumers having fewer complaints and being more likely to repurchase and suggest the product to others. Furthermore, Jaz et al. (2018) found that customers' satisfaction and adoption of mobile commerce were positively affected by factors such online payment, application usability, ease of use, and social influence. These factors also benefited businesses by allowing them to save time and minimize the effort while ultimately gaining customers satisfaction and profit as well.

The increasing in the number of mobile food delivery applications providers had created fierce competition among them. Thus, looking for attracting consumer satisfaction toward experience mobile food delivery applications is necessary and became the primary objective for restaurants and delivery service providers. Recently, numerous studies have been carried out to examine consumer attitudes and satisfaction regarding mobile food delivery apps. In their study Teck-Chai and Yat (2019) investigated the effects of convenience motivation,

privacy and security concerns, and time-saving orientation on consumers' behavioral intention to use online food delivery services. They found that the more satisfied customers are, the more likely they are to experience of online ordering food delivery apps and will reflect positively on sales volume and the performance. While numerous researches had been proceeded to reveal the factors that affect how satisfied customers are with using mobile food delivery applications. For instance, Al Amin et al, (2020) are evaluated the impact of consumer e-satisfaction and attitude factors on continuance intention regarding mobile food ordering applications. The study found that dining attitude has positive influence on customer e-satisfaction. Furthermore, they demonstrated that user desire to continue to use dinning application was positively impacted by e-satisfaction. Al-Alwan (2020) conducted a research in order to investigate how using of mobile food ordering applications affects users' intention to reuse and their level of satisfaction regarding to these applications. Alongside with the online review, rating, and tracking as characteristics of mobile food ordering applications (MFOAs), they presented an integrated model based on the expanded unified theory of acceptance and use of technology (UTAUT2). Grounder on their research outcomes, they found that the factors performance expectancy, price value, facilitating conditions, hedonic motivation, online tracking, online review, and online rating were significantly associated with e-satisfaction. However, the results also demonstrated a significant association between habit and e-satisfaction. Nevertheless, there was no evidence to substantiate the effect of effort expectancy. Besides, regarding the primary motives that lead to consumers' ongoing intention to use mobile food ordering applications, the findings corroborated the significant influence of habit, e-satisfaction, performance expectancy, online tracking, online review, online rating, and hedonic motivation. Ganapathi and Abu-Shanab (2020) evaluated the level of customer satisfaction with several food application service providers and discovered crucial success factors that determine consumer satisfaction and loyalty. The study findings showed that all of the bivariate correlations between the four research variables (restaurant quality, service provider quality, consumer satisfaction, and loyalty) are significant, according to the bivariate regression analysis. However, the results of the multivariate regression analysis indicate that restaurant quality has no significant impact on either of the dependent variables consumer satisfaction or loyalty. Furthermore, satisfaction with consumers strengthens the correlation between service quality and consumer's loyalty.

However, it is shown that customer satisfaction only plays a partial mediating function in the ordering food delivery situation. In addition, they discovered that individual innovation influences the link between consumer loyalty and satisfaction. Beside, that personal inventiveness has a moderating effect on the relationship between service quality and client loyalty, however, is not supported by the results (Yusra and Agus, 2020). Jawabreh, Mahmoud, Alananzeh and Ali (2023) argued that customers' dining attitudes, service provider and service quality, menu variety, promotion, technology and behavioral drivers have a direct impact on customers' satisfaction through using mobile food delivery applications, also encourage consumers to purchase repeatedly. Yusra and Agus, (2020) described the online food delivery service that provide a high quality service aids to build enduring relationships with their target customers. Additionally, when consumers are satisfied, restaurants and delivery services alike will have a significant competitive edge over their rivals.

2.2 Mobile food delivery

The mobile application for food delivery is one of the most notable innovations from the evolution of information and communications technology, and it is a type of mobile commerce that has been adopted in all business sectors using mobile phones. In Jordan there are three popular mobile food delivery applications are Tlabat, Kareem, and UberEats, in addition to some dining business has own mobile application, for example, McDonald, Alia Al Markazi, and Al Tazaj restaurants' applications. It emerged as a result of exploiting the significant advancements in the manufacture of smart phones and tablets devices, as well as the development in communications and information technology infrastructures. Besides these advancements have led to the creation of a unique smartphone operating system that is needed to run applications (apps), which are specialized software for smartphones and tablets. These apps may be used on smartphones that run Android as well as IOS operating system that specialized to run Apple devices. On the other hand, using a smartphone to browse the internet and download apps is also conceivable. Furthermore, the increasing prevalence of digital and information apps on mobile devices and tablets have extended the range of e-commerce beyond its reliance on websites and changed its focus more toward mobile commerce. The public and commercial usage of the internet made e-commerce

conceivable. Companies moved to the internet and started using websites to facilitate transactions (Kini and Bandyopadhyay, 2009). The mobile devices are able to connect to the internet via phone networks offered by telecommunications service providers or wireless connections. Users can execute transactions anywhere, at any time, using their mobile phones or tablets and any accessible internet network due to the integrated software that runs the applications in these devices. Due to increased smartphone dependence, m-commerce is now generally recognized. Mobile commerce can be defined as an emerging type of customer purchasing experience in which customers buy things using their smartphones and pick them from a shop or at home. According to Kini and Bandyopadhyay (2009) several reasons have contributed to the rapid expansion of mobile commerce throughout the world. These drivers include convergence in the voice/data sector, substantial advancements in technology and associated standards, and a culture of technology adoption. Customers may use their smartphones or tablets to access current e-commerce retail websites and m-commerce applications. Retailers are increasingly focused on gaining new customers from the m-commerce industry. Improved security, faster internet, and user-friendly cellphones were played a significant role on user's acceptance and trust of m-commerce was also influenced by mobile websites and applications.

The growing in number of vendors using mobile phone platforms in order to reach and keep a wider consumer base. This increase in the number of vendors that utilizing mobile applications has resulted in fierce rivalry in the mobile commerce. Mobile vendors' performance is determined by the level of satisfaction consumers have when purchasing using their mobile applications or websites. Furthermore, in order to acquire a competitive advantage over their competitors, mobile shops must focus more on consumer satisfaction. According to Rehman and Ibrahim (2013) the behavior factor refers to a customer's willingness to repurchase from a service provider as a result of a long-standing preference for the service provider. As a result, consumer satisfaction is frequently seen as a motivator for driving consumers to repeat usage of services. Following their experience of product/service, the consumer's response will be used to determine the perceived gap between what they had expected and the actual results about the product/service. Based on the literature research conducted by Li and Zhang (2002) in order to find out the factors that assist consumer attitude and behavior toward online shopping, the findings were the

characteristics of service, product, and personal, also the high quality of the website had a significant impact on attitudes and intention for consumer behavior related to online shopping.

Mobile food delivery definition is a mobile phones' application or websites for food that provide consumers accessibility to make and receive food orders from variety range of restaurants and food markets through online delivery service companies (Mohammad et al, 2022). In the recent years there have been intensive researches conducted to explore the factors that affect individual acceptance, intention, and satisfaction regarding experience mobile applications in their shopping in general. For instance, in their research to investigate the elements that lead individuals in Kuwait to accept and use mobile commerce Jaz et al. (2018) concentrated on mobile commerce and how it affects local businesses and customary consumer behavior. In particular, it administers five deferent online food ordering services applications. Grounded on the study results they found that Kuwait's customers' acceptance to use mobile commerce affected by social influence, mobile application ease of use and safe payment methods. Additionally, mobile commerce is a strong channel that offers excellent value and is always changing. The adoption of mobile commerce offers several advantages for individuals as well as efficient solutions for companies. Based on the research by Teck-Chai and Yat (2019) in order to examine how Malaysians' behavioral intentions toward ordering food delivery they constructed an integrated model for that purpose. The study outcomes that the all antecedents had significant positive impact on behavioral intention regarding ordering food delivery services. While they figured out that Malaysians' behavior intention increasingly oriented toward online food ordering delivery when there were short leading time, and convenience motivation provided by delivery system, and providing high security and privacy.

Other studies focused in researching factors that encourage consumers' satisfaction and intention orientation to use mobile food delivery applications. When examination of the theoretical literature reveals that the researchers have addressed a wide range of elements. In their investigation of the factors influencing mobile food ordering, Mohammad et al (2022) identified three major determinants of online food delivery, which are marketing, technological, and behavioral toward online food delivery orientation. In general, the whole studies concluded that effective Apps design is enabling ability to consumers to search, skim,

compare and chose from the restaurants' application menu or delivery service providers easily and quickly which ends in customer satisfaction. For instance, according to Jeng (2016) that making a purchase through the online saves time; also, the effort required by consumers to order a product will be minimal, and ultimately will resulting in a rise in the value of the services provided. According to Vinaik, Goel, Sahai and Garg, (2019) the majority of consumers are aware and frequently use apps for ordering that serve the benefit from these apps. Whereas the factors that motivate consumers' tendency to use mobile food ordering application ranked the factors of ease of use, payment options, time, and receiving the expected order as the most important factors concerning their monthly spending. Regarding age, the users ranked the factors of receiving the expected order, high quality customer service, and fewer restaurants as the most important factors. According to Al Amin et al. (2020), consumers' attitudes regarding mobile food delivery applications were positively impacted by expectations' confirmation and perceived usefulness.

Moreover, expectation's confirmation was count one of the key predictor factors about how consumers' attitudes would be regarding mobile food delivery applications. According to Mohammad et al. (2022), technological, marketing, and behavioral factors were significantly impact consumers' attitudes about food delivery applications. Al-Alwan (2020) examined consumers' continued intention to reuse mobile food ordering apps and customer's e-satisfaction based on (UTAUT2) addition to the apps features that are online tracking, online review, and online rating. He empirically found that mobile food ordering apps' features, performance and price, and hedonic motivation have positive impact on Jordanian consumers' satisfaction and reuse mobile food ordering applications. While Al Najdawi et al. (2023) revealed that the customers' attitudes to use ordering food delivery service significantly influence by behavioral intention, pricing, and social influence. Moreover, the behavioral intention to use is strongly influenced by price value, habit positivity, perceived credibility, social influence, hedonic motivation, performance expectation, effort expectancy, and price value. Furthermore, (Belanche et al. 2022) carried out a study that investigated the main motives driving the usage and recommendation of food delivery apps customers. The findings showed that the intention to use the mobile food delivery app was significantly impacted by consumer attitude, subjective norm, and app lifestyle compatibility. In contrast,

users' intentions to use the food delivery service applications were not significantly influenced by security or their perception of control over it.

(Ganapathi and Abu-Shanab 2020) has adopted a research with the goal of identifying the critical success factors that result in customer loyalty and satisfaction related to using food ordering delivery applications, as well as the degree of satisfaction that consumers have with the various service providers. It discovered that, in the context of Qatar's online food sector, time and convenience experience have a significant impact on the link between consumer satisfaction and service providers for online food ordering delivery. On the other hand, consumer satisfaction is not positively impacted by restaurant quality. Moreover, according to Jawabreh et al. (2023) the study findings revealed that menu variety, promotion, and service quality positively affect consumer satisfaction toward food delivery. While the ease of demand of ordering through food delivery apps has little influence on consumer satisfaction. Based on his research on the factors that impact customer satisfaction while utilizing meal delivery apps, Zhongcao (2022) revealed that perceptions of severity, perceived ease of use, and application's embedded information quality all had a significant influence on consumer satisfaction with meal delivery application services. So there are many factors that stimulate the growth of the users towards mobile food delivery applications to do their transactions as a result of their satisfaction that must be investigate

2.3 Ease of Use

Studies on technology adoption have explored the effect of perceived ease of use on prospective adoption, intentions, and behavior. Davis (1989) conducted study to evaluate the impact of the variables of ease of use and usefulness on the variables of attitudes, intentions, and behavior. Also the results indicated that, it was pointed out that there was a differential effect between the dimensions of ease of use and usefulness on the variables. Where, based on the study's findings, the usefulness factor was more successful than the ease of use factor in predicting the adoption attitude factor and intended behavior. Also, he concluded that, since online shopping can be compared to the using new technology, the research outcomes confirm the significance of both ease of use and usefulness in the adoption of new technologies. It also implies that consumers' assessments of websites are likely to be impacted by the ease of use and efficiency with which the websites assist users in completing

their tasks. Parasurman et al. (2002) define ease of use as the degree to which potential the consumers believe the target system will be simple to use. A mobile application's simplicity means that it is easy to use and that the user can operate it without difficulty Davis. (1989) with little effort along with can be easily evaluate for its benefits. Additionally, perceived ease of use is defined by Jaz et al. (2018) as the user's capability to evaluate an application simplicity according to how simple to use they believe it to be. Since many customers may find internet-based transactions complex and confusing, it becomes appropriate to assume that the ease of use will play a significant role in determining how well-regarded e-service quality is.

According to Davis (1989) extensive study has been conducted on perceived ease of use in context of workplace technology adoption. The study discovered a distinctive impact between ease of use and usefulness, with usefulness being a stronger predictor of the dependent variables than ease of use, and empirically confirmed the two constructs' effects on attitudes, intentions, and behavior. Similarly, Li and Zhang (2002) discovered that, in the context of e-commerce, the factor of perceived usefulness impacts intended usage when a user visits a website to make a purchase, however, there is an indirect relationship between ease of use and online purchasing habit. On the other side, perceived usefulness is directly determined by ease of use. Guo, Ling and Liu, (2012) concluded that the effective website design enables customers to navigate through, select from alternative, and make purchasing decision impact on the consumers reuse and repeat purchasing, as well as it have positive effect on customers' satisfaction.

In the context of mobile food delivery applications researchers studied the impact of factor ease of use in many aspects. For instance, based on Chung et al. (2022) literature findings that, they found that perceived ease of use has a significant impact on consumer's intention, and attitudes behavior toward online shopping. Moreover, they mentioned that the perceived ease of use has a positive effect on consumers' purchase intention, particularly when consumers find it easy to use an online shopping via website or mobile application. Additionally, often the simplicity of browsing for product information and making payments online develops an underlying preference for buying online and through mobile applications. Jaz et al. (2018) base on their study findings they discovered that perceived ease of use was

the most influential factor in the acceptability and adoption of mobile commerce. According to Mohamed and Mansour (2020), the factor that influence consumer satisfaction with mobile meal ordering services is ease of use, where it was significantly impact on consumers' satisfaction, Furthermore, the food ordering app's control factor and ease of use significantly improved customers' perceptions toward food ordering apps. Additionally, study conducted by Wang et al. (2022) supports this, where they found that customers' intentions to use mobile food ordering applications are positively impacted by perceived ease of use, the results are raised dependent upon their examination by using the combined TAM and ECM models. Teck-Chai and Yat (2019) found that the correlation among perceive ease of use and behavioral intention hadn't significant contribution relate to behavioral intention toward online food delivery applications service. And they concluded that, the result was due to the familiarity among the user and the continued use of the food delivery applications. Al Najdawi et al. (2023) was developed an extended UTAUT2 construct to explore the factors that influencing customer attitudes towards online food delivery applications. The study's findings demonstrated that ease of use had a positive influence on customers' attitudes toward utilizing food delivery applications.

The concept of the technology acceptance model (TAM) was put forward in order to be used to investigate and evaluate the inherent relationship between the ease of use and usefulness of a technological system and the impact it has on a person's intention, cognition and behavior leading to consistent use of the system or technology provided. According to earlier research that applied TAM model, that a system's usefulness and ease of use significantly influence users' actual intent to utilize it. Purchase intent may be increased via business web pages and mobile applications that are easy to use and offer helpful information. For instance Preetha, and Iswarya (2019) examined factors that affect customers' intention to use food order delivery apps base on TAM model. They pointed out that, the perceived ease of use had a significant impact on perceived usefulness, desires to use food applications, and the quality of food application, they showed that the tendency of customers to use the food application is influenced by both perceived usefulness and ease of use. Moreover, they conclude that the application quality guarantees that users will find it easy to use and eventually want to make a purchase. Based on approach of the extended theory of planned behavior (TPB) that was applied to investigate factors influencing customer satisfaction and loyalty in ordering food

delivery service by Prasetyo et al. (2021) where they found that hedonic motivation, price, information quality, and promotion had significant impact on customer satisfaction related ordering food service applications. Additionally, they pointed out that the study revealed there is no significant relationship between customer satisfaction and loyalty with usability factors like perceived ease of use and navigational design. These shifts in consumer behavior make sense since the consumers have used OFDS for a considerable amount of time and have already exceeded the learning period, during which they experienced several technical issues.

Based on the findings from numerous prior research indicated that the factor perceived ease of use has a major influence on consumer satisfaction as well as their intentions to utilize mobile food delivery services. For example, according to Park (2022) regarding to analysis of user experience and customer satisfaction with mobile food delivery services shows that ease of use and customer satisfaction are positively correlated with mobile shopping apps. Moreover, they concluded that user satisfaction is determined by the roles that usability, usefulness, and affection. Thus customer satisfaction may be increased by making food service delivery programs easier to use with clear instructions, simple designs, and effective search and customizing tools. Aryani et al (2022) argued that while using an easy of use application, users of the system will be pleased and satisfied. The application's ease of use and convenience may increase customers' interest in making a transaction. Thus, perceived usefulness is one factor that significantly influences the intentions and decisions of customers. Mat Nayan and Hassan (2020) in their study that conducted to explore customers satisfaction determinants by using online food delivery services based on the system usability scale (SUS) model, with some modification was applied to meet the requirement study. Based on the study findings, they figured out that ease to use food delivery service system is significant influence factor on mobile application and information quality, and satisfaction regarding the use of food delivery applications. Zhongcao (2022) discovered that perceived ease of use is a crucial determinant factor of customer satisfaction with mobile food delivery services applications. Therefore, the provider of mobile food delivery applications needs to ensure that the interface of the application uses perceived ease of use in order to achieve consumer satisfaction. So, users will have a positive experience when utilizing excellent apps that are beneficial, quick to respond, and easy to access (Chotigo and Kadono, 2021).

Ease of use application minimizes the dissatisfaction level and enhances the user experience, leading to increased users' satisfaction level. Ease of use is concerning the application's design, functionality, efficient access, and consistency and smoothly of inter-navigation. The behavioral intention and adoption to use any mobile application services is motivated when the application are perceived easy to use. A mobile food application's design should be easy to use, efficient, and effective. And may create long-term customer relationships, as well as found that the ease of use is one of the customers' major predictors to willingness to use mobile food ordering applications (Al Amin et al., 2020). A study by Johari et al. (2024) figured out that, the factor ease of use has positive statistical influence on consumers' satisfaction with mobile food delivery applications. Additionally they pointed out that, the food delivery service applications that are easy to use, with clear instructions and an easily understood design, boost consumer satisfaction. Whereas, according to Al-Alwan (2020) consumers might disregard the perceived complexity of experiencing these mobile apps in one hand, in order to capitalize on the benefits of mobile food applications, on the other hand, because they are real users with extensive experience using smartphones and mobile apps. Likewise Jawabreh et al. (2023) revealed that the association between ease of use and consumer satisfaction is statistically insignificant. So, outcomes indicated that consumers are dissatisfied with ease of ordering food through apps. Thus, consumers are hesitant to purchase online when perceived ease of use is hindered by specific obstacles such as lengthy download times for online store websites, hanging up navigation, and badly designed sites. As a result, ordering food delivery platform design must be easy to use and understood in order to enable customers to have a smoother ordering experience. Moreover, Hoang Anh (2024) pointed out that ease of use has no any significant effect on consumers' intention to use mobile food ordering applications. Also they maintained that consumers are more concerned with pricing and emotional appeal rather than they are with how simple it is to use and comprehend mobile food delivery applications. This implies that consumers may more willing to ignore the application's complexity in order to reap benefits both the material and emotional advantages offered by meal delivery services.

2.4 Information Quality

According to Patma et al. (2021) academics were defined information quality as data that have been accepted for the purpose of increasing someone's knowledge of data use. The

information quality that extracted from a systems, such as financial statement system. This kind of information that extracted from the system can be used to illustrate of information quality in general. Others defined information quality as an e-commerce content license. Information quality that been embedded with website or in mobile application has important influence on consumer buying intention and satisfaction. Customers who are interested in the quality of online sites in general and precisely in e-service quality when using websites and mobile apps are likely to demand an optimum performance level that is neither too high nor too low on certain website features, which amplifies the impact of the information gap. The website design believes is optimal for its target audience could not be completely or precisely accurate because of incomplete or inaccurate data on the features that customers desire from the website. The information gap is the difference between what users require from a website and what is actually provided.

Parasuraman, Zeithaml and Malhotra (2005) mentioned that users' perceive of e-service quality will be significantly impacted by the manner that information is arranged on websites and the several ways that they may learn more about goods and services. Since the quality and availability of information aid consumers in their seeking for and comparison of alternatives while making decisions regard online shopping, which eventually results in purchase behavior. The four factors that Guo et al. (2012) identified as potential indicators of information quality are timeliness, contents, accuracy, and format. Moreover Mohamed and Mansour (2020) they figured out that usage factors had a correlation with consumer satisfaction and users' attention to reuse food delivery applications. Additionally they demonstrated that among of the four factors of apps usage that the informativeness is an important factors for empowering consumer to reuse intention. According to Preetha and Iswarya (2019) information quality is characterized as having up-to-date, accurate, and comprehensive details on discounts and offers. It also includes attractive presentation, instructive design, and an application. Aryani et al., (2022) stated that consumers are more concern towards the information quality rather than price factor, therefore delivery providers should pay more attention on information, system, and service quality to satisfy their consumers.

Many researches have focused on the quality of information in the online purchasing setting. For example, Guo et al, (2012) are investigated the effect of information quality dimension

on customer satisfaction towards online shopping regard Chinese people. The study findings revealed that there was a positive significant relationship between information quality and customer satisfaction in purchasing online. Prasetyo et al. (2021) performed study to investigate the factors that influence consumer satisfaction and loyalty to online meal delivery services. Where they figured out, based on SEM analysis, that its findings demonstrated that the quality of information offered in the application had a positive effect on users' intentions to utilize the applications of food delivery services. And they conclude that the applications that introduce updated, relevant, and informative information on restaurants, and food in the appropriate area was crucial for information quality in influencing customer intentions for ordering food delivery service. Subsequently, it would result in a rise in customer satisfaction and the acquisition of consumer loyalty with regard to meal delivery application. Grounded on the study analyzed factors that effect on consumers' behavioral intention to use the food delivery service by Aryani et al., (2022) found that information quality has positive affect on consumers' behavioral intention regarding use the food delivery service application. The mentioned that this might be as a result of the high quality of information provided in food delivery application like detailed information about food, restaurant, and transactions details, which gives users more trust to use food delivery application. Moreover, they stated that information quality has a substantial impact on customer attitudes regarding online buying in general, since consumers have a positive attitude when the information supplied is relevant, organized and efficient. Furthermore, Al Amin et al. (2023) did research on mobile payment apps to investigate the factors that influence e-satisfaction, continuation intention, and e-loyalty. They found that the information quality has positive impact on consumers' e satisfaction as well as consumers' continuous intention toward using mobile payment application. Also, they revealed that the quality of information offered by the mobile application is a significant element affecting consumers' continuous intention to use mobile payment applications and e-satisfaction. Given that high quality information may enhance the customer experience, minimize operational obstacles, and strengthen enduring partnerships.

Studies on attitudes and satisfaction toward websites indicate the information presented is more effective when it is relevant and organized properly will drives consumers' attitudes, satisfaction, and loyalty towards website. As a result, researchers suggest there is a positive

relationship between the behavioral intention of customers to use the application and the quality of the information. Chotigo and Kadono (2021) accurate and trustworthy information about the goods and services required for customer to place an online food order via a particular application was a major factor in attracting more customers to mobile food delivery applications is information about food online. Additionally, they also noted that, how consumers' pleasure with food delivery apps is heavily impacted by their interest in the quality of information available on these applications. Food delivery businesses may utilize a variety of strategies to increase their customers' experience. Including providing high-quality information. This result also suggests that users want food delivery applications that are quick, easy to use, and offer an effortless experience. Information accuracy relates to the reliability of information content on internet sites. Moreover, they suggested that the reliability of website content allows customers to perceive lower risks, greater rationality of decision making, and simplicity in making optimal decisions, which improves customers' happiness and willingness to purchase online. For instance, Zhongcao (2022) confirmed that the information quality affect user satisfaction. Where he found that the correlation among customers' satisfaction with food delivery applications is significantly positively impacted by the quality of the information provided. Further, Teck-Chai and Yat, (2019) mentioned that customers can search for information about food type, quality, and price comparisons using the ordering food delivery services application at any time and from any location. High-quality information embedded into the ordering food delivery apps will increase the consumer's preference to use the service and save time finding multiple food providers and varieties at one location. Good information quality provides positive influence on food service provider quality which lead to customer satisfaction. Further details on the product is available on food ordering application, which helps consumers make better decisions when making purchases and increases customer satisfaction (Ganapathi and Abu-Shanab,2020).

So, mobile food order applications should provide suitable information about each food introduced by cooperation with the restaurants menus. Since customers add value to mobile food applications when they believe that the information, system, and services are of sufficient quality in addition it leads to increase the consumers' attitudes, as well as consumers' e-satisfaction in addition to consumers' intention in using mobile food ordering applications (Al Amin et al., 2020). According to Che Ngah et al. (2023), and Johari et al.

(2024) based on previous academic research, they mentioned that the consumers would be more satisfied when they able to obtain adequate and sufficient information from a specific applications. Furthermore, the information also should be available, and present in a clear and easily accessible way to prevent the need for searching for information. According to a study by Mat Nayan and Hassan (2020) customers are more likely to utilize food delivery apps to purchase food when they actually need it. User's utilization of the food delivery application is primarily determined by the quality of information they receive through the app platform. This also indicates that the importance of high quality information in service system as a factor which is increase consumer continuous intention to use and e-satisfaction regarding food delivery applications. Furthermore, the results are confirmed by Patma et al. (2021) where they find that consumers' satisfaction, experience quality, and consumers' perceived value are significantly influenced by the quality of information. Additionally they mentioned that the high-quality information offered by the food delivery app on mobile phones may produce a favorable impression of a positive experience, and the information given complies with the customer's perceived value in order to satisfy consumers. They also concluded that, consumer satisfaction with online food ordering via mobile applications may be formed according to the information offered by the application.

2.5 Security

In the past security was an important consideration when assessing online services, and research shows that it has a big impact on people's perceptions of using financial services and online transactions. It includes defending users of the internet against risk and potential fraud in term of financial loss, personal information. On the other hand, security means protecting customers from potential fraud and financial loss brought on by someone using their credit card or other financial information; also Guo et al. (2012) and about the liability and security and privacy. Parasurman et al. (2002) mentioned that online user's main concern in their assessments about the characteristics of the website in general and the service quality is based on a number of characteristics that are information availability, ease of use, visual style, fulfillment, and privacy and security; furthermore, Guo et al. (2012) argued that user authentication problems and data and transaction security concerns are the two main categories of security issues in electronic commerce. Parasurman et al. (2005) figured out

that the relationship among security risk and attitudes was significant on the usage of online services in relate of online financial services. Besides to user's attitude and satisfaction level toward online usage raises when the security features is perceived good. Kini and Bandyopadhyay (2009) argued that data security during transmission and storage has created concerns due to the ability of web applications to interface with a variety of organizational systems. To address these concerns, both technology firms and financial services organizations have worked together to standardize safe online transaction techniques, leading to the development of third-party authority certifications. This certification method has improved the security of online commerce and established the groundwork for customers to trust and online commerce to continue to expand. Regarding mobile commerce, the variety of private networks and original or modified content, this made m-commerce hasn't been a lot of interest. In addition, m-commerce adoption has been slow due to a lack of uniform security requirements.

Recently, the privacy and security criterion are connected together in the context of online shopping, where the privacy includes protecting private information and maintaining anonymity. Teck-Chai and Yat (2019) mentioned that people are becoming increasingly concerned about how and where their personal information is utilized during online transactions. For instance, the right to see, copy, utilize, and remove one's own personal data that was considered a necessary component of security and privacy. Potential clients are sometimes discouraged from making online transactions due to security concerns. On the other hand, to reduce customer worries over security and privacy, several initiatives have put in place procedures that let consumers verify, audit, and certify privacy policies for transactions made online. As well as, familiarity with computers, the internet, and online purchasing can help to lower perceived risk and contributes in preventing illegal use or disclosure of the personal customer data that obtained through online transactions.

Mobile applications evolve on many shapes as technology advances, devices become more efficient in design and function, and service providers reinvent their business models. Consumers have expressed a number of concerns about m-commerce, including security, confidentiality, and trustworthiness. Mobile commerce is also promising to expand because a number of factors are expected to boost m-commerce adoption rates. Noteworthy among these facets are substantial advances in technology and associated standards, as well as a

culture of technology adoption (Kini and Bandyopadhyay, 2009). Generally in online shopping security and privacy factors are playing a crucial role in attracting and satisfied the consumers to do their online transactions. Mobile food apps security refers to keeping consumers' data as well as intellectual privacy and property secure from unauthorized use; security and privacy concerns are of greater concern to businesses and consumers as they influence their willingness to use mobile applications and their level of satisfaction. For example, grounded on a study of different online food ordering platforms to explore the factors that influence users accepting and adopting mobile commerce Jaz et al. (2018) figured out that mobile applications and site users' acceptance is increase influenced by rising up the security features. Additionally, they concluded that users' adoption of mobile commerce may fluctuate among nations depending on a wide range of factors. For instance, certain societies are more concerned about adoption-related privacy and security issues. It has been demonstrated that trust is a significant predictor of online shopping also of food delivery application adoption and satisfaction. This approved by the outcomes of a study were conducted regarding the factors that impact on consumers' satisfaction in online shopping by Guo et al. (2012) found that the security is an important issue that impact in increasing Chinese consumer satisfaction in online shopping. Similarly, the study conducted by Chotigo and Kadono (2021) the result indicates that Thai consumers appear to be more satisfied when meal delivery applications meet up to their expectations, acquire over users' trust and maintain impeccable security procedures that protect user information from hackers. In contrast to these outcomes, Hoang Anh (2024) found that the security did not affect Vietnamese customer satisfaction and intention to reuse regard mobile food ordering applications.

Furthermore, numerous scholars examined the association between behavioral intention to use food ordering applications and consumer satisfaction with the security factor. For instance, Teck-Chai and Yat (2019) found that privacy and security had significant positive impact on behavioral intention toward using online ordering food delivery services. Additionally, they discovered that in order to satisfy customers' worries about security and privacy, mobile food delivery services may need to implement rules and policies that allow users to verify their information. In contrast, (Belanche et al. (2020) where their outcomes indicated that despite of the security factor hasn't any influence on consumers' attention to

experience food delivery application, but it perceived security has significant effect on word of mouth (WOM) intention, and they explained this outcome might due to when using food delivery apps, consumers are willing to face personal risks, but they will not expose others to possible harm. Moreover, based on the study regarding to examine the correlation among of the consumers' drivers towards using food delivery services applications conducted by Mohammad et al. (2022) where, they concluded that security and privacy were important technological factors to empower consumers to buy online.

When it comes to ordering food delivery service, privacy is not only a matter of following the law; it is also a matter of conducting business and creating technological solutions that satisfy consumer demands. Aryani et al. (2022) figured out that the personal information security is a significant factor that impact on consumers' intention toward use food delivery service application. Likewise Al Najdawi et al. (2023) pointed out that there was a significant influence of perceived credibility on behavioral intention to use online food delivery apps. Besides to the result of their study indicated that Perceived credibility was the biggest predictor of intentions to use. They mentioned this implies that, as is frequently the case in the early phases of the adoption of new technology, privacy concerns persist during ordering food delivery usage. Furthermore, Aryani et al. (2022) add that in order to foster client confidence and security, the service provider must provide means and policies to secure and preserve the user's personal information while inputting it into the online meal delivery application. It may improve consumers' impression of the value of food delivery services and their tendency to use online meal delivery services. While Ganapathi and Abu-Shanab (2020) figured the relationship between privacy and service provider quality was significantly and positive, in addition the findings indicated that service provider quality had a positive impact on customer satisfaction and afterward effect on consumers' loyalty toward online food ordering. Similarly, Narayanan et al. (2023) examined factors that impact customer satisfaction toward food delivery applications. They found that security and privacy had moderate positive influence in increasing the level of customer satisfaction regarding the usage of food delivery applications. Security has to be improved in order to relieve consumers' fears regarding privacy and security when utilizing cashless financial transactions. Thus, for consumers who purchase online, security has been their top priority.

2.6 Payment Options

When internet commerce was first starting up, customers were less likely to make their purchases online because they were worried about making online monetary transactions such as electronic payments and online payments. The rapid adoption and globalization of e-commerce and m-commerce has been facilitated according to Kini and Bandyopadhyay (2009). They also stated that, the rapid adoption and deployment of e-commerce has been made possible by the development of software features like methods of payment and security systems. As will, in context of m-commerce, in order for achieving a high degree of users' adoption of mobile commerce also requires addressing security issues with mobile payment technologies. Thus, will motivate for creating a broad interest in m-commerce among users. In terms of consumers' perceptions of e-tailors, Parasurman et al. (2002) state that payment methods is one of the aspects by which researchers assess the availability of features and services at each retailer's website. Moreover, payment options allow customers to select the payment method that best suits their preferences, and studies indicate that this is one of the attributes that makes food delivery applications flexible and attractive to consumers with regard to payment options. Payment options had a significant impact on consumers' willingness to pay for their goods and services. In this sense, providers may enhance their payment method by knowing how payment options affect repurchase intention. Based on the research by Jaz et al. (2018) where they figured out that regarding to user's preferences of payment were 13% of the users who use online payments, 17% pay by cash, and 14% whose pay by both cash and online. Where this additional improvement enable application users' after finishing the purchase process and choosing an item or items from a specific restaurant's menu, the user has a variety of secured payment options to choose from, including cash, credit card, electronic, and internet payments. Whereas, Chotigo and Kadono (2021) mentioned that, the food ordering applications is considered as an innovative and practical method because they enable mobile phone for users to effortlessly and securely to place orders and make payments to food providers. As a consequence of this transaction, the order is delivered to the customer's home just by clicking on the application's platform. Providers of websites and mobile applications have constantly simplified several aspects to attract and satisfy consumers toward online buying, such as they introduced online tracking to follow

and control orders, and various payment methods in order to facilitate payment procedure as consumer is able to pay by card, electronic payment, or by cash.

Many researchers found that payment options significantly impact on customers' adoption and intention, and satisfaction with online shopping, for instance, a research conducted by Jaz et al. (2018) in order to explore the influence of the factors social influence, ease of use and online payment method on users' acceptance and adoption of mobile commerce. The outcomes revealed that the factor that affect user acceptance and adoption of mobile commerce are ranked as the third consumers' concern for using the application because it offered a variety of payment options, and social influence laid at the second consideration, ease of use perceived as an important factor for adopting mobile food applications. According the study of the effect of mobile payment on consumers' continuous intention by Al Amin et al. (2023) pointed out, the performance of mobile payments is drives consumers to create continuous intention in order to employ mobile payment application, and this is what essentially determines continuing intention. In particular, consumers received good, quick, and safe payment services with the financial transactions. Besides Chotigo and Kadono (2021) researched the key factors that encouraging adoption of food delivery application, and they figured out that the determinants of convenience and accessibility associated with the availability of variety of payment options are turning the consumer behavior toward online food ordering. Moreover, it found that provide different payment methods have positive drivers to online food delivery (Mohammad et al., 2022).

In context of mobile payment as a one among the methods of payment options a study conducted by Al Amin et al. (2023) to examine the relationship among payment options with consumer's e-satisfaction, continuous intention, and e-loyalty. Grounded in their research outcomes, they observed that e-satisfaction was crucial for predicting consumers' continued intentions and e-loyalty. On the other hand consumers' contentious intention was important determinant for increasing customers' e-loyalty regarding mobile payment application. Moreover, this study found that consumers' continuous intention was mostly determined by the mobile payment application effectiveness, which encourages consumers developing consumers' continuous intention to use mobile payment apps. Also, they argued that by providing more secure payment options can guarantee consumers' e-loyalty for using mobile payment applications for making financial transactions. And Guo et al. (2012) based on the

result of their study regard Chinese customers satisfaction with online shopping, they found that payment method has positive effect on consumer satisfaction. While Venaik et al. (2019) stated regarding exploring of the interest of consumers in mobile food ordering applications that many Indians do not use of electronic payments and they have an orientation to convert into cashless modes payment in the future as well as they affected by offers and convenience. Many earlier researches explore the relationship among providing a variety of payment options with customers' adoption and intention, and addition to satisfaction with online shopping. For instance, Song et al. (2017) argued that informativeness and payment and safety showed to be a significant important factors that increase reuse intention. Additionally the outcomes indicated that the relationship between payment and safety and customer satisfaction was the significant correlation, on other hand, they figured out that only in formativeness and payment and safety have impact reuse intention. Likewise Al-Alwan (2020) his research findings provided evidence toward positive relationship between mobile payment options and customer satisfaction. According to Chirapanda, Siriphan and Yoopetch (2022) the findings indicated that payment has a positive impact on customer satisfaction and intention to repurchase in the context of food delivery apps services. Moreover they mentioned that the applications for food delivery offer several kinds of payment options so users may select the one that best suits them. This makes users be more satisfied with the service. Additionally, the quick and safe payment options offered for food purchases have increased customers' incentive to make more purchases.

For customers who are concerned about making payments online, cash on delivery is a payment option offered by online meal delivery businesses. As doing so results in meeting their demands, encouraging them to use online services, and earning their satisfaction. According to findings of Che Ngah et al. (2023) there was a significant relationship between the type of payment and customer satisfaction while utilizing ordering food delivery services. Further, they pointed out that the payment methods was shown to be significant component in effecting consumers' satisfaction. They concluded that, when consumers felt secure and happy with the payment system's security, they were more inclined to select the ordering food delivery service. Where debit cards, bank transfers, and cash on delivery were the most popular methods of payment. When it comes to online food delivery that users have prioritized seamless service. As well as Mohamed and Mansour (2020) conducted study to

investigate factors influencing customer satisfaction with mobile food ordering applications. The results of their study demonstrated that the factors influencing application usage— informativeness, payment and safety, usefulness, and convenience—have a significant impact on increasing consumer satisfaction and the intention reuse mobile meal ordering applications. They pointed out that among the factors that were determined to have the most effects on consumer satisfaction were payment and safety. So, they concluded that the main factor that allows users to intend to use a mobile food application is that it lowers the risk associated with carrying cash. Furthermore, investing in robust technological infrastructure and secure payment methods based on consumer demands allows businesses to improve good customer experiences and raise customer satisfaction by delivering great service in these fields.

2.7 Product Quality

Product quality is one of the most product characteristics that affects people's decisions to purchase online. Product quality has been described as appropriateness for use and goods that fulfill customer demands and thus provide customer satisfaction. When making an online purchase, quality is the top priority for certain customers. While consumers purchasing online cannot physically touch or feel the quality of the goods, they may, to some extent, infer based on comments posted on the product's website. In the context of online commerce, Al-Alwan (2020) a feature connected with online reviews is user ratings. Such ratings assist customers in capturing an overall opinion of products or service providers based on several criteria such as quality. Through such rating consumers can acquire initial indicators about the product's features, quality, and performance by using website and mobile application ratings while purchasing online. Moreover, Ganapathi and Abu-Shanab (2020) were highlighted that the traditional one-on-one approach allows clients to personally distinguish between the quality of food products and the level of hygiene. Furthermore, because self-advertising is the most frequent method of providing food related information online, validating information on food traceability, processing, and retailer permit identification becomes difficult. Most consumers demand is product quality from the websites they browse before engaging in online buying activities. Companies must realize the value of quality. They should to take in their account for both product and service, in order to satisfy consumers.

Many studies have found that meal quality can increase consumer satisfaction. In context of consumers' usage of technology related to adopt mobile applications Chotigo and Kadono (2021) mentioned that application quality is the key concern for consumers' usage of technology and is vital to customer satisfaction. Companies who fail to consider and satisfy the necessary quality standards for their products and services have no chance of surviving in the market. Companies must struggle to understand their consumers' needs and concentrate on exceeding their expectations. Moreover, numerous studies have demonstrated that the majority of consumers will decide to repurchase the product or service that most satisfied them the first time they used it. Based on the research's conclusion by Al-Alwan (2020) mentioned that customer satisfaction is more directly tied to the results of a customer's experience with products and services. A prospective consumer could feel satisfied when the product's perceived value exceeds their expectations. These expectations influence consumer attitudes and intentions to buy from a certain online retailer, as well as affect their decision-making processes and purchasing behaviors.

The quality of the food is associated with consumer satisfaction regarding the restaurants. Restaurants are selling their food products through service providers' applications, thus they must maintain high food quality standards. An enormous number of studies have demonstrated that food quality has a significant impact on consumer satisfaction and future purchase intentions. Their findings revealed a strong association between food quality and customer satisfaction; hence, perceived good food quality leads to increased consumer satisfaction. Furthermore, the quality of food is considered to be assessed based on a variety of factors, including how the meal is viewed and presented to consumers. According to Meng and Sego (2020), food quality has a significant role in determining customer satisfaction and loyalty; food quality includes food presentation, flavor, menu diversity, healthfulness, and freshness. Whilst, food quality is considered an important benchmark. Since, it used in evaluating complete consumer indicators for the quality of food suppliers. Thus, restaurants should place a strong emphasis on the key aspects of food quality that can increase customer satisfaction and maintain their values in the long run.in the restaurant sector context. In other words, high food quality is a valuable marketing tool that can be used to satisfy and keep customers while also ensuring a good buying experience. This also implies that food quality is an essential factor that the restaurants must take in their account in order to achieve

consumers' demands as well as to boost the probability in attaining consumers' satisfaction. According to Jeon et al. (2017) customer satisfaction is characterized in two ways: based on consuming experience and concentrating on the assessment process. And stated that products and services that satisfy customers have attributes that meet their desires. As well as they mentioned that consumer willingness to reuse is influenced by two major factors are customer satisfaction and dissatisfaction, so, with satisfied consumers having fewer complaints and being more likely to repurchase and suggest the product to others. Whilst, according to Zhong and Moon (2020) food quality is defined by a multitude of factors, including serving appearance, flavor, menu diversity, healthfulness, and freshness. Consumer satisfaction and behavioral intentions may be significantly impacted by the quality of the food. A high level of food quality is a significant marketing strategy for increasing consumer happiness and retention, as well as creating a pleasant shopping experience.

Many studies were conducted to investigate the role of the factor of product quality on attracting consumers' attention and satisfaction toward online shopping. The findings of those studies were indicated a significant relationship between product quality in online shopping and customer's satisfaction. For instance, Li and Zhang (2002) figured out that consumer's satisfaction and repeat buying behavior increased when receiving high quality product/service. They argued that the service/product attributes and website quality have been shown to have a major impact on online purchasing attitudes, intentions, and behavior. As a direct result of these results, targeting the most relevant customer and improving product and/or service quality can favorably affect consumers' attitudes and behavior, thereby increasing the frequency of consumer's initial purchases, and repeat purchasing too. Customers cannot directly assess the quality of products when they shop online, but they can skim provider reviews, ratings, comments on the website or Apps (Jawabreh et al., 2023). In a study was conducted to explore why people use food delivery applications in their buying behavior, Tandon et al. (2021) their research findings revealed that the quality of benefits value related variables, such as quality had a significant impact on consumers' intention to purchase through food delivery application. In addition it can have a significant effect on consumers' decision-making processes, specifically their intention of purchasing a product or service via food delivery applications. And Guo et al. (2012) found that product quality has a significant effect on improving customers' satisfaction with online shopping. Besides

he concludes that the quality is an inherent characteristic of a product. Product quality refers to the expected level of product or service excellence. As well as Suhartanto et al. (2019) found that the product quality was significantly effect on consumers' satisfaction and loyalty with ordering food delivery application. As they pointed that the significance of meal quality in affecting customer loyalty to the ordering food service. Furthermore, the study's findings imply that perceived value and satisfaction both play a role in mediating the impact of food quality on online loyalty. The way that food quality affects customer satisfaction and perceived values strengthens the effect of food quality on online loyalty.

Moreover, the study outcomes that conducted by Wang et al. (2019) where, they found a positive relationship between product quality with user satisfaction, intention to reuse, further more they stated that customers develop good perceptions of mobile food ordering applications when they believe that the system, product, information, and services are of sufficient quality. Rahim and Yunus (2021) studied the association between consumer satisfaction, service quality, and the quality of food in online meal delivery services. The correlation coefficient indicates that there is a positive notable relationship between them. Similarly, Zhong and Moon (2020) their findings are indicated that the product quality and perceived pricing had an impact on consumer satisfaction. Furthermore, based on the outcomes they discovered that a fair price had a favorable and direct impact on buyers' predictions of product quality. However, Ganapathi and Abu-Shanab (2020) consumer satisfaction is positively impacted by the quality of the services provided. Although the restaurant and product quality don't seem to have a positive influence, but both do play a part in determining the loyalty and satisfaction of their consumers. Further, Kartikasari and Albari (2019) their study's findings revealed that product quality is a variable with a significant and favorable statistical influence on consumer satisfaction and loyalty. Further, they mentioned that, consumers' first priority is to get the most value out of their purchases. That value also is considered high when it surpasses the consumer's expectations in terms of product quality and value, which affects their level of pleasure with the consumed product.

Bhowmick and Seetharaman (2023) conducted a literature research to explore the relationship among product features and quality with customer satisfaction. Grounded on their outcomes, they discovered that product features have an important effect on product quality, and that product quality is significantly influences customer satisfaction. Moreover,

they argued that in terms of product quality and characteristics, consumer-relevant features may significantly boost consumer satisfaction and prevent product failure, and offering businesses a competitive edge. Thus, to remain competitive in the market, customer satisfaction must be assessed in terms of product quality. While customer satisfaction may be influenced by the presence or augmentation of specific product characteristics, although the lack of other elements may not create customer dissatisfaction. So, in order to attract new customers, maintain existing customers, and remain competitive and profitable, it is critical to emphasize features that enhance consumer satisfaction while minimizing customer dissatisfaction.

2.8 E-Service Quality

According to Parasurman et al. (2002), e-service quality emerged as a distinguishing strategy to promote repeat purchases and establish consumer loyalty, businesses have to move their attention away from e-commerce to e-business. E-service quality is known as the degree to which such a website facilitates users' ability to shop, buy, and receive products and services in an efficient and effective way. Moreover, Parasurman et al. (2005) found that e-service quality has direct impact on satisfaction, intent to buy, and readiness to repeat purchasing. Many academic studies have identified a number of e-service quality delivery criteria via website that customers use to assess web sites in general. These criteria include information availability, usability, fulfillment, privacy and security, responsiveness, and graphic design. Several research have investigated various parts of these criteria. It is vital to highlight that while purchasing products online, consumers are usually goal-oriented, and linked with internet use in general. Li and Zhang (2002) explored different literature research to investigate the factors that influence consumers' attitude and behavior towards online shopping. They found that the enhancement in website, product, and service quality had a positive effect on consumers' attitudes regarding to online shopping and play an incentive role in increasing initial and repeated purchases too. While Guo et al. (2012) defined electronic service as the degree to which such website facilitates the consumer ability to use the website to shop from. And concluded that the relationship among e-service quality with users' satisfaction is positive and significant related online shopping in China. Besides Al Amin et al. (2023) identified service quality based on information system application as the degree to which an application can guarantee reliability, responsiveness, assurance, and

personalization. As well as they revealed that Service quality positively affects e-satisfaction and continuous intention toward mobile payment applications. And they argued that the research shows that service quality has a favorable impact on e-satisfaction and continuous intention regard mobile banking application, since clients receive individualized and valued services through mobile payment application. Where the service quality offered is highly responsive and personalized services which add value to consumers because they are customized to their preferences and requirements.

In the context of mobile food delivery applications, several academics have examined and verified the impact of service quality on customer satisfaction as well as the behavior intention to use, and loyalty factors in their earlier research. For instance, Ganapathi and Abu-Shanab (2020) are examined customer satisfaction and loyalty, and customers' satisfaction levels with food ordering service providers. Their research finding figured out that service provider is significantly affect both consumer satisfaction and loyalty. Additionally, they pointed out that, the service quality has direct influence in consumers' satisfaction, as well as consumers' satisfaction plays as a mediation role for customer loyalty. Also, has significant influence on customer's intention and usage behavior. Furthermore, according to Al Amin et al. (2020) regular update is required to ensure the stability and quality of the mobile food ordering apps platform, providing the ability for users to quickly and reliably access a business platform to conduct food purchase transactions through such mobile food ordering applications. It is also necessary to take into account the services and technical support that clients need in order to access and use mobile food ordering applications effectively. Besides to, Mohammad et al. (2022) indicated that service quality as a marketing factor is significantly positive drive use online food delivery. In other hand, Venaik et al. (2019) concluded that providing quality service will be profitable for mobile food applications. There is evidence that providing high-quality services via websites is a crucial for business strategy; even more crucial than offering low prices and having a website.

Based on the evaluation the influence of selected factors such as service quality on online meal delivery services. Jawabreh et al. (2023) indicated that there is a strong positive relationship among electronic service quality and customer's satisfaction with mobile payment application. In addition, when it comes to the correlation of customer satisfaction with such online food delivery application services have the best influencer is service quality.

While the outcomes of the study by Aryani et al. (2022) indicated that service quality has no any effect in consumer intention regard to use food delivery service applications. The correlation among service quality and customer satisfaction also investigated by Meng and Sego (2020) where they looked at the relationships between the four aspects of service quality are contact, responsiveness, fulfillment, as well as the efficiency with satisfaction of customers. They figured out that the factor of contact had a marginally significant effect on customer satisfaction. The other three criteria, efficiency, responsiveness, and fulfillment, are shown to have a major impact on customer satisfaction. They also discovered that fulfillment, efficiency, and responsiveness ranked as the highest on the customer satisfaction index. They concluded that in order to achieve customer satisfaction, mobile retailers should consider the following concerns which are item availability and order delivery; whether the platform responds quickly and whether the consumers perceive it is easy to use; the effectiveness of problem-solving procedures and return options on the platforms or mobile applications; and the availability of online representatives and phone assistance all will drive in attaining consumer satisfaction.

Moreover, based on earlier literatures on perceived service quality, they described perceived service quality as a customer's emotional appraisal of the overall perfection or superiority of the service which influence their behavioral intentions. Where a high degree of service performance that exceed consumers' expectations tends to increase their behavioral intention. In context of food delivery applications, Narayanan et al. (2023) intended study to explore the correlation among consumer satisfaction and the quality of delivery services. The results indicated that consumer satisfaction with food delivery applications and the delivery service had a moderately favorable relationship. Delivery service has a significant effect on customer satisfaction with food ordering apps. Besides, they argued that people believe that delivery services are the most significant thing to consider when shopping for or ordering meal delivery services online. Where, the meal delivery service enhances the satisfaction of receiving a meal when food is ordered using a food delivery application. The food delivery application incorporates a provision for delivery services that lets consumers to order meals at odd hours, locate the delivery address on a map, receive free delivery in certain conditions, track deliveries in real time, and view projected delivery times. As well as, Suhartanto et al. (2019) have confirmed in their research that service quality is not significant on loyalty, but

it reveals the significance of the perceived value and the fractional bargaining role in the relationship between the online meal delivery system and the quality of the food.

Customers' purchase decisions and actions are intimately related to their perceptions of the whole service or product experience. Customer satisfaction and loyalty are crucial to a company's success, and service quality has a significant influence on both. High levels of service quality may result in great customer satisfaction; yet, if service performance falls short of consumer expectations, discontent will arise. Based on the study by Zhong and Moon (2020) that their research found that service quality has a substantial impact on consumer satisfaction at fast food businesses. They also discovered that satisfaction levels with service quality vary dramatically between genders. Furthermore, because male clients are more sensitive to service quality, their degree of satisfaction is influenced by the quality of service. Kartikasari and Albari (2019) they argued that the study's findings revealed that service quality is a positive and significant statistical influence on consumer satisfaction and loyalty. Further, they mentioned that, consumers' first priority is to get the most value out of their purchases. That value also is considered high when it surpasses the consumer's expectations in terms of product quality and value, which affects their level of pleasure with the consumed product. Additionally, they came to the conclusion that the best possible service should be provided in order to maximize consumer satisfaction and loyalty. Consumers will be happy with the service level provided. While consumers perceive the service supplied positively, the probability of reaching their expectations will increase, then it will result in increasing customer satisfaction. Since, the consumers' satisfaction developed, so does loyalty to the food ordering service, and ultimately resulting in repeated usage and recommendations to others (positive WOM). Many prior research have found that service quality has a positive impact on consumer satisfaction while utilizing mobile food delivery applications. Johari et al. (2024) figured out that, the factor e-service quality has positive statistical influence on consumers' satisfaction with mobile food delivery applications. Additionally they pointed out that, the quality of service given by meal ordering service providers influences the survival of an online business in the market. Furthermore, consumers' satisfaction with food ordering services increases the possibility that they would use them again. As a consequence, users will be quite satisfied if they have a pleasant experience with the level of service quality they receive while ordering meals through food applications.

2.9 Research Model and Hypothesis:

2.9.1 Research Model

Figure 2.9.1 below represents the research model that developed to explain the study variables.

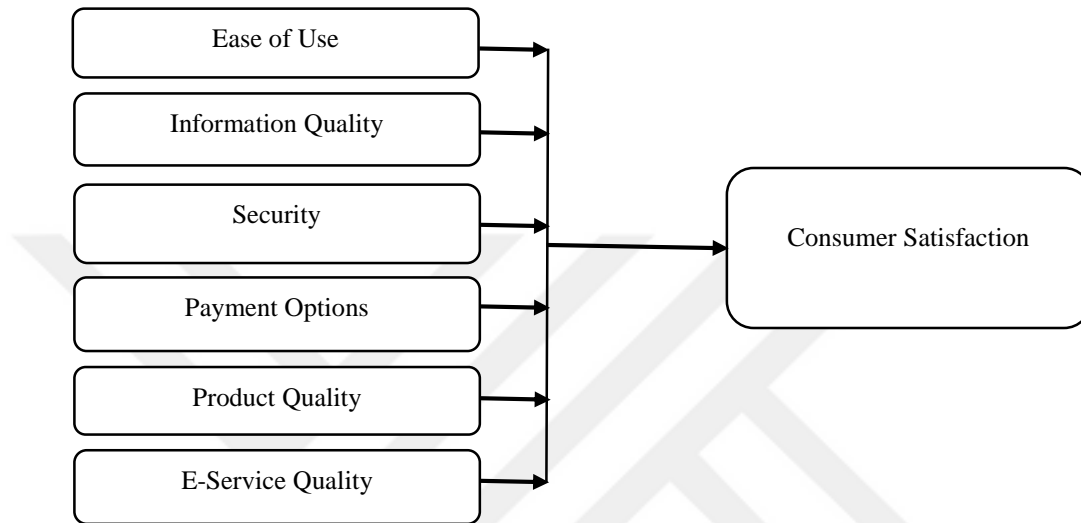


Figure 2.9.1 Model Construct

2.9.2 Research Hypothesis

According to Guo et al. (2012) the effective website design enables customers to navigate through, select from alternative, and make purchasing decision impact on the consumers reuse and repeat purchasing, as well as it has positive effect on customers' satisfaction. Moreover, Mohamed and Mansour (2020); Park (2022), and Mat Nayan and Hassan (2020) revealed that the factor ease of use was significantly impact on consumers' satisfaction, in addition ease of use significantly improved customers' perceptions toward food ordering apps.

So based on the literature presented above, the following hypotheses is suggested to be tested:

H1: *Ease of use impacts positively on consumers' satisfaction towards Mobile Food Delivery app in Jordan.*

Many researches have focused on the quality of information in the mobile food delivery applications setting. For instance, Prasetyo et al. (2021) figured out, based on SEM analysis that the quality of information had a positive effect on users' intentions to utilize the applications of food delivery services. And they add that the applications that introduce

updated, relevant, and informative information on restaurants, and food in the appropriate area was crucial for information quality in influencing customer intentions for ordering food delivery service, as well as it would result in a rise in customer satisfaction and the acquisition of consumer loyalty. Further, Chotigo and Kadono (2021) stated that how consumers' pleasure with food delivery apps is heavily impacted by their interest in the quality of information available on these applications.

Thus, depending on the literature above, the following hypotheses is suggested to be tested:

H2: Information quality impacts positively on consumers' satisfaction towards Mobile Food Delivery app in Jordan.

Security and privacy are of greater concern to businesses and consumers as they influence their willingness to use mobile applications and their level of satisfaction. According to Chotigo and Kadono (2021) found that Thai consumers were more satisfied when meal delivery applications meet up to their expectations, acquire over users' trust and maintain impeccable security procedures that protect user information from hackers. Similarly, Narayanan et al. (2023) and Ganapathi and Abu-Shanab (2020) found that security and privacy had positive influence in increasing the level of customer satisfaction regarding the usage of food delivery applications. Moreover Teck-Chai and Yat (2019) mentioned that in order to satisfy customers' worries about security and privacy, mobile food delivery services may need to implement rules and policies that allow users to verify their information.

So, depending on the literature above, the following hypotheses is suggested to be tested:

H3: Security impacts positively on consumers' satisfaction towards Mobile Food Delivery app in Jordan.

Based on the findings of Chotigo and Kadono (2021); Mohammad et al. (2022); and Al Amin et al. (2023) where they found that provide different payment methods have positive drivers to online food delivery, and Al Amin et al. (2023) figured out the relationship among payment options with consumer's e-satisfaction, continuous intention, and e-loyalty observed that was crucial. Moreover, Che Ngah et al. (2023) and Song et al. (2017) argued that the relationship between payment and safety and customer satisfaction was the significant correlation,

So, depending on the literature above, the following hypotheses is suggested to be tested

H4: Payment options impacts positively on consumers' satisfaction towards Mobile Food Delivery app in Jordan.

Many studies have found that food quality can increase consumer satisfaction. According to Chotigo and Kadono (2021) companies that fail to consider and satisfy the necessary quality standards for their products and services have no chance of surviving in the market. Customer satisfaction is more directly tied to the results of a customer's experience with the quality of products and services (Al-Alwan, 2020). Guo et al. (2012) found that product quality has a significant effect on improving customers' satisfaction with online shopping. Zhong and Sego (2020), mentioned that food quality has a significant role in determining customer satisfaction and loyalty. Furthermore. Wang et al. (2019) ;Zhong & Moon (2020); and Rahim and Yunus (2021) found that high level of food quality is a significant marketing strategy for increasing consumer satisfaction and retention.

So, depending on the literature above, the following hypotheses is suggested to be tested

H5: Product quality impacts positively on consumers' satisfaction towards Mobile Food Delivery app in Jordan.

Parasurman et al. (2000) found that e-service quality has direct impact on satisfaction, intent to buy, and readiness to repeat purchasing. Whereas, Guo et al. (2012) figured out that the relationship among e-service quality with users' satisfaction is positive and significant related online shopping in China. Besides Al Amin et al. (2023) revealed that service quality positively affects e-satisfaction and continuous intention toward mobile payment applications. Furthermore, regarding of the studies' outcomes of Ganapathi and Abu-Shanab (2020); Zhong & Moon (2020); and Narayanan et al. (2023) the quality of service provider significantly affects both consumer satisfaction and loyalty.

So, depending on the literature above, the following hypotheses is suggested to be tested

H6: E-service quality impacts positively on consumers' satisfaction towards Mobile Food Delivery app in Jordan.

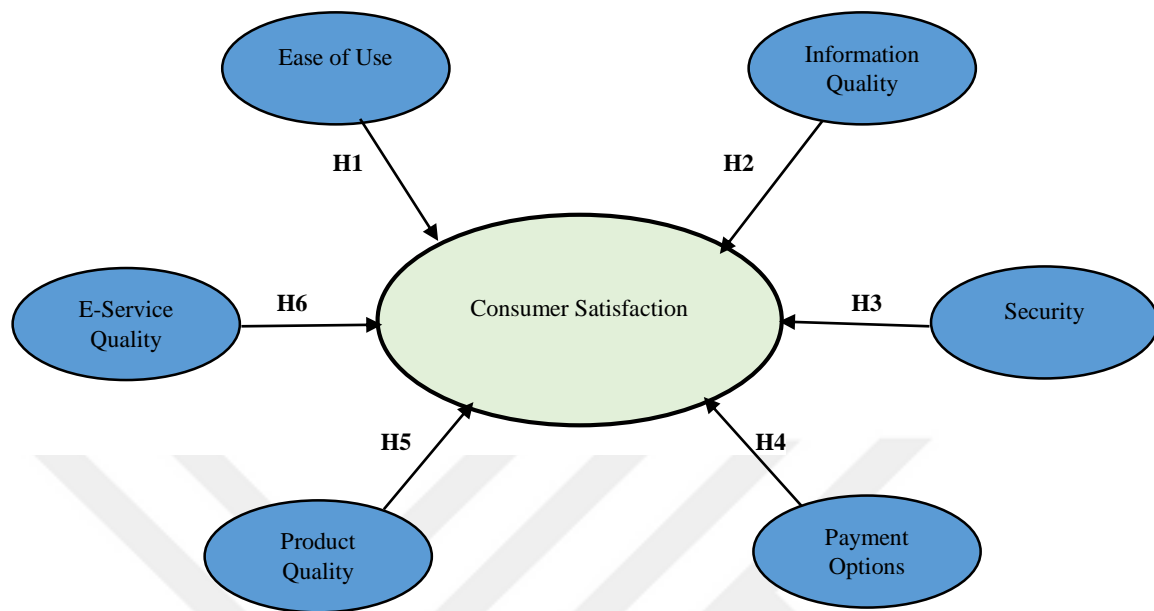


Figure 2.9.2 Hypothesis frame work.

3. Research Methodology

To examine our research hypotheses, this study adopted a quantitative approach. An online Google Docs questionnaire is used to collect survey respondent's data from current Jordanian users of mobile food delivery Apps. The questionnaire encompass of three sections (A, B, and C). Section A is including the characteristics of respondent's demographic, which included gender, age, marital status, and educational levels concerning the use of FDAs. Section B of the questionnaire elaborated customer satisfaction which is the dependent variable, this section encompassed for 7 items to investigate the dependent variable. The final part of the questionnaire is section C; this section consists of 23 scaled items to investigate 6 independent variables; ease of use encompasses five items, information quality encompasses six items, security comprises four 4 items, payment options comprises two items, product quality comprise of three items and e-service quality encompasses for three items. The five-point Likert scale were used to measure the items of the construct, ranging from 1= strongly Disagree, 2 = Disagree, 3 = Neutral, 4= Agree, and 5= Strongly Agree. All items that used in measurement have been adapted from different existing literatures. The items for customer satisfaction and ease of use were adapted from Jawabreh et al. (2023); the items to measure

information quality, security, payment options, product quality, and e-service quality were extracted with small verbal modification from Guo et al. (2012).

Descriptive statistics analysis were carried out to measure the scales of this study by using IBM SPSS software version 26. As Arithmetic means and standard deviations, internal correlations, and simple regression test which provide obvious description for the variables scales that being measured. In addition to the reliability and validity tests are applied to test the questionnaire survey stability and consistency.

4. Research Findings

4.1 Description of the demographic Profile

The data were obtained from the respondent using online survey by using Google Docs questionnaire. The study population consisted of Jordanian families who use food applications through mobile phones. Electronic questionnaires were distributed online through Google. Respondents are invited via using WhatsApp, phone calls to answer the research survey. The data collected and analyzed from the whole sample size was 383. Based on the study form, four demographic elements were included (gender, age, marital status, level of education), which they are explained in Table 4.1 as shown:

Table 4.1 demographic characteristics of the sample

Variable	Category	Frequency	Percentages (%)
Gender	Male	189	49.3
	Female	194	50.7
Age	20 Years and less	45	11.7
	20 - 30 years	148	38.6
	31 - 40 years	102	26.6
	40 years and above	88	23.0
Marital Status	Single	195	50.9
	Married	188	49.1
Educational Level	Less than high school	24	6.3
	High school	43	11.2
	Diploma	44	11.5
	Bachelor	163	42.6
	Master	76	19.8
	PhD	33	8.6

Depend on the results that displayed in Table 4.1 we note that the study sample for people who use mobile food delivery apps in Jordan was somewhat similar in terms of gender, as the number of females reached 194, constituting 50.7% of the study sample. As for males, their number reached 189, constituting 49.3% of the sample size. With regard to the age of the sample members, most of the participants in the research was aged from 20 to less than 30 years, as their number reached 148, representing 38.6%, followed by individuals between the ages of 31 and 40 years; 102 individuals, representing 26.6%, then those aged 40 years and over, numbering 88, representing 23%. As for the minority in frequency of ages 20 years and younger, it was 11.7%, as their number reached 45 people. As for the members of the study sample in terms of marital status, 50.9% of the study sample were single, with a number of 195, compared to those who were married, with a number of 188.

With regard to academic qualifications, those holding a bachelor's degree constituted 42.6% of the study sample size, which numbered 163, followed by those holding a master's degree, numbering 76, representing 19.8%. As for those holding a secondary school certificate or diploma, the percentages were almost close at 11.2% and 11.5%. They were followed by those holding postgraduate studies, their number reaching 33, representing 8.6% of the total sample. The lowest frequency according to educational attainment for people below high school was 24, meaning what It represents 6.3% of the total study sample.

4.2 Description of the study variables

Throughout this section of the study descriptive analyses the arithmetic mean as well as the standard deviation is used to analyze the independent variable items of (ease of use, information quality, security, payment options, product quality, e-service quality), likewise for the each item of the dependent variable (consumer satisfaction), which is the study sample participants' degree of approval ranked in descending order depending on the respondents' answers arithmetic mean. The findings were as follows:

Arithmetic means and standard deviations for the variable consumer satisfaction.

Grounded on the study form, the average of the participant population was taken out for each item for the variable consumer satisfaction, and the outcomes are presented in the below table 4.2.1.

Table 4.2.1 Mean and standard deviation of each items of the consumer satisfaction variable.

Rank	Number of content	Consumer Satisfaction	Mean	S.D	Practice
1	6	I have a positive experience ordering from the mobile food delivery Apps restaurant for home delivery.	4.06	0.913	High
2	3	I am satisfied with the food packaging.	3.87	0.878	High
3	1	I am satisfied with the amount of food delivered to the house.	3.86	0.983	High
4	5	Generally, I am satisfied with the restaurant I order from mobile food delivery Apps.	3.86	0.96	High
5	2	I am satisfied with the food.	3.85	0.953	High
6	4	The advice of the customer service representatives is competent.	3.77	1.00	High
7	7	The meal delivered home is better than I expected	3.7	0.997	High
Total			3.85	0.96	High

The results related to dependent variable (Consumer Satisfaction) were tabulated in Table 4.2.1 that showed the paragraph (6) (I have a positive experience ordering from the mobile food delivery Apps restaurant for home delivery) has the largest value = 4.06 of the arithmetic mean, whereas the standard deviation value = 0.913, and practice degree is high. Thus, the item (The meal delivered home is better than I expected) displayed mean value = 3.7 which is representing the lowest among the whole items of the dependent variable with standard deviation value = 0.997 and practice degree ranked high too. Whereupon, the items of consumer satisfaction as a whole recorded arithmetic mean value = 3.85 and the value = 0.96 of standard deviation with a high average degree of practice.

Arithmetic means and standard deviations of the independent variable ease of use

According to the study form, the average of the participant population was taken out for each item of the independent variable (ease of use), and the outcomes are tabulated in the below table 4.2.2.

Table 4.2.2 Mean and standard deviation of each items for the variable Ease of Use.

Rank	Number of content	Ease of Use	Mean	S.D	Practice
1	8	Ordering meals delivered to houses is easy.	4.03	0.877	High
2	11	I order meals to be delivered home to avoid bad weather.	3.94	0.981	High
3	10	I order meals to be delivered home to avoid traffic jams.	3.9	0.98	High
4	9	Ordering meals delivered to houses saves time.	3.88	0.91	High
5	12	When I ask for food to be delivered home, spoons, ketchup, and all meal accessories are sent.	3.75	1.026	High
Total			3.9	0.95	High

The results related to independent variable (Ease of Use) were tabulated in Table 4.2.2 that showed the paragraph (8) has the largest value = 4.03 of the arithmetic mean, whereas the standard deviation value = .877, and practice degree is high. Thus, the item (12) displayed arithmetic mean value = 3.75 which is representing the lowest among the whole items of the independent variable ease of use with standard deviation value = 1.026 and practice degree ranked high too. Whereupon, the items of ease of use as a whole recorded arithmetic mean value = 3.9 and the value = 0.95 of standard deviation with a high average degree of practice.

Arithmetic means and standard deviations of the variable information quality.

According to the study form, the average of the participant population was taken out for each item of the independent variable (information quality). The outcomes are displayed below in table 4.2.3.

Table 4.2.3 Mean and standard deviation of each items for the variable Information Quality

Rank	Number of content	Information Quality	Mean	S.D	Practice
1	15	The information provided at mobile food delivery Apps is easily understandable.	3.91	0.88	High
2	14	The information provided at mobile food delivery Apps is reliable.	3.76	0.94	High
3	16	The information on mobile food delivery Apps is complete for purchase decisions.	3.75	0.91	High
4	18	The information in mobile food delivery Apps is relevant.	3.74	0.98	High
5	13	I believe mobile food delivery Apps provides accurate information to potential customers like me.	3.65	0.95	Medium
6	17	I can find all the detailed information of the goods I need.	3.61	1.03	Medium
Total			3.74	0.95	High

The outcomes related to independent variable (Information Quality) were tabulated in Table 4.2.3 that showed the paragraph (15) has the largest value = 3.91 of the arithmetic mean, whereas the standard deviation value = .88, and practice degree is high. Thus, the item (17) displayed arithmetic mean value = 3.61 which is representing the lowest among the whole items of the independent variable information quality with standard deviation value = 1.03 and practice degree ranked as medium. Whereupon, the items of information quality as a whole recorded arithmetic mean value = 3.74 and the value = .95 of standard deviation with a high average degree of practice.

Arithmetic means and standard deviations of the variable security

According to the study form, the average of the participant population was taken out for each item of the independent variable (security), and the outcomes are displayed in the below table 4.2.4.

Table 4.2.4 Mean and standard deviation of each items for the variable security

Rank	Number of content	Security	Mean	S.D	Practice
1	22	I feel safe in my transactions with this mobile food delivery Apps.	3.91	0.90	High
2	21	I feel I can trust this mobile food delivery Apps.	3.84	1.08	High
3	20	The mobile food delivery Apps has adequate security features.	3.74	0.97	High
4	19	I feel secure giving out credit card information.	3.69	1.07	High
Total			3.8	1	High

The outcomes related to independent variable (security) were tabulated in Table 4.2.4 that showed the paragraph (22) has the largest value = 3.91 of the arithmetic mean, whereas the standard deviation value = .90, and practice degree is high. Whereas the findings above shows the paragraph (19) is displayed arithmetic mean value = 3.61 which is representing the lowest among the whole items of the independent variable (Security) with standard deviation value = 1.07, so practice degree ranked as high. Whereupon, the items of security as a whole recorded arithmetic mean value = 3.8 and the value = 1 of standard deviation with a high average degree of practice.

Arithmetic means and standard deviations of the independent variable payment options

According to the study form, the average of the participant population was taken out for each item of the independent variable (payment options), and the outcomes are displayed in the below table 4.2.5.

Table 4.2.5 Mean and standard deviation of each items for the variable payment options

Rank	Number of content	Payment Options	Mean	S.D	Practice
1	24	I accept the payment options provided by mobile food delivery Apps.	4.18	0.80	High
2	23	This mobile food delivery Apps has complete payment options online payment, and cash on delivery, etc.	4.1	0.89	High
Total			4.14	0.85	High

The outcomes related to independent variable (payment options) were tabulated in Table 4.2.5 that showed the paragraph (24) (I accept the payment options provided by mobile food delivery Apps.) has the largest value = 4.18 of the arithmetic mean, whereas the standard deviation value = .80, and practice degree is ranked as high degree. Whereas the findings above shows the paragraph (23) is displayed arithmetic mean value = 4.1 which is representing the lowest among the whole items of the independent variable (Payment Options) with standard deviation value = 0.89, so practice degree ranked as high. Whereupon, the items of payment options as a whole recorded arithmetic mean value = 4.14 and the value = 0.851 of standard deviation with a high average degree of practice.

Arithmetic means and standard deviations for the variable product quality.

According to the study form, the average of the participant population was taken out for the items of the variable product quality. The outcomes are displayed in the below table 4.2.6.

Table 4.2.6 Mean and standard deviation of each items for the variable product quality

Rank	Number of content	Product Quality	Mean	S.D	Practice
1	25	The mobile food delivery Apps offered products that meet my needs and expectations regarding quality.	3.80	0.91	High
2	26	I am satisfied with the product quality provided by mobile food delivery Apps.	3.70	0.99	High
3	27	The product range of mobile food delivery Apps is complete.	3.69	0.98	High
Total			3.73	0.96	High

The outcomes related to independent variable (product quality) were tabulated in Table 4.2.6 that showed the paragraph (25) has the largest value = 3.8 of the arithmetic mean, whereas the standard deviation value = 0.91, and practice degree is ranked as high degree. Whereas the findings above shows the paragraph (27) is displayed arithmetic mean value = 3.69 which is representing the lowest among the whole items of the independent variable (product quality) with standard deviation value = 0.98, so practice degree ranked as high. Whereupon, the items of product quality as a whole recorded arithmetic mean value = 3.73 and the value = 0.96 of standard deviation with a high average degree of practice.

Arithmetic means and standard deviations for the e- service quality variable.

According to the study form, the average of the participant population was taken out for each item for the variable e-service quality. And the outcomes are displayed in the below table 4.2.7.

Table 4.2.7 Mean and standard deviation of each items for the variable e-service quality.

Rank	Number	E- Service Quality	Mean	S.D	Practice
1	29	Inquiries are answered promptly.	3.79	0.99	High
2	30	The company is ready and willing to respond to customer needs.	3.78	1.04	High
3	28	Customer service personnel are always willing to help me.	3.71	1.00	High
Total			3.76	1.01	High

The outcomes related to independent variable (e-service quality) were tabulated in Table 4.2.7 that showed the paragraph (29) (Inquiries are answered promptly.), it can be observation that the largest value = 3.79 of the arithmetic mean, whereas the standard deviation value = 0.99, and practice degree is ranked as high degree. Whereas the findings above shows the paragraph (28) is displayed arithmetic mean value = 3.71 which is representing the lowest among the whole items of the independent variable (e-service quality) with standard deviation value = 1, so practice degree ranked as high. Whereupon, the items of e-service quality as a whole recorded arithmetic mean value = 3.76 and the value = 1.01 of standard deviation with a high average degree of practice.

4.3 Statistical Analysis

4.3.1 Study tool stability and normality

a) Stability

Stability test assesses the internal consistency of the items of a survey by describing how stability or dependably. Cronbach's alpha test is applied to measure the stability of the questionnaire components. As well as the validity of multiple five questions Likert scale for this research survey. Cronbach's alpha coefficient value is ranging 0 - 1. When the value of Cronbach's alpha is greater than threshold value (0.7) then we can judge that the questionnaire is reliable

and stable. In this study Cronbach's alpha test through SPSS software is run to evaluate the stability (reliability) for all multiple construct's items. According to Hair et al. (2010) the reliability coefficient value for Cronbach's alpha arranged into five ranges as shown in Table 4.3.1.a; the value of 0.6 and above indicates to the reliability and proves the internal consistency.

Table 4.3.1.a Coefficient Ranks of Cronbach's Alpha

Alpha Coefficient ranks	Strength
Less than 0.6	Poor
0.6 - 0.69	Moderate
0.7 - 0.79	Good
0.8 - 0.89	Very Good
≥ 0.9	Excellent

Sources: Hair et.al. (2010)

Stability in this sense refers to the scale's ability to remain consistent and avoid self-contradiction. If the scale is reapplied to the same population, it will produce outcomes with a probability equal to the coefficient's value. Table 4.3.1.b below is tabulating the findings

Table 4.3.1.b Cronbachs alpha coefficient

Variables	Cronbach's alpha value (%)
Ease of Use	91.1
Information Quality	72
Security	77.5
Payment Options	79.3
Product Quality	73.2
E- Service Quality	75
Dependent Variable (Consumer Satisfaction)	91.3
All questions for the tool	93.7

The outcomes that displayed in the table above show that all coefficient values are higher than 0.7 which lead to conclude that, the study instrument generally possesses high stability, additionally demonstrating its ability to meet the study's required goals. As stability value = 91.1% for the ease of use, and for information quality the stability = 72%, and for security the stability value = 77.5%, the variable payment options the stability value = 79.3%, and the

value of stability for product quality = 73.2%, finally the independent variable e-service quality the stability value = 75%, the dependent variable consumer satisfaction = 91.3%. Whilst overall stability value = 93.7% of the questionnaire, so it reflects the paragraphs' consistency in achieving the intended outcomes and objectives.

The KMO test is applied to measures how strongly the variables' partial correlation is between them. KMO levels are regarded as excellent when they are closer to 1.0, and as undesirable when they are less than 0.5. Most academics now contend that factor analysis can begin with a KMO of at least 0.80.

Table 4.3.1c KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.927
Bartlett's Test of Sphericity	Approx. Chi-Square	5722.234
	Df	435
	Sig.	.000

The KMO test results are displayed in the table 4.3.1c above to confirm the accuracy of the measurement. The Kaiser-Meyer-Olkin measure of sample adequacy has a value of 0.927, which is acceptable since the lowest possible value is 0.8, according to the table. This indicates that the measurement is excellent and has a 0.000 degree of significance.

b) Normality

To assess the normality for the collected data, skewness and kurtosis test performed. The test outcome is tabulated below in the table 4.3.1.d.

Table 4.3.1.d Normality analysis' results

Variables	Skewness		Kurtosis	
	Statistic	Std. Error	Statistic	Std. Error
Ease of Use	-.847	.125	1.023	.249
Information Quality	-1.055	.125	1.796	.249
Security	-.584	.125	.503	.249
Payment Options	-.830	.125	.887	.249
Product Quality	-.953	.125	1.051	.249
E-Service Quality	-.575	.125	.013	.249

The results in Table 4.3.1.d. present an indication that there is evidence that the variable ease of use, information quality, security, payment options, product quality, and e-service quality had a skewness values of (-0.847, -1.055, -.584, -.830, -.953, and -.575) respectively. This indicates that the frequency distribution is not symmetrical, and the frequency distribution curve is skewed towards the left. Additionally, the kurtosis coefficient values for (ease of use = 1.023, information quality = 1.796, security = .503, payment options = .887, product quality = 1.051, and E-service quality = .013). This indicate that there is an excessive value distribution frequency. Thus, we can conclude that the data does not achieve the normal distribution conditions.

4.3.2 Diagnostic tests

Internal correlations of the independent variable's axes were examined by applying diagnostic analysis, and variance inflation factor (VIF) and permissible variance coefficient (Tolerance) were measured. As the ideal values of (VIF) might be < 10 and the acceptance values of Tolerance should be more than (0.05) (Cavana, Delahaye and Sekaran, 2001). The outcomes of each of these variables are displayed in table 4.3.2.

Table4.3.2 tolerance & variance inflation factor (VIF)

Variable	Tolerance	VIF
Ease of use	0.549	1.821
Information quality	0.550	1.818
Security	0.468	2.138
Payment options	0.762	1.313
Product Quality	0.538	1.859
E-Service Quality	0.530	1.886

Based on the results displayed in Table 4.3.2 provides this evident that all values of the permissible variance tolerance for all independent variable dimensions are greater than the threshold value (0.05) were the whole values of independent variables are located within the range 0.468 for security factor and 0.762 for product quality. Furthermore, values of the inequality inflation factor VIF for all independent variable dimensions (ease of use= 1.821, information quality = 1.818, security = 2.138, payment options = 1.313, product quality = 1.859, and e-service quality= 1.886) were less than 2.5 which is fall within the acceptance

value range of VIF. This indicates that there is no correlation between independent variable's dimensions, so they can all be used in the multiple regression model and that it is possible to determine which of these dimensions has a statistically significant impact on the dependent variable.

4.3.3 Statistical differences test

ANOVA test and T-test are important analysis were performed to determine whether the variables (gender, age, marital status, and educational level) were showed statistically significant differences between the various demographic characteristics of the research variables. In this research ANOVA test is performed for the variable that has three groups and more such as: age and educational level, while T-test is applied on the variables that have less than three groups such as age and marital status.

a) Gender

To ascertain the statistical differences in the research variables generated by the gender variable, a T-test applied. Table 4.3.3.a below tabulates the outcomes of T-test:

Table4.3.3.a gender T- test

Variable	Source	T value	d.f	F value	Sig
Ease of Use	Equal variances assumed	-1.510	381	1.706	.193
	Equal variances not assumed	-1.507	368.764		
Information Quality	Equal variances assumed	-1.651	381	.597	.440
	Equal variances not assumed	-1.651	280.278		
Security	Equal variances assumed	-0.574	381	7.124	.608
	Equal variances not assumed	-0.574	380.871		
Payment Options	Equal variances assumed	-1.443	381	.622	.431
	Equal variances not assumed	-1.440	363.790		
Product Quality	Equal variances assumed	-.021	381	2.005	.158
	Equal variances not assumed	-.021	378.057		
E- Service Quality	Equal variances assumed	-.879	381	.017	.896
	Equal variances not assumed	-.876	281.4		

The T-test outcomes is presented in table 4.3.3.a above. Based on those results we can observe that, for every independent variable, the probability was larger than 0.05% (p value > 0.05), which indicating that there are statistically insignificant differences ($\alpha \leq 5\%$) related to the gender variable.

b) Age

To ascertain the statistical differences in the research variables generated by the age variable, the One-way ANOVA was performed. The outcomes are tabulated in table 4.3.3.b below:

Table 4.3.3.b One-way ANOVA test for age

Variable	Source	Sum of Squares	Df	Mean Square	F	Sig.
Ease of Use	Between Groups	4.993	3	1.664	3.487	0.016
	Within Groups	180.922	379	.477		
	Total	185.915	382			
Information Quality	Between Groups	1.314	3	.438	.838	.474
	Within Groups	198.116	379	.523		
	Total	199.430	382			
Security	Between Groups	2.111	3	.704	1.291	.277
	Within Groups	206.596	379	.545		
	Total	208.708	382			
Payment Options	Between Groups	1.879	3	.626	1.004	.391
	Within Groups	236.491	379	.624		
	Total	238.370	382			
Product quality	Between Groups	0.170	3	.057	.104	.958
	Within Groups	207.496	379	.547		
	Total	207.666	382			
E- Service Quality	Between Groups	6.172	3	2.057	3.482	.016
	Within Groups	223.949	379	.591		
	Total	230.121	382			

The outcomes in table 4.3.3.b showed that the age variable doesn't cause any statistically significant differences ($\alpha \geq 5\%$). The probability values for the independent variables of information quality, security, payment options, and product quality were all greater than (5%). In contrast for the ease of use as well as e-service quality variables, where differences are found if its probability for both are 0.016 that the values were less than 5%. Furthermore, to draw attention to the differences in the arithmetic averages of ease of use and e-service quality variables. The researcher applied post-hoc comparisons by using Tukey's approach, as presented in the table. 4.3.3.c below:

Table 4.3.3.c Tockey's test outcomes

Variables	(I) Age	(J) Age	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence	
						Interval	
						Lower Bound	Upper Bound
Ease of Use	20 Years and less	20 - 30 years	-.05656	.11762	.963	-.3601	.2469
		31 - 40 years	.13950	.12365	.672	-.1796	.4586
		40 years and above	-.17792	.12662	.497	-.5047	.1488
	20 - 30 years	20 Years and less	.05656	.11762	.963	-.2469	.3601
		31 - 40 years	.19606	.08891	.124	-.0334	.4255
		40 years and above	-.12136	.09301	.560	-.3614	.1186
	31 - 40 years	20 Years and less	-.13950	.12365	.672	-.4586	.1796
		20 - 30 years	-.19606	.08891	.124	-.4255	.0334
		40 years and above	-.31742	.10052	.009	-.5768	-.0580
	40 years and above	20 Years and less	.17792	.12662	.497	-.1488	.5047
		20 - 30 years	.12136	.09301	.560	-.1186	.3614
		31 - 40 years	.31742	.10052	.009	.0580	.5768
E- Service Quality	20 Years and less	20 - 30 years	-.20591	.13086	.395	-.5436	.1318
		31 - 40 years	.08017	.13756	.937	-.2748	.4352
		40 years and above	.04133	.14087	.991	-.3222	.4049
	20 - 30 years	20 Years and less	.20591	.13086	.395	-.1318	.5436
		31 - 40 years	.28608	.09892	.021	.0308	.5413
		40 years and above	.24724	.10348	.081	-.0198	.5143
	31 - 40 years	20 Years and less	-.08017	.13756	.937	-.4352	.2748
		20 - 30 years	-.28608	.09892	.021	-.5413	-.0308
		40 years and above	-.03884	.11184	.986	-.3274	.2498
	40 years and above	20 Years and less	-.04133	.14087	.991	-.4049	.3222
		20 - 30 years	-.24724	.10348	.081	-.5143	.0198
		31 - 40 years	.03884	.11184	.986	-.2498	.3274
	*. The mean difference is significant at the 0.05 level.						

Tukey's test for post-hoc comparisons is displayed in the preceding table 4.3.3.c in order to highlight the statistical differences related to the age variable. Regarding the variable of ease of use, the result was existed statistically significant distinctions between the consumers

belonging to the age group of 31-40 and those in the age group of 40 years and older. The age range (40 years and above) benefited from the differences. This result indicates that the older Jordanian consumers are less familiar with using mobile applications than the younger. These findings are complied with the findings of earlier researches, for instance Osaili et al. (2023) found in their study that people within the age range of 18-25 years have more tendency of using mobile applications. Conversely, elderly people (55 years and above) are less prefer to utilize mobile food delivery applications because they facing difficulties to interact with mobile Apps (Al-Alwan, 2020). While the outcomes indicated that there were statistically significant differences in the quality of electronic information between people in the age group of 20–30 and people in the age group of 31–40. The age range (20–30) benefited from the differences. Considering that younger consumers usually more accustomed to using the continuously updates also that the mobile Apps are always changing.

c) Marital status

To ascertain the statistical differences in the research variables generated by the marital status variable, a T-test was applied. Table 4.3.3.d below presents test outcomes:

Table 4.3.3.d marital status t-test

Variable	Source	T value	d.f	F value	Sig
Ease of Use	Equal variances assumed	2.595	381	.291	.590
	Equal variances not assumed	2.594	379.722		
Information Quality	Equal variances assumed	1.068	381	.525	.469
	Equal variances not assumed	1.070	379.309		
Security	Equal variances assumed	1.815	381	.102	.750
	Equal variances not assumed	1.814	379.433		
Payment Options	Equal variances assumed	1.535	381	2.651	.104
	Equal variances not assumed	1.540	375.577		
Product Quality	Equal variances assumed	.418	381	.238	.626
	Equal variances not assumed	.418	380.539		
E- Service Quality	Equal variances assumed	3.145	381	.645	.422
	Equal variances not assumed	3.141	376.956		

Grounded on the T-test outcomes that tabulated in table 4.3.3.d above, we can observe that, for every independent variable, the probability was larger than 0.05% ($p \text{ value} > 0.05$), which concluding that there are statistically insignificant differences ($\alpha \geq 5\%$) related to the marital status variable.

d) Educational level

To ascertain the statistical differences in the research variables generated by the educational level variable, the One-way ANOVA was performed. The outcomes are tabulated in table 4.3.3.e below:

Table 4.3.3.e One-way ANOVA test for educational level

Variable	Source	Sum of Squares	Df	Mean Square	F	Sig.
Ease of Use	Between Groups	3.549	5	.710	1.467	.200
	Within Groups	182.366	377	.484		
	Total	185.915	382			
Information Quality	Between Groups	1.328	5	.266	.506	.772
	Within Groups	198.102	377	.525		
	Total	199.430	382			
Security	Between Groups	1.156	5	.231	.420	.835
	Within Groups	207.551	377	.551		
	Total	208.708	382			
Payment Options	Between Groups	3.334	5	.667	1.070	.377
	Within Groups	235.036	377	.623		
	Total	238.370	382			
Product quality	Between Groups	3.064	5	.613	1.129	.344
	Within Groups	204.602	377	.543		
	Total	207.666	382			
E- Service Quality	Between Groups	5.256	5	1.051	1.762	.120
	Within Groups	224.865	377	.596		
	Total	230.121	382			

The preceding outcomes in table.4.3.3.e showed that education level variable doesn't cause any statistically significant differences ($\alpha \geq 5\%$). The probability values for the independent variables of ease of use, information quality, security, payment options, product quality, and e-service quality, all of which had more than (5%) probabilities.

4.4 Hypothesis Test

H1 test

A simple regression test model was applied to figure out the association between the independent variable (ease of use) and the dependent variable (customer satisfaction). The hypothesis was tested by identifying the outcome of the first hypothesis, which was as follows: Ease of use impacts positively on consumers' satisfaction towards mobile food delivery Apps in Jordan. The test findings were displayed in the below table 4.4.1

Table 4.4.1 Regression test for first hypothesis

Variable	Beta Value	R ²	F value	Sig
Constant	1.55	0.235	117.32	0.00
Ease of use	0.57			0.00
Dependent Variable consumer Satisfaction				

According to the test outcome that extracted by using the simple regression model that showed in Table 4.4.1. The R² value = 23.5% for the independent variable (ease of use), it reveals that the ease of use was found to be able to explain 23.5% of the variance in the variable (consumer satisfaction), since the independent variable coefficient value = 0.57 we can say that when ease of use increase by one unit will increase the consumer satisfaction by 0.57 unit. So, the conclusion is that we accept alternative hypothesis which says: ease of use impacts positively on consumers' satisfaction towards mobile food delivery Apps in Jordan

H2 test

To determine the correlation among the information quality and the consumer satisfaction a simple regression test model was used. The hypothesis was tested by identifying the outcome of the second hypothesis, which was as follows: information quality impacts positively on consumers' satisfaction towards mobile food delivery Apps in Jordan. The test findings were displayed in the table 4.4.2 below

Table 4.4.2 Regression test for H2

Variable	Beta Value	R ²	F value	Sig
Constant	1.571	0.241	120.94	0.00
Information Quality	0.56			0.00
Dependent Variable consumer Satisfaction				

According to the test outcome that extracted by using the simple regression model that showed in Table 4.4.2. The R² value = 24.1% for the independent variable (information quality), it indicates that the information quality was found to be able to explain 24.1% of the variance in the dependent variable (consumer satisfaction), since the independent variable coefficient value = 0.56 we can say that when information quality increases by one unit will increase the consumer satisfaction by 0.56 unit. So, the conclusion is that we accept alternative hypothesis which says: information quality impacts positively on consumers' satisfaction towards mobile food delivery Apps in Jordan

H3 test

To determine the correlation among the security variable and the variable of consumer satisfaction a simple regression test model was applied. The hypothesis was tested by identifying the outcome of the third hypothesis, which was as follows: Security impacts positively on consumers' satisfaction towards mobile food delivery Apps in Jordan. The test findings were displayed in the table 4.4.3 below

Table 4.4.3 Regression test for H3

Variable	Beta Value	R ²	F value	Sig
Constant	1.99	0.178	82.73	0.00
Security	0.47			0.00
Dependent Variable consumer Satisfaction				

According to the test outcome that extracted by using the simple regression model that showed in Table 4.4.3. The R² value = 17.8% for the independent variable (security), it indicates that the security was found to be able to explain 17.8% of the variation in the variable consumer satisfaction, since the variable coefficient value = 0.47 we can say that

when security increases by one unit will increase the consumer satisfaction by 0.47 unit. So, the conclusion is that we accept alternative hypothesis which says: security impacts positively on consumers' satisfaction towards mobile food delivery Apps in Jordan.

H4 test

To determine the correlation among the variable payment options and the variable consumer satisfaction. The simple regression test model was applied. The hypothesis was tested by identifying the outcome of the fourth hypothesis, which was as follows: payment options impacts positively on consumers' satisfaction towards mobile food delivery Apps in Jordan. The test findings were displayed in the table 4.4.4 below

Table 4.4.4 Regression test for H4

Variable	Beta Value	R ²	F value	Sig
Constant	1.66	0.28	148.38	0.00
Payment Options	0.55			0.00
Dependent Variable consumer Satisfaction				

According to the test outcome that extracted by using the simple regression model that showed in Table 4.4.4. The R² value = 28.0 % for the variable payment options, it indicates that the payment options was found explains 28 % of the variation in the variable consumer satisfaction, since the independent variable coefficient value = 0.55 we can say that when payment options increases by one unit will increase the consumer satisfaction by 0.55 unit. So, the conclusion is that we accept alternative hypothesis which says: payment options impacts positively on consumers' satisfaction towards mobile food delivery Apps in Jordan.

H5 test

To determine the correlation among the variable product quality and the variable consumer satisfaction. The simple regression test model was applied. The hypothesis was tested by identifying the outcome, which was revealed that, product quality impacts positively on consumers' satisfaction towards Mobile Food Delivery app in Jordan. The test findings were displayed in the following table.4.4.5

Table.4.4.5 Regression test for H5

Variable	Beta Value	R2	F value	Sig
Constant	2.130	0.123	53.50	0.00
Product Quality	0.39			0.00
Dependent Variable Consumer Satisfaction				

According to the test outcome that extracted by using the simple regression model that showed in Table 4.4.5. The R^2 value = 12.3 % for the variable product quality, it indicates that the product quality was found it explains 12.3 % of the variation in the variable consumer satisfaction, since the independent variable coefficient value = 0.39 we can say that when product quality increases by one unit will increase the consumer satisfaction by 0.39 unit. So, the conclusion is that we accept alternative hypothesis which says: product quality impacts positively on consumers' satisfaction towards mobile food delivery Apps in Jordan.

H6 test

To determine the correlation among the e-service quality and the variable consumer satisfaction. The simple regression test model was applied. The hypothesis was tested by identifying the outcome of the sixth hypothesis, which was as follows: e-service quality impacts positively with consumers' satisfaction towards mobile food delivery Apps in Jordan. The test findings were displayed in the following table 4.4.6

Table.4.4.6 Regression test for H6

Variable	Beta Value	R2	F value	Sig
Constant	1.48	0.329	187	0.00
E- Service Quality	0.61			0.00
Dependent Variable Consumer Satisfaction				

According to the test outcome that extracted by using the simple regression model that showed in Table 4.4.6. The R^2 value = 32.9 % for the variable e-service quality, it indicates that e-service quality was found to be able to explain 32.9 % of the variance in the dependent variable (consumer satisfaction), since the independent variable coefficient value = 0.61 we can say that when e-service quality increases by one unit will increase the consumer satisfaction by 0.61 unit. So, the conclusion is that we accept alternative hypothesis which

says: e-service quality impacts positively on consumers' satisfaction towards mobile food delivery Apps in Jordan.

5. Discussion

The study was conducted to determine whether of the selected factors influences Jordanian consumers' satisfaction with mobile food delivery services. This research outcomes of the construct hypothesis test that tabulated in Table 5 are accepted. The results of the study test indicate that among Jordanian users of mobile food delivery applications, all independent factors had significant effects on customer satisfaction.

The study was figured out that ease of use has statistically positive influence on the mobile food delivery applications users' satisfaction and this finding are similar to the earlier researches outcomes. For instance, the study of Chinese consumers regarding of consistent use of MFOA by Wang et al. (2022) found that ease of use influence customer satisfaction positively. Similarly Jaz et al. (2018) reported that the factor ease of use impact positively on consumer satisfaction, additionally to the mobile applications that have highest level of usability are more likely to be reused than other applications in ordering food.

Moreover the study found that the variables of information quality has positive relationship with consumer satisfaction. This result is supported by Al Amin et al. (2022), and Aryani et al. (2022), providing accurate, relevant, and up to dated information relate to the restaurant's menu and the variety of meal providers list that include within the mobile food delivery application will give contribute to gain consumer satisfaction. Based on the findings of Teck-Chai and Yat (2019), and Jaz et al. (2018) confirmed that there is a positive impact of security on consumer satisfaction, moreover, they mentioned that the most consumers concerns regarding shopping online are security and trust, as well, the applications that have higher security facilities, and error and bugs free will get the attention of consumer satisfaction in context of using mobile food delivery Apps. Additionally, this study found that the relationship between payment options factor and consumer satisfaction was significantly positive, and it aligned with previous findings of Guo et al. (2012), Tandon et al. (2021), and Jaz et al. (2018). These articles confirm that the diversity in payment options have significant relationship with consumer satisfaction. These affordances could improve consumers'

perception toward purchasing online and consumer satisfaction as well, because some buyers preferred paying with cash over paying online.

Based on the research results that, the product quality and e-service quality regarding mobile food delivery apps has positive significant impact on consumer satisfaction. It complies with earlier studies. For instance, Jawabreh et al. (2023), and Yusra and Agus (2020) found that high consumer perception toward e-service quality in the context of mobile food delivery apps can boost consumer satisfaction and loyalty, so e-service quality should take in consideration to gain consumers satisfaction. Ganapathi and Abu Shanab (2019) reported that the e-service quality has positive impact on customer satisfaction, and service provider should be aware of all aspects of their services in order to satisfy consumers' needs because one restaurant may connect with more service providers. While according to Rahim and Yunus (2021) the e-service quality has strong positive influence in consumer satisfaction over than food quality.

Table 5. Hypothesis test summary

Hypothesis		Result
H1	Ease of use impacts positively on consumers' satisfaction towards Mobile Food Delivery app in Jordan.	Accepted
H2	Information Quality impacts positively on consumers' satisfaction towards Mobile Food Delivery app in Jordan	Accepted
H3	Security impacts positively on consumers' satisfaction towards Mobile Food Delivery app in Jordan.	Accepted
H4	Payment Options impacts positively on consumers' satisfaction towards Mobile Food Delivery app in Jordan	Accepted
H5	Product Quality impacts positively on consumers' satisfaction towards Mobile Food Delivery app in Jordan.	Accepted
H6	E-Service Quality impacts positively on consumers' satisfaction towards Mobile Food Delivery app in Jordan	Accepted

6. Conclusion and Recommendations

The study is intended to investigate the model dimensions that drive consumers' satisfaction with using mobile food delivery. The research model involves six factors that seemed to have an important effect on consumers' satisfaction regarding to reuse mobile food delivery

applications. The sixth selected factors are ease of use, information quality, security, payment options, product quality, and e-service quality. Based on the hypothesis test outcome that extracted from the data collected from the respondents the findings are explained the effect of independent variables on consumer satisfaction. Hence, the results shows there are statistically significant correlation between the independent variables of the study on dependent variable consumer satisfaction. In light of the foregoing the factors that impact on consumer satisfaction are ranked depending on regression tests where the values of (Beta. R^2) were the e-service quality value is (0.61, 0.329) ranked first because of it has the greatest coefficient value, then ease of use has the values (0.57, 0.235) is weighted as the second rank. The information quality values of (0.56, 0.241) ranked third. The fourth factor ranking is payment options with significance values (0.55, 0.28), followed by security and product quality that have the significant statistically values of (0.47, 0.178) and (0.39, 0.123) respectively. The coefficients of the ease of use, information quality, security, payment options, product quality and e-service quality have positive trend relate to consumer satisfaction regarding using mobile food delivery apps that providing additional evidence to the similar previous studies were conducted. So this study provide additional contribution in academic and field related to the mobile food delivery service as well if any research gap as exist in this field.

The mobile food delivery application become more popular in Jordan and the competition is fierce among rivals, so conducting more studies is may be necessary by involving more population sample in order to extract more accurate results, or by including different variables to investigate their impact on consumer satisfaction. Since this paper sheds the light on variable that have positive affect on consumer satisfaction this will help strategic management planning to take in their account the factors that adding competitive advantage regarding to improve the application development and restaurant sector.

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Questionnaire

BUSINESS ADMINISTRATION / Marketing

Research about “FACTORS THAT AFFECT CONSUMER SATISFACTION TOWARDS MOBILE FOOD DELIVERY Apps IN JORDAN.”

Dear respondents:

I am preparing for a research in marketing. “Factors that affect consumer satisfaction toward Mobile Food Delivery Apps. In Jordan” is the name of the study I'm undertaking. I am sincerely thank you for taking part in this study. It will take five to ten minutes of your precious time to complete the questionnaire.

Ensure that all of your personal information is kept completely private. The information gathered is only utilized for scholarly investigation. The information gathered will help and be useful for academic research, and it will all be safely stored and used only for educational purposes. Your valuable participation in this study is much appreciated. Thank you very much for your feedback and cooperation.

SECTION A: RESPONDENT INFORMATION

This section aims to provide some demographic information.

1. Gender

☐ Male. ☐ Female.

2. Age

☐ 20 years and less. ☐ 20 – 30. ☐ 31 – 40. ☐ 40 years and above.

3. Marital Status

☐ Single. ☐ Married.

4. Educational level

☐ Less than high school. ☐ High school. ☐ Diploma. ☐ Bachelor. ☐ Master. ☐

PHD

SECTION B: Customer satisfaction

This section contains the dependent variable – Customer Satisfaction- that stated in this study. The following questions are investigating Consumer Satisfaction Towards Mobile Food Delivery Apps in Jordan.

Please answer all the following questions by chosen the one that is most relevant to your thoughts and perspectives depend on the given scales below:

1. Strongly disagree. 2. Disagree. 3 Neutral. 4. Agree. 5. Strongly Agree.

No	Consumer Satisfaction	1	2	3	4	5
1	I am satisfied with the amount of food delivered to the house.					
2	I am satisfied with the food.					
3	I am satisfied with the food packaging.					
4	The advice of the customer service representatives is competent.					
5	Generally, I am satisfied with the restaurant I order from mobile food delivery Apps.					
6	I have a positive experience ordering from the mobile food delivery Apps restaurant for home delivery.					
7	The meal delivered home is better than I expected					

SECTION C: INDEPENDENT VARIABLES

As for the questions of scale given below. You can mark your sincere answers in the scale given from Strongly Disagree through Neutral to Strongly Agree scales.

No	Ease of Use	1	2	3	4	5
1	Ordering meals delivered to houses is easy.					
2	Ordering meals delivered to houses saves time.					
3	I order meals to be delivered home to avoid traffic jams.					
4	I order meals to be delivered home to avoid bad weather.					
5	When I ask for food to be delivered home, spoons, ketchup, and all meal accessories are sent.					

No	Information Quality	1	2	3	4	5
1	I believe mobile food delivery Apps provides accurate information to potential customers like me.					
2	The information provided at mobile food delivery Apps is reliable.					
3	The information provided at mobile food delivery Apps is easily understandable.					
4	The information on mobile food delivery Apps is complete for purchase decisions.					
5	I can find all the detailed information of the goods I need.					
6	The information in mobile food delivery Apps is relevant.					

No	Security	1	2	3	4	5
1	I feel secure giving out credit card information.					
2	The mobile food delivery Apps has adequate security features.					
3	I feel I can trust this mobile food delivery Apps.					
4	I feel safe in my transactions with this mobile food delivery Apps.					

No	Payment Options	1	2	3	4	5
1	This mobile food delivery Apps has complete payment options online payment, and cash on delivery, etc.					
2	I accept the payment options provided by mobile food delivery Apps.					

No	Product Quality	1	2	3	4	5
1	The mobile food delivery Apps offered products that meet my needs and expectations regarding quality.					
2	I am satisfied with the product quality provided by mobile food delivery Apps.					
3	The product range of mobile food delivery Apps is complete.					

No	E- Service Quality	1	2	3	4	5
1	Customer service personnel are always willing to help me.					
2	Inquiries are answered promptly.					
3	The company is ready and willing to respond to customer needs.					

THANK YOU