

## **The Impact of Covid-19 Pandemic on Customer Satisfaction and Business Performance of Foodpanda**

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### **ABSTRACT**

The paper aims to examine the impact of the COVID-19 pandemic on customer satisfaction and business performance of Foodpanda. The number of COVID-19 cases worldwide continues to rise, and this pandemic has impacted many companies' business performance. A total of 100 Food Panda customers were surveyed. The findings demonstrate that the business performance of Food Panda increases during the outbreak of the Covid-19. The findings also indicate that customers are satisfied with the service quality provided by Foodpanda. Customer satisfaction is strongly linked to business performance. The discussion and recommendations are presented.

**Keywords:** Business Performance, Customer Satisfaction, Covid-19, Foodanda, Malaysia

### **INTRODUCTION**

Foodpanda Malaysia was established in 2012, where at that time, Malaysian Foodpanda was still unknown. Foodpanda is one of the famous delivery food services worldwide and was headquartered in Berlin, Germany. Foodpanda is a mobile food delivery marketplace. Berlin-based Company Delivery Hero SE owns Foodpanda, and it operates in about 50 countries. Foodpanda was founded by Lukas Nagel and Rico Wyder in South-East Asia in 2012 (Mustary, 2020).

However, over the past few months, the entire world had collectively experienced what real social isolation feels like through varying forms of lockdown. Luckily, we have plenty of apps, and one of the essential apps is the online food delivery app. As people need to keep the distance from each other, there has been a surge of demand for food-delivery services in Malaysia and Southeast Asia. Even though food delivery services are not new, apps and mobile phones continue to expand the reach of delivery services (The Asean Post, 2020). The widespread access to the information, the abundance of choice, and the propensity to search online will increase the demand to order food online.

During the Covid-19 pandemic outbreak, online food service became more important to keep safe and social distancing to avoid spreading of the coronavirus. The online food service like Foodpanda is the alternative for people to get their necessary during Movement Control Order (MCO) as they cannot go out. Besides, Foodpanda provides its customers with a variety of new food every day. It can also be spoilt for choice as

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customers can order from a variety of menus through Foodpanda app. Before the MCO is introduced, most customers used Cash On Delivery to pay, however, now they are advised to make an online payment to limit the spread of the Covid-19 pandemic (Chai & Yat, 2019).

The Covid-19 pandemic has fueled a new appetite for food deliveries in Asia, and worldwide as more people work from home. Nevertheless, it has also brought urgent challenges. Foodpanda business during Covid-19 is likely a roller-coaster ride for dealing with the health crisis brings challenges surge in demand, changing consumer behavior, and the need to keep both drivers and customers safe. Foodpanda has been operated in twelve markets in the Asia-Pacific region, including Malaysia, Singapura, and Hong Kong, where it competes with Deliveroo, Grab, and Go-Jek. Foodpanda services are paying attention to fulfill the needs of their customer, yet sometimes they also care about their worker's well-being. Their operation cannot be carried out without their worker implying the workers play such a role in delivering customer needs and wants. In this critical times, Foodpanda is committed to bringing the best to its customers, supply, and delivery partner to ensure the health and success of all people.

Customer satisfaction can be defined as a measurement determining how products or services provided by a company meet customer expectations. It is of importance for any industry (Maladi, Nirwanto, & Firdiansyah, 2019). If the managers do not care about their customer's satisfaction, the customers would change their taste by using other services. Thus, customer satisfaction has become one of the significant factors of Foodpanda's performance. If customers are satisfied, the tendency of customers to reuse the service is positively high. Positive expectation toward Foodpanda's service officially helps boost up profit. During the Covid-19, the customers become more sensitive as they cannot go out so often. Hence, customer service should be designed to communicate effectively those issues (Lucjan, 2020).

This research aims to explore how the Foodpanda service is dealing with customer satisfaction during a health crisis to maintain and improve business performance. Foodpanda has become one of the successful brands, and many people look up to it since it successfully meets customer needs and wants. Foodpanda's employees' well-being is vital because their riders are responsible for sending customers' needs and wants. Employee performance is considered the backbone of the company, as it leads to the increased business performance of Foodpanda.

Customer satisfaction holds a vital role in improving the business performance of Foodpanda since when the customer has a great experience in using the service, they are more likely to share how well the service across social media (Wiley, 2005). Before the MCO, online food delivery such as Foodpanda and Grabfood were likely up-and-coming trends in urban areas. Malaysian folks like to eat in restaurants instead of ordering online, however currently folks square measure reluctant to eat and want to figure reception. They will solely order their favorite food via an internet delivery platform as several restaurants square measure closed concerning MCO. Before this, folks square measure afraid to order on-line food like Grabfood or Foodpanda as they are obtaining wrong orders or having their order late even before creating initial purchases. However, currently they will totally settle for their service. Due to the MCO, food delivery sales continue to become older because it became a vicinity of

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consumers' lifestyles (Lim, 2020). High client satisfaction can directly contribute to the development of the business performance of Foodpanda.

After the MCO was introduced in Malaysia on eighteen March 2020, economic sectors adapted quickly to the new COVID-19 transitioning, together with Foodpanda service with the general public health emergency safety protocols. Food and liquid industries from restaurants, cafes, food stalls, and council food courts have reworked nearly long to on-line, cashless, and contactless deliveries. Delivery riders from on-line applications are compelled to endure the Covid-19 screening, food safety handling, and completely different public health screening measures. This has indirectly contributed to the country's economy with the surge in demand for on-line delivery of essential things. Foodpanda service is attempting the most effective to meet their client satisfaction. The present scenario and also the availability of the web combined with a busy life schedule particularly for those who work from home has prompted businesses to deal with different wants among customers, specifically the necessity to deliver food at the sill of customers (Saad, 2020).

The Covid-19 creates a rise in demand. Foodpanda has determined to employ a lot of employees, particularly within the delivery sector like riders. That there had been a 7.5% increase within the variety of delivery men for the company and the thirty-seventh percent increase in job applications (Chung, 2020). This will facilitate those that square measure idle throughout the COVID-19 to realize their incomes, whereas there's little doubt that the delivery riders square measure exposed to a high risk of infection, they need to manage their customers face-to-face. The manager of Foodpanda is attempting arduous to create certain that its employees, particularly its riders, square measure continuously safe and healthy. Foodpanda Malaysia provided hand sanitizers and masks free to their employees and riders (New Straits Time, 2020).

The health riders' square measure is vital to satisfy their clients. Job satisfaction additionally brings a bearing on client satisfaction (Ghayas & Hussain, 2015). Foodpanda is committed to ensuring its employee's safety and health as the demand increases. Once it rises, mechanically, the business performance of Foodpanda can absolutely affected, and Foodpanda may increase its client satisfaction by employing a lot of riders to deliver customer's orders. The Covid-19 has additionally and directly compact the standard building business as most of them got to shut their restaurants during the MCO. However, Foodpanda is committed to serving communities like restaurants that failed to operate throughout the Covid-19 to affix them (Lai, Abidin, Hasni, Karim, & Ishak, 2020). To ensure that they operate as before, they must deal with takeaways and delivery services. They were inspired to affix Foodpanda as a partner. The online food delivery in this health crisis allows several food businesses to survive. Foodpanda Malaysia additionally suggested its building partners follow the newest World Health Organization concerning the health and safety practices on the far side of food hygiene. Hence, customers will have a range of decisions that they will wide opt for consistency with their tastes.

The customers would feel happy and love to use the Foodpanda service in the future since it gives a range of foods and beverages. The rising demand for Foodpanda's service during the MCO suggests Foodpanda improve its service quality, such as punctuality of delivery, food quality, and online ordering systems (Zamri, 2019).

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Delayed delivery will bring a negative effect on customer satisfaction and business performance. Besides, the food should be fresh, healthy, well-presented, and organized. Also, Foodpanda must improve its online order system as an efficient system to improve productivity and gain a positive impact on customer satisfaction. Once limiting its challenges, it will successfully gain trust from its customers.

Foodpanda can ultimately prove itself worthy of the role it was subconsciously assigned to as online food delivery owning company by eliminating specific problems that might have pushed the influx of potentially loyal customers and the wave of new ones away. Foodpanda can use the Covid-19 pandemic as a tool to sharpen its resilience to any future crisis ultimately.

### RESEARCH METHOD

The paper applied a quantitative approach. A questionnaire was accustomed to collect information from all individual respondents. Due to the outbreak of the Covid-19 pandemic, the survey utilized a web platform. In this context, Foodpanda's customers are the respondents of the present study. Our sample consisted of 100 customers in Malaysia. This questionnaire consisted of 4 sections: customer's demographics, frequency of using Foodpanda during the outbreak of covid-19, customer satisfaction, and customer perception of Foodpanda business performance.

Section 1 consisted of questions related to the respondents' demographics, such as age, gender, ethnicity, nationality, and occupation. There is a 5-point Likert scale utilized in the questionnaire ranging from 1 "Not At All" to 5 "To A Very Large Extent." The next section is about the impact of Covid-19 measured using 4-items we developed. It related to the frequency of customers using the Foodpanda Service such as, "I would keep using Foodpanda app to order food deliveries online," "I would continue to order food deliveries online using Foodpanda app as often as before, even if the café and restaurant are opened," "I continue to order food deliveries online using Foodpanda app due to MCO," and "I would continue to order food deliveries online using Foodpanda app even the social distancing measures are lifted". The third section asked customers to rate the services between a range of one (Not At All) to five (To A Very Large Extent). For example, "I am pleased with the experience of using Foodpanda," "I am satisfied that Foodpanda meets my needs," "I am comfortable with Foodpanda that meets my expectation," and "Overall, I am satisfied with Foodpanda service quality."

Finally, four queries are associated with customer perception of Foodpanda's business performance. The customers will share their opinion on Foodpanda performance during the Covid-19 pandemic throughout the 5-point Likert Scale. For instance, "I can see Foodpanda riders on the road every day," "When I visit cafés or restaurants, I will see Foodpanda riders are waiting to collect food," "I can see Foodpanda riders everywhere," and "The number of Foodpanda riders are over than other online food deliveries riders." After that, all the collected data and information were analyzed.

## RESULTS AND DISCUSSION

This section will explain and analyze data and results based on the data responses from Google Forms which have been distributed through social media to the 100 targeted respondents in the sample group. The survey is regarding the study on the impact of the Covid-19 pandemic on customer satisfaction and business performance of Foodpanda. There will be four sections that embrace the respondents' demographic, summary of respondents using Foodpanda app during the outbreak of Covid-19, respondents' satisfaction with Foodpanda, and respondents' perception of Foodpanda business performance

**Table 1. Respondents' Demographics profile (N=100)**

Response	Frequency	Percentage (%)
<b>Gender :</b>		
Male	22	22
Female	78	78
<b>Age :</b>		
15-18	13	13
19-22	71	71
23-26	7	7
27-30	7	7
31-34	1	1
35 and above	1	1
<b>Ethnicity :</b>		
Malay	83	83
Chinese	10	10
Indian	4	4
Bajau	2	2
Dusun	1	1
<b>Nationality :</b>		
Local	99	99
International	1	1
<b>Marital status :</b>		
Single	93	93
Married	7	7
<b>Have you used the service provided by Foodpanda</b>		
Yes	95	95
No	5	5
<b>How often do you use Foodpanda service:</b>		
Once a month	54	54
Once a week	28	28
Everyday	2	2
Two or three times a week	16	16

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<b>How likely are you to recommend Foodpanda to your friends?</b>		
Very Unlikely	3	3
Unlikely	10	10
Likely	47	47
Most Likely	40	40
<b>Do you want to use Foodpanda service in the future:</b>		
Very Unlikely	0	0
Unlikely	8	8
Likely	38	38
Most Likely	54	54
<b>Occupation:</b>		
Student	87	87
Clerk	1	1
Businessman	2	2
Manager	1	1
Unemployed	1	1
Teacher	5	5
Engineer	1	1
Finance manager	2	2

Table 1 shows respondents' demographics. Most of the respondents were local single Malaysians. The respondent's majority were female (78%). The highest group age that uses Foodpanda service is between 19 years old-22 years old (71%) followed by teenager between 15-18 years old (13%). From the results, the majority of ethnicity that participates in this survey are Malay (83%).

Furthermore, 95% of respondents had experienced using the Foodpanda service. The majority of the respondents use Foodpanda once a month (54%) followed by once a week (28%). Over half of the respondents (87%) agreed to recommend Foodpanda to their friends. Thus we can conclude that the respondents are satisfied with the service provided by Foodpanda. Therefore, it leads to the respondent's willingness to use the Foodpanda service in the future. Hence it is true when more (92%) agreed to use the Foodpanda service in the future. Lastly, the majority of people that use Foodpanda service are students (87%). This implies that most of the students chose Foodpanda service. Thus we can draw a conclusion that Foodpanda is known among most of the locals of different ages and most of them have used Foodpanda.

**Table 2. Summary of Respondents Using Foodpanda App During the Outbreak of Covid-19 (N=100)**

Response	Frequency	Percentage (%)
<b>I would keep using Foodpanda app to order food deliveries online.</b>		
Not at all	5	5
To some extent	20	20
To a moderate extent	39	



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To a large extent	24	39
To a very large extent	12	24
		12
<b>I would continue to order food deliveries online using Foodpanda app as often as before even if the café and restaurant are opened.</b>		
Not at all	5	5
To some extent	14	14
To a moderate extent	37	37
To a large extent	31	31
To a very large extent	13	13
<b>I continue to order food deliveries online using Foodpanda app due to MCO (movement control order).</b>		
Not at all	4	4
To some extent	20	20
To a moderate extent	28	28
To a large extent	31	31
To a very large extent	17	17
<b>I would continue to order food deliveries online using Foodpanda app even the social distancing measures are lifted</b>		
Not at all	3	3
To some extent	20	20
To a moderate extent	32	32
To a large extent	30	30
To a very large extent	15	15

Table 2 shows respondents' thoughts and experiences in using the Foodpanda app during the outbreak of COVID-19. The result showed that 75% of the respondents would keep using the Foodpanda app to order food online and only 5% of the respondents likely will not use the Foodpanda app. A total of 81% of the respondents agreed to continue using the Foodpanda app whether the restaurant or café is open and 5% of the respondents will not use the app when the restaurant or café is open. This concludes that Foodpanda gives good benefits to the majority of the respondents as they would like to use the service either during or after the pandemic.

As the MCO restricts people to buy food, using the Foodpanda app is one of the alternatives. This makes more than half of the respondents (59%) chose to continue to order food online using the Foodpanda app. Also, over half of the respondents (62%) would continue to use the Foodpanda app even the social distancing measures are lifted. This implies that customer loyalty to Foodpanda has increased during the Covid-19 pandemic.

**Table 3. Summary of Respondents' Satisfaction with Foodpanda (N=100)**

Response	Frequency	Percentage (%)
<b>I am pleased with the experience of using Foodpanda</b>	3	3

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Not at all	14	14
To some extent	33	33
To a moderate extent	33	33
To a large extent	17	17
To a very large extent		
<b>I am satisfied that Foodpanda meets my needs.</b>		
Not at all	2	2
To some extent	11	11
To a moderate extent	38	38
To a large extent	34	34
To a very large extent	15	15
<b>I am comfortable with Foodpanda that meets my expectation.</b>		
Not at all	2	2
To some extent	11	11
To a moderate extent	38	38
To a large extent	34	34
To a very large extent	15	15
<b>Overall, I am satisfied with Foodpanda's service quality.</b>		
Not at all	2	2
To some extent	11	11
To a moderate extent	35	35
To a large extent	33	33
To a very large extent	19	19

Table 3 presents the respondent's satisfaction with the Foodpanda services. Half of the respondents (50%) agreed that they had a pleasing experience from Foodpanda service and 14% of respondents stated discomfort experience. About 49% of the respondents acknowledged that Foodpanda does meet their needs. However, 38% of respondents chose to moderate the extent that Foodpanda meets their needs. Here we can conclude that Foodpanda has put any efforts into studying their customer need according to the trend and demand during the pandemic.

Therefore, about 72% of the respondent also agreed that they are comfortable with Foodpanda. Overall it concludes that the quality of Foodpanda service satisfied the respondents, where 68% of the respondents agreed that they are satisfied with the Foodpanda service quality. However, only 13% of them did not agree. This also signifies that Foodpanda pursues to give the best experience to the customer to gain their trust and provide them with satisfaction.

**Table 4. Summary of Respondents' Perception of Foodpanda Business Performance (N=100)**

RESPONSE	FREQUENC Y	PERCENTA GE (%)
<b>I can see Foodpanda riders on the road every day</b>		
Not at all	0	0
To some extent	10	10



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To a moderate extent	34	34
To a large extent	13	13
To a very large extent	43	43
<b>When I visit cafés or restaurants, I can see Foodpanda riders are waiting to collect food.</b>		
Not at all	0	0
To some extent	13	13
To a moderate extent	27	27
To a large extent	31	31
To a very large extent	29	29
<b>I can see Foodpanda riders everywhere.</b>		
Not at all	0	0
To some extent	9	9
To a moderate extent	30	30
To a large extent	19	19
To a very large extent	42	42
<b>The number of Foodpanda riders is more than other online food delivery riders.</b>		
Not at all	0	0
To some extent	14	14
To a moderate extent	26	26
To a large extent	25	25
To a very large extent	35	35

Table 4 shows the respondent's perception of Foodpanda business performance. It shows 56% of the respondents frequently see Foodpanda riders on the road every day and 44% of them rarely see Foodpanda riders. Over half of the respondents (60%) agreed that they see Foodpanda riders in the café or restaurant and 40% of them rarely find Foodpanda riders in the café or restaurant when they are going out. This underlines that the riders tell that Foodpanda spread widely within places. Over half of the respondents (61%) agreed that they easily spot Foodpanda riders and 39% of the respondents see Foodpanda riders everywhere.

These indicate that the demand for Foodpanda service is quite high even during the Covid-19 pandemic. The increase in demand will lead to a rising in its business performance. It also leads to competition among other food delivery services. More than half of the respondents (60%) agreed that the number of Foodpanda riders is immense and 40% of respondents responded that sometimes they found the number of other online food delivery riders is more than Foodpanda riders. In conclusion, Foodpanda services are doing well in their business especially during the MCO and might monopolize some areas in Malaysia.

Rapid changes in doing business, especially during the Coronavirus pandemic have affected all types of businesses including Foodpanda services. Due to the pandemic, the business performance of Foodpanda has been positively impacted as the demand increased. The online deliveries of food have been increasing to more than 30% (Bernama, 2020) as many people are advised to shop online and encouraged to make cashless payments. Although some other businesses have been closed regarding the MCO, the food delivery continue to operate within two weeks of the order was enforced

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(Tsai, 2020). These ultimately helped Foodpanda to gain more customers and increase its business performance since many people worked from home and preferred to order food online instead of cooking. There is a strong relationship between demand and business performance; when demand increases, business performance increases. The demand shows how satisfied customers with the service. The questionnaire results conclude that customers are satisfied with the Foodpanda service as there was an increase in using Foodpanda compared to that before the Covid-19.

Foodpanda has made a significant move in trying its best to follow the customer demand and trend not to be left behind. As being in the service business, it realizes to be one step ahead of its competitors. In terms of customer satisfaction, the survey signifies that the majority of customers had a blast experience using Foodpanda app. It successfully becomes a company that meets the customer need, as well as improves the company image and increases loyal customer. The results of this study suggest Foodpanda improve and know about its customer's perception. As we cannot go out to do interviews directly with Foodpanda's customers and employees, the information will be limited.

To maintain and increase customer satisfaction and business performance, Foodpanda needs always to have some change in their quality of services. Foodpanda is one of the online services giving fast delivery. However, Foodpanda must be punctual delivery since customers do not like to wait a long time, especially when lunchtime. Each customer does not want to know the reason or problems to deliver their food, they just want them to be on time and faster delivery. Foodpanda must arrange time very well, as timing plays a significant influence on the relationship between online store attributes and satisfaction (Dholakia & Zhao, 2010).

Foodpanda must improve its online order system. An efficient system improves productivity and positively impacts customer satisfaction (Das, 2018). It must avoid making wrong or delayed orders. This will have a negative effect on customer satisfaction regardless of the road and weather conditions. If it happens, the riders must inform the customers about their problem to avoid customers waiting and angry. The feedback and analysis showed that 25% of customers are not satisfied with the delayed delivery (Liu, He, Gao, & Xie, 2008). Foodpanda must ensure punctual delivery as it positively influences customer satisfaction.

Foodpanda should make sure their food is fresh, healthy, well-presented, and organized to meet customer satisfaction. It also must maintain the taste and quality. It must deliver faster to ensure the food freshness and health. Some customers complained about its food quality. It will give perceived value and service quality to customers, which will directly correlate with satisfaction (Qin, Prybutok, & Zhao, 2010). Thus, Foodpanda should know about its product and service quality. They directly correlate with customer satisfaction.

### CONCLUSIONS

In conclusion, Foodpanda's companies have a positive growth as delivery companies during the MCU. It made a significant increase in demand for food and grocery deliveries. Since Malaysians love to dine in restaurants, due to the MCO, all

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restaurants were closed. They have to order their favorite food online. Some customers in the past were afraid of getting their orders wrong or having their food arrive late even before making their first purchases. During the pandemic outbreak, Foodpanda's customers experienced the convenience of food deliveries, and now fully accept the service. Moreover, online food service became more aware to keep the safety and the social distancing to avoid the Covid-19 infection. Foodpanda's customers were delighted with its services. Foodpanda committed to health safety amidst the Covid-19 crisis, which implemented 'contactless deliveries,' urged all delivery partners to wear a mask, and used hand sanitizers. They make customers believe it can decrease the risk of Covid-19 infection. Foodpanda gives a benefit to their customer in terms of ease to get food.

With the growing demand and number of deliveries during the MCO, Foodpanda was looking to recruit more riders. It opened up more significant opportunities for anyone who might need temporary or permanent work—indirectly reducing the effects of slowing global economic growth. This will also allow the riders to start delivering fast and with minimal direct contact. Customers can have their orders arrive quickly, which highly will improve their satisfaction.

The outbreak of COVID-19 has brought a bright side to Foodpanda. Today, Foodpanda is one of the most successful food delivery services in the market. High customer satisfaction will directly contribute to the improvement of the business performance of Foodpanda. It has tried to give its customer the best services and experience to keep their business performance in the future.

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