

**THE EFFECTS OF ONLINE FOOD ORDERING SYSTEMS ON CUSTOMER  
SATISFACTION IN RESTAURANTS: CASE STUDY RESTAURANTS IN  
KAMPALA**

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**UGANDA CHRISTIAN  
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## DECLARATION

I, Kironde Mukwaya Aaron humbly declare that this research is my original work and compiled with my own effort following the guidelines of my academic supervisor Mr. Jjuko Julius and has not been tampered with or copyrighted.

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## APPROVAL

This clarifies that KIRONDE MUKWAYA AARON research has been approved and ready for submission to the Uganda Christian University (UCU) School of Business.

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## ABSTRACT

Douglas, R.B. (2018) in this literature view about restaurant management stated that one of the biggest challenges of management in restaurant sector is providing and maintaining customer satisfaction which can be over whelming due to high customer quality expectations of products and services. Currently this has become evident in the day-to-day restaurant services thus the study of this research is to determine the effects of online food ordering systems on customer satisfaction. In this research questionnaires and interviews were used and analyzed thus finding out that the online food ordering systems can hardly be foregone in the hospitality sector.

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## CHAPTER ONE

### 1.0 Introduction

This chapter presents background study, problem statement, and purpose of the study, objectives, and research questions, significance of the study.

### 1.1 Background study

The restaurant industry has become a major gold mine in the world. Internationally and local restaurants are satisfying the demand of customers in various ranges of products and services. (According to the Wonder polis, wonder of the day #1319), one of the most booming sensations is fast food restaurants which started in 1921 being white castle the first ever of its kind. This greatly changed the dynamic of the food industry bring various franchises and establishments like; KFC, café javas among others which brought a wonder of iconic and generational changes like: drive through kid meals, iconic meals like; burgers and sand witches e.g. Popeye's chicken sand witches, crispy juicy KFC fried chicken, subways \$5 feet long among others, which brought customer satisfaction in various ways. First thing first before you understand customer satisfaction in an area or place you first have to understand what a customer is; and this is a person or business that buys goods or service from another business according to the economic times. That's why customers are crucial because, the growth of this whole industry for the past decades has been driven by consumers desire for convince, socialization, and high quality food and service (National Restaurant Research, 2019)

Customer satisfaction is a post purchase psychological status representing the evaluation of the usage experience of product/service (Guido, 2018). That's why organizations should make research first to know there customers taste and preferences with tools such; questionnaires, customer surveys, feedback among others. Using these tools an organization can gain as detailed insights on what their customers want or needs are and better ways to tailor their services or product to meet customer expectations. (Research gate, customer expectations)

There are various methods which one can use to measure customer satisfaction but one of the most common and strategically tactically used ones is the Net Promoter Score (NPS). (Qualtrics, Adam Bunker). This was first developed by Bain and Company. To calculate your Net Promoter Score, one simply has to ask their guests how likely they are to recommend your establishment to their friends or family members to a scale of 1-10.

Based on the answer of the customer, they are placed in the three categories below according to Adam Bunker

- i. Detractors (0-6). These customers are usually unhappy with your restaurant and there are higher chances of them not to recommend to others.
- ii. Passives (7-8): these ones are satisfied with your restaurant but can easily be swayed by your competitor.
- iii. Promoters (9-10): these are your biggest fans and there are higher chances that they will recommend your restaurant to friends and family.

To calculate your NPS, you take the percentage of promoters and subtract the percentage of detractors. For example, if 80% of guests are promoters and 20% are detractors your NPS would be 60%.

While NPS is a good way to get a general sense of customer satisfaction. It is also critically important to collect more detailed feedback from guests. This can be through customer satisfaction questions or questionnaires, customer surveys, or even just simply talking to them in person. (Qualtrics, Adam Bunker)

In the restaurant industry, ensuring customer satisfaction in restaurants faces various challenges like the food quality to the quickness of the service, that's why research in this area has become vitally important because public sector institutions have constantly come under pressure to deliver quality services and improve efficiencies' (Randall and Senior, 1994). These all in a way negatively affect the customer overall satisfaction rate thus creating a positive correlation between customer satisfaction and loyalty. Oliver (1993) proposed that there was a non-linear relationship between

customer satisfaction and loyalty. Ming and luming. (2015) practically analyzed factors affecting loyalty and concluded that customer expected quality, customer perceived quality; customer perceived value, corporate image, and customer satisfaction were important factors among many factors. Control has shown increase in the rate of satisfaction of customers, while on the other hand, when service innovations are forced on customers ( in the guise of improvement, for example, Reindeers, Dabhalkor, and Framback found that customers were dissatisfied. That brings the underlines that cautionary note that customers do not approve of innovations that reduce their perceived control of the service encounter.

In conclusion: this study will focus on online food ordering systems as possible determinant of customer satisfaction in restaurants.

Food ordering system is a food service technology solution that facilitates the seamless ordering process for customers and businesses, it leverages online platforms and integrated point-of-sale (POS) systems to streamline food ordering. The popularity of the online food ordering has skyrocketed in the recent years. Uganda's online food ordering system is experiencing rapid growth due to the increasing popularity of smartphones usage and improving internet infrastructure. By statista, Uganda is expected to reach revenue of US\$214.80m by 2024 in the online food delivery market; also it is projected to have a compound annual growth rate (CAGR 2024-2029) of 11.87%, resulting in a market volume of US\$376.40m by 2029.

The process of online food ordering consists of a customer choosing the restaurant of their choice, scanning the menu items, choosing an item, and finally choosing for pick-up delivery. Payment is then administered by paying with a credit card or debit card through the app or website or in cash at the restaurant when going to pick up. (By reserve port)

## **1.2 Statement of problem.**

Control has greatly increased the satisfaction of customers, while on the other hand, when service innovations are forced on customers (in the guise of improvement, for example, Reindeers, Dabhalkor, and Framback found that customers were

dissatisfied. That brings the underline cautionary note that customers do not approve of innovations that reduce their perceived control of the service encounter. This study will focus on online food ordering systems as possible determinant of customer satisfaction in restaurants.

### **1.3 Purpose of the study.**

The purpose of the study is to investigate on how online food ordering systems contribute to customer satisfaction in Uganda

### **1.4 Objective of study.**

The specific objective of the study is:

- To study the impact of online food ordering systems on customers
- To access satisfaction of customers
- To understand how technology affect customer experience and establishments as a whole

### **1.5 Research questions.**

This research aims at answering the questions that are below:

- i) Examine the concept of customer satisfaction?
- ii) Define online food ordering systems while explaining the entire process of it with relevant examples?
- iii) How online food ordering system affects the customer's reaction and thinking?

### **1.6 scope of the study**

#### **1.6.1 Geographical scope**

This study was carried in Kampala (Uganda). A variety of restaurant's were researched and visited and data was compiled out of these restaurants feedback

### **1.6.2 Time scope**

The study occurred in a period of four months from May until September 2024 in the time period allocated for the research by the university guidelines which will allow me to compose the research, collect data and analyze my findings.

### **1.6.3 Content scope**

This study covers customer satisfaction and how advancement in technology factors to customer experience mainly in food ordering systems.

## CHAPTER TWO

### LITERATURE REVIEW

#### 2.0 Introductions.

This chapter showcases the literature review on customer satisfaction, online food ordering system, and the impact of technology on customer satisfaction in restaurants.

#### 2.1 Concept of customer satisfaction

According to the LIC packaging Italian company, customer satisfaction is at the center of the world. This is one of the top tools for used to make your business successful by khadka and Maharjan (2017). Khadka and Mahajan (2017) further strain that the success of your business depends on the satisfaction of your customers where companies that fully satisfy their customers will always remain in the top positions in the market. For this very reason you must understand first what customer satisfaction is hence, an Alainia (2024) state that “customer satisfaction is a measure of how happy your customers are with your products or services”. “There’s not really one universal customer satisfaction definition, but it’s essentially exactly what it sounds like and would sound”, GoCardless(2021).

Goodman (2009) states that “the term customer satisfaction is difficult to define, since expectations of customers are ever changing, making it a problem for companies to give a clearly define path to customer experience”. However, Oliver (2006) emphasized further that customer s satisfaction is a person’s feelings of pleasure or disappointment that result from linking a products perceived outcome, to their own expectations. Factors which influence customer satisfaction include:

- i. The quality of products or services. High quality products or services provided to customers lead to satisfaction due to the good experience where as poor quality services or products leave the customers complaining. (Reichheld, F and Sasser, W. (1999)).Zero defections: Quality comes to services.

- ii. Price: Customers who're getting fair prices for the products and services they receive are very likely to be very satisfied.
- iii. Brand reputation: Customers that usually perceive a brand as reliable, trustworthy, and reputable for example; Café java's, KFC, Chicken night etc are more likely to be satisfied with their experiences compared to when they use brands that are hardly known. (Shimp, T.(2019)) advertising promotion and other aspects of integrated marketing communications.
- iv. Communication: clear and transparent communication from the establishment for example; regular updates of the menu with their prices or clear product description and influence customer satisfaction. (Berry, L & Parasuraman, A. (2006)). Marketing services: competing through quality.

To further expunge my point customer satisfaction is always going to be there and it will always be one impact full thing that can break or create a company.

That's why Smith (2022) said remember to walk before to run. This brings us to the point that customer satisfaction is dynamic, whereby if your competitors improve on their customer satisfaction then may loss those customers. That's why today, customers expect flexibility, availability and creativity from restaurant employees. Which attributes contribute to the success of the establishment since customer needs and preferences are focused on (swift (2001)). Generally speaking also price, brand image, hospitality, quality, quantity are also factors that will influence the satisfaction of customers. Where Heskett et al, (2011) in his literature review reported that unhappy customer are very likely to speak out about any improper service that is delivered to them at any opportunity that is given, and can also in some circumstances can discourage relations from trying your goods or services, but if they're satisfied this can lead to their loyalty to the company and are prepared to pay more for the product or service, and can also spread the positive word of mouth to colleagues. Further on that, Anderson and Sullivan (1993) found out that product quality plus customer service were significant predictors of customer satisfaction. Even further studies such as; Anderson et al (1994) showed about the profitability of service quality and customer satisfaction, Anderson and Sullivan (1993) practical

guide on antecedents and consequences of customer satisfaction talked about a firm's future profitability depends on satisfying current customers. Furthermore Anderson et al, (1994) literature review of customer satisfaction, market share and profitability stated emphasized on the significant relationship between customer satisfaction and return on assets. Furthermore more by Reich and Sasser (1990), high quality leads to high levels of customer retention, increases loyalty, and positive word of mouth, which in turn are strongly related to profitability. Kutner and Cripps (1997) also emphasized that customer should be handled as asset, and that customer needs are different, preferences, buying behavior, and price sensitivity. That's why some Restaurants remain competitive by increasing their overall service quality compared to their competitors. This in return generates loyalty and return customers who in bring more customers. As they say, loyalty is the future, and not the past. The cost of recruiting new customers is more than retaining an existing one (Gallo, (2014)). That's why it's no joke when Thomas and Tobe (2013) emphasized on their research that loyalty is more profitable. The more you retain those customers the further your business will grow. By GoCardless 2021, "customer satisfaction is important because it increases the chances of a customer returning to do more business, which is customer loyalty, but the importance of a customer stretches beyond retention, it's also about improving more generally as a business. You should understand how your customer feels about their interactions with your brand. In this way you can identify weaknesses and areas to improve."

As Prof Musafir (2017) stated, they are certain principles that take place to improve consumer's retention like knowing precisely why they're dissatisfied, this will come from surveys you undertake and data you gather. But out of it all ensuring that you acquire insight directly from the horse's mouth will ensure that you will able to better yourselves. Some of the Principles that can be applied to improve consumer retention are as follow;

- i. Providing excellent customer service: Taking customer inquiries and complaints, resolving complaints in an efficient, organized and timely manner and going above and beyond to ensure that the customers are satisfied.

- (Micheal, B & Saadia, M. (2016)). The New gold standard: what today's premiers must learn about the art of leadership.
- ii. Staying relevant and up-to-date: in retaining customers, organization must continuously update themselves with the latest trends and preference of customer. This ensures continuous innovation and invention to better the products or services. (Temkin group. (2020)). the 2020 customer experience index.
  - iii. Fostering a positive brand image: this good image ensure that you can attract customers and retain them. This creates a sort of unity and closeness between the brand and customer. (David, A & Erich (2013)). The brand identity: how to create a strong and lasting brand image.
  - iv. Collecting customer feedback and acting on it: getting feedback from customers like from questionnaires, reviews etc. and acting upon them is essential for improving customer experience to retain them. Businesses can identify areas for improvement and work upon them, so as to meet customer needs and expectations. (Micheal, B & Saadia, M. (2016)). The new Gold standard: what todays premiers must learn about the art of leadership
  - v. Rewarding customer loyalty: implementing a loyalty program for your customers can improve on loyalty and satisfaction of the customer. These can be discounts, special offers, or other offers. (Frederick, F.R (1996)). The loyal effect: the hidden force behind extraordinary business success.

In an article written by Mercer Smith (2024) about 107 customer service statistics, emphasized that a business can grow revenues between 4% and 8% above their market when ensures better customer service experience. Khadka and Maharjan (2017) stated that although customer satisfaction is a crucial part of a business, satisfaction alone cannot take a business up to the top level.

This is where loyalty comes in thus Thomas and Tobe (2013) emphasized that loyalty is more profitable. Furthermore Khadka and Maharjan (2017) emphasized that the expense it takes to gain a new customer is much more than retaining existing ones. They further emphasized that the impact of satisfaction on loyalty has been the most

popular subject in study of the marketing theory. Furthermore they emphasized on several studies that have proved that satisfaction and loyalty have the direct connection between one another. Heskett (2011) stated that satisfied customers are loyal and dissatisfied customer are vendors.

## **2.2 Concept of online food ordering system**

In an article written by Elizabeth Jackson (2021) about history of food delivery and how it changed reported that to order takeout from your favorite restaurant from an app on your phone may seem like a distinctly modern phenomenon. But food delivery has a history that extends further back than the smart phone era; pair of Italian royals in the 19th century is widely considered to be the first pizza delivery customers from a pizza restaurant called Pizzeria di Pietro e BartaCosi by placing an order through a phone call. In a report written by Ibrahim (2022) stated that In December 1995 was when the first online restaurant delivery system was introduced and launched called World Wide Waiter where it consisted of 60 restaurants in the San Francisco bay area and later expanded to 1300 restaurants in 2017, but its biggest landmark hit in the 2000s where food delivery really evolved due to smart phones, where some food delivery apps were introduced by companies like; Grub Hub, Grab Food and Food panda which dominated the restaurant market. Furthermore Elizabeth (2021) stated that what's on the horizon for food delivery? Only time will tell, but one clue may be found in the increasing number of people who are interested in nutrition and how the food that they eat influences the way they feel.

Shree (2023) stated that in today's age of fast food and take out, many restaurants have chosen to focus on quick preparation and speedy delivery of orders. The old system is very ancient and needs to be replaced as companies are expending (Shree 2023). In an article on acamedia.edu it emphasized on the adaptation of online food ordering system as one of the latest servicers most fast food restaurants are preferring. Acharya (2022) stated that online ordering system as a simple and convenient way for customers to purchase food online, without having to go to the restaurant.

Prof Pathan (2018) states that in the food industry, the online food ordering system is the need of our because of the recent changes in the industry and the increase of the use of internet. Hopper (2018) stated that the evolution of digital has stirred up restaurant industry and made them to adapt in various ways to enhance customer experience, such as implementing ordering apps and digital dining technologies in their restaurant to attract more customer. The system is setup so that customers can go to online and place orders for food, payment can be done with credit cards (academia.edu). Pal (2022) also emphasized that the main purpose of the system is to maintain track of information such as Item category, Food, Delivery address, and the Shopping cart, where only the administrator has access the project because it is totally built at the administrative level. Acharya (2022) stated that this system is used with internet which connects the restaurant on one side, and on the other side the customer. Furthermore Acharya (2022) stated that as per this system the customer visits the restaurants website, browses through various food items available there and goes ahead and selects and purchases the items they need, then these items will be delivered to the customer at his or her doorstep at the time they choose by a delivery person. The online food ordering system goes through a set of processes involving the subsequent functionalities which include;

- i. User registration: basic information such as names, contacts needs to be provided in order as to create an account on the platform. (David, M.R & Ron, T.B (2021)). The user registration handbook: how to collect valuable data and insights about your customers.
- ii. Browsing menu: when you're done with registration, customers can browse the available menu of the restaurant on the platform. It's possible to filter their search engine. (David M.R & Ron, T.B (2020)).the menu design handbook: how to create a compelling and memorable menu.
- iii. Placement of order: customers can place an order on the desired items from the menu provided. They can review their order can make necessary adjustments. (David, M.R & Ron, T.B (2018)).the art of order placement

- iv. Payment: there are various payment methods on the platform such as online banking, cash on delivery etc. customer chooses their most suitable payment means and completes the payment process. A. Kumar and A.Gupta (2021). Payment methods in online food ordering systems.
- v. Confirmation of order and tracking: customer receives an order confirmation message. They can track the status of the order places like location.
- vi. Delivery of order: the delivery team of the restaurant picks up the order and takes it to the customer's location. (David, M.R & Ron, T.B (2020)). The order delivery handbook.
- vii. Rating and feedback: After the customer receives their order they can give feedback and rate their total experience such as delivery speed, food quality. This can greatly help improve the restaurants service providing and attract more customers. (Micheal, B & Saadia, M. (2016)).the new gold standard: what today's a premier must learn about the art of leadership.

Silva et al (2016) stated that convenience is the most important factor to influence customer motivation to adapt to online purchasing method compared to traditional method. Mun (2017) in a study stated that ease of use of factor also is the main attributes that influence customers intentions to switch and adapt to online food ordering and delivery service. Which means that if the application is easy to use, it's more likely for the user to adapt to the technology? Also Vries et al (2018) in a research emphasized that positive enjoyment does influence consumer's intentions towards adapting to online food ordering and delivery system. Yeo et al (2017) fuehrer reported that consumer that enjoyed using the application first time will most likely to use application again in the future. Hence, the study suggested, the higher the enjoyment factor is, the more significant the customer intention to order food online. Tillster (2020) emphasized that over 65% of customers are more likely to go and become regular customer of a restaurant if the restaurant provides self-service technology such as kiosks for making the process of ordering food easy and fast. This also further prove the study of Neiman (2019) that emphasized that restaurant owners

could really benefit from the opportunities to adopt to self-service technology such as kiosk and mobile application.

In conclusion just as stated in an article, History and evolution of food delivery, Order meal website it showcased that only food ordering is simply the best meal way as companies are expending (shree 2023).to order your favorite meals in the 21<sup>st</sup> century. All you need is a couple of clicks and the solution is right in front of you! Easy, isn't it?

### **2.3 Impact of restaurant technology to customer experience**

Chen (2020) stated that the era of technology customers experiences are revolutionary different than ever before. Sykimte (2023) emphasized that, in this era which is marked by rapid advancement in technology, the food service industry is undergoing a significant transformation. Traditional methods of food ordering have gradually given way to innovative digital solutions that promise to revolutionize the dining experience for both the customer and businesses. Different innovative technologies are available in the market, which restaurants can use to give customers a better experience (Duffy, 2014). Furthermore Mayanak 2023 emphasized that the integration of digital technology into a restaurant area, fundamentally changes how you operate and deliver customer value. Such as; data driven inventory management, a cloud based POS system streamlines operations, Analytics help identify trends that inform decision making. These impacts can both be seen in a positive and negative way:

Ibrahim (2022) stated that positively, there is an easy way to make sure the task of ordering food can be simplified and make the process more efficient with the advancement of new technology now and the surge of mobile application in the application store now.

Ko (2020) emphasized on the importance of restaurant technologies on increasing the speed or convenience of dining experience result in augmented customer satisfaction and patronage. According to a study by Lee et al (2017), restaurant owners now are more focused on capturing the millennial attention to adapt to online purchasing

method as their collective purchasing power is forecast to exceed \$3.39 trillion in the coming years as they prefer things that are convenience to them.

Mayanak (2023) talked about that the adaption of technology made it easier than ever for restaurants to monitor sales data and manage revenues effectively. For instance, dynamic price models have been used successfully by airlines for years \_ now they're starting to make an appearance in the restaurant industry too. Furthermore Maynak (2023) stated that introduction of automation into the kitchen functions is increases efficiency where automated kitchen functions combined with the point of sale systems enable you to streamline food and drink orders to reduce waste, they also enable a chef to identify what needs to be cooked and when the dishes are required.

MeravYuravlivker (2024) emphasized on his literature review that restaurants can use AI devices with facial recognition capabilities to identify repeat customers. Using the data collected about those customers past orders and preference, Ai can help to anticipate their needs and personalize their experience. According to a blog on grubhub website, in addition to convenience, online ordering and other restaurant technology also promise to improve your restaurant efficiency, rather than just jotting orders that come in the phone, restaurant staff will have chances to help with other tasks such as preparing order. For example: the researchers of Grub hub found that the average phone order processes in about two minutes while the typical Grub hub order takes just 45 seconds to go through. That extra time can be used t churn out orders faster than before.

Deore (2016) also brought a point that online food system(OTS) have reduced the effort in cook food, and also given more convenient ways to order food as preference of the customers.

Prof. Skaikh (2021) emphasizes that when the food delivery system started penetrating the market this was seen in a positive view by the food service industry, but slowly with time the online food delivery system started showing their real colors to the restaurant and consumers after they penetrated the market. Undesired and unknown competitions are created by the food delivery apps among outlets in specific

localities, the competition becomes ugly, where by the online platforms have put these restaurants in the competition with each other which is nothing but online war (Shaikh 2021). For example; the war between KFC and Popeye's: which has the best bone in chicken? (Strozewski (2023)).

A blog article on IT Company Chicago 2024 also talked about how while technology can certainly be useful in customer service; there is the danger of over reliance. If company's becomes over dependent on technology, it may cause them to struggle to provide adequate customer service if there are technical glitches or malfunctions. Furthermore on that same Blog, it emphasized that one of the biggest negative impacts of technology on customer satisfaction service is the decrease in personal interaction, there are too many automated responses and Chabot, customers no longer able to interact with human beings who can lead to frustration and lack of trust in the company. Patro (2024) further explains that over dependence on machinery creates a sense of detachment between companies and their customers. Replacing human interaction can damage customer relationships and loyalty.

In conclusion, technology itself isn't totally bad or good for customer service, but it depends on how it's utilized and implemented. Companies must find the best way that they can leverage the total outcome of technology to enhance customer relationship management rather than diminish customer service quality.

## CHAPTER THREE

### RESEARCH METHODOLOGY

#### 3.0 Introduction

This chapter showcases the methodology that I will be using when carrying out my research on investigating the effects of online food ordering systems on customer satisfaction. It will include the research design, methods used to collect the data used for the research.

#### 3.1 Research

Generally research involves carrying out investigations on specific findings and topics, where you use various methods to acquire information such as questionnaires, interviews. The point of doing this research is to get an understanding of your topic while supporting it with credible information with references to back up your research. Monroe, W.S stated that research is a method of studying a problem whose solution greatly is partly or wholly from facts. John W. Best reported that, the secret of our cultural development has been research.

##### 3.1.1 Purposes of research

The purpose of research is mainly for increasing our understanding of our knowledge of the world to answer questions of topics and finding. Some main purposes of research include:

- i. Answering questions to problems faced
- ii. Developing new practical theories
- iii. Driving innovation and invention
- iv. To uncover new knowledge and finding

### **3.1.2 Type of research**

This research will use a wide variety of different categories of research such as; Qualitative research will be used to accumulate qualitative data while Quantitative research will be used to formulate quantitative data for acquiring information.

### **3.2 Research Design**

Research design is a framework of actions that guide the researcher on how to execute and implement the research work. This design allows a researcher to dig deeper into the phenomenon and bring out the nuance of what is being studied (Yin, 2009). This enables us to understand the research better. Yin (2009) understanding of a research design is a comprehensive empirical inquiry plan on a contemporary phenomenon within an everyday context. Thoroughly executing and planning your strategy design greatly boosts the chances of acquiring more reliable data and information that greatly impacts your work in making it more reliable

### **3.3 Mixed methods research methodology**

This research method uses both qualitative and quantitative research tools to carry out your research. Bazley (2009) reported that this research method is the use of mixed data and alternative tools, but applying the same method. This research method is very flexible helping us get a more reliable and comprehensive understanding of different topics and findings.

#### **3.3.1 Quantitative research methodology**

This research approach mainly emphasizes on collection of numerical data such as responses from surveys and analysing them. According to Van, D.M (1994), quantitative research methodology is aimed at testing theories, determine facts, demonstrating the relationship between the variables and forecasting outcomes. This method is used to theories and hypotheses in a wide range of ways.

#### **3.3.2 Qualitative research methodology**

According to Van der Merwe (1996) research approach is mainly aimed at developing Van, D.M (1996) emphasized that this approach is a development of theories and understanding. Qualitative research implies an emphasis on the qualities of entities

and on processes and meaning that are not experimentally examined or measured (Denzin and Lincoln, 2005:10). Weinreich (2009) emphasizes that in the qualitative paradigm the researcher becomes an instrument of data collection and the results may differ greatly depending on who conducts the research.

Qualitative inquiries involve employing multiple data gathering methods, especially participant interviews, and uses an inductive approach to data analysis, extracting its concepts from the mass of a particular detail which constitutes the data base (Weinreich, 2009).

### **3.4 Research Methods**

This going to be a mixed method research study of different variables such as questionnaires, interviews, literature reviews, and data collection.

#### **3.4.1 Literature review**

This study focuses on the online food ordering system and their contribution to customer satisfaction and experience. For this purpose an extensive literature review was carried out to further explain and emphasize my research. This review talked about concept of customer satisfaction, concept of customer satisfaction and how technology has impacted customer currently.

#### **3.4.2 Questionnaires**

A questionnaire is a form that has various composed questions to answer information about the respondent's way of life and experience. Printed questionnaires were given out to various individual in the restaurant industry and they answered the questions that were on them.

#### **3.4.3 Interviews**

Gubrium and Silverman (2004) in one of their practical guide stated that an interview as a social encounter where two or more speakers collaborate in producing retrospective and prospective accounts or versions of their past or future actions, experiences, feelings and thoughts.

### **3.5 Data Collection**

Data collection is the process or step of gathering information from various sources and networks to compile it. Questionnaires were used to collect data and finding that provide data validation and authenticity. The one on one interviews help get a better understanding straight from the horse mouth, where the data is collected and shaped as the investigation proceeds.

### **3.6 Ethical considerations**

This research considered the moral principles and the values that provided consideration in an ethical, considerate and responsible manner. Below are considerations that were followed:

- i. Unbiased and indiscriminative findings
- ii. Ethical use of data such as proper storage
- iii. Access able for all individuals
- iv. Work free from plagiarism such as through citing sources

### **3.7 Target population**

The study population will be a number of various restaurants for example; KFC, Eunice restaurant, Mombo restaurant etc. mainly will be targeting the employees and their system of management, IT support, and other personal skills.

### **3.8 Permission**

I obtained permission through Uganda Christian University, School of Business under Mr. Juuko Julius my supervisor.

### **3.9 Ensuring validity and reliability**

According to MacMillan and Schumacher (2001:407), validity is the degree in which the interpretations and concept have mutual meaning between the participants and the researchers. Silverman (2004:285) emphasized that validity is also a degree to which the findings of the research are independent of accidental circumstances. Also Joppe (2001) defines reliability as an extent to which results can be consistent over time, and can be an accurate representation of the total population under study.

## CHAPTER FOUR

### ANALYSIS, RESULTS & DISCUSSION

#### 4.0 Introduction

This chapter will showcase the data got from field being analyzed.

#### 4.1 Findings on respondents demographic

##### 4.1.1 Positions

Table 1: position in the company

Position in company	No of Respondent	Respondent %
Upper level	3	17%
Middle level	8	82%
Lower level	-	-

Table 1 show the positions in the establishments where the bigger 82% of the respondents were mid-level staff, while the 17% were upper level staff. This was due to the availability of the individual to answer the questions and interviews. They were many factors that played into not easily accessing upper management for example;

- i. Prioritization of resources and time: upper management deals with the decision making and overseeing of the organization, and due to that they may have limited time available to respond to any external requests for information. This can make it very hard to get in contact with them.
- ii. Hierarchical structure: they're hierarchies in organizations where the upper management is heading the establishment at the top, mid-level management is at the middle of running things, and finally lower level management at the bottom of the hierarchy. These structures make it hard for external factors such as stakeholders to reach upper management, as you need to go through multiple channels to get to them.

#### 4.1.2 Experience in the company/ field

Table 2: experience

Experience in field	No of respondent	Respondent %
1-3 years	8	80%
4-7 years	2	11%
7- above years	1	9%

Table 2 shows the experience of the individuals in their establishment. Over 80% of the participants have a working experience in that company of 1-3 years. This could be contributed to change in staff and also some of these organizations are current and not that old, while participants with 4-7 years took 11% due to them working in the organization for some time and where mostly mid management while as the smallest percentage of 1% of participants of 7-above years were in higher management due to their long experience and dedication to the organization.

#### 4.1.3 Benefit of technological advancement on customer satisfaction.

Table 3: technology

Benefits of tech on customer satisfaction	No of respondent	Respondent %
Yes	11	100%
No	-	-

Table 3 shows that 100% of the respondents accept that technology advancement have benefited customer satisfaction. This is due to the era we are in which is the Dot com era where most things are digital and there changes like food delivery, mobile money and banking for paying etc. these all enhance the experience of the customer during service providing that's why most of respondents see technology as the future for their organizations and are always trying to keep up-to-date in it.

#### 4.1.4 Most preferred food ordered online

Table 4: food dish

Food dish	No of respondent	Respondent %
Local dish	1	5%
International dish( fast food)	10	95%

Table 4 shows the ratio of food cuisine ordered, where 1% responded to local dishes, while 95% opted for fast food being the major option pizza. This due to the rising demand of fast food due to its taste and convenient nature. People are most away from home and don't have time, so they go to dine out on fast food since it's quick and convenient.

#### 4.1.5 Most preferred payment method when ordering food online.

Table 5: payment method

Payment method	No of respondent	Respondent %
Cash on delivery	7	66%
Credit	-	-
Mobile money	2	12%
Online banking	2	12%
Others	-	-

What is shown on table 5 is the payment methods most opted for by respondent's customers during delivery where: 66% for cash on delivery, 12% for both mobile money and online banking. The reason cash on delivery is the highest is because it's more convenient where it provides individuals the convenience to pay when the correct order is received where you can inspect the goods before paying for them. This is very important especially for customers who are not sure about the condition of the product.

#### 4.1.6 Which factor has greatly impacted on opting for food ordering service?

Table 6: factors

Factor	Number of times chosen	Respondent %
Price	-	-
Delivery speed	8	85%
Food variety	1	5%
Restaurant rating	1	5%
Customer reviews	1	5%

Table 6 shows the factors that greatly impact on opting for food delivery in the different establishments. Where delivery speed takes 85%, and food variety, restaurant rating, and customer reviews take 5% each on the table. Delivery food takes the highest because as you hear from the word fast food, it's supposed to be delivered fast to the customer and cause no one wants their food cold due to late delivery. Plus also when customers receive their orders fast. They feel more valued and have a more positive view of your services.

#### 4.1.7 Means of transporting orders

Table 7: transport means

Transport means	Number chosen	Respondent %
Motorbike	9	90%
Van	2	10%
Others	-	-

Table 7 shows the most used transport means were motorbikes takes 90% while van takes 10%. The reason motorbikes are mostly used is for various reasons;

- i. Flexibility: they can easily navigate in congested roads and jam finding the most efficient routes to use.

- ii. Time efficiency: they deliver food fast and efficiently, they easily navigate in crowded streets. This helps a business meet the demanding delivery deadline.

In conclusion motorbikes are preferred due to their convenience, time efficiency, flexibility and accessibility. These factors are ideal for delivering orders.

#### **4.2 Major challenges faced when using the online food ordering channels.**

- i. Some people don't show up for their orders
- ii. Input or allocation of wrong locations
- iii. Cancellation of orders after them being placed
- iv. Poor weather conditions. When it over rains, it becomes hard for the deliveries to be made.
- v. Delivery zone limitations
- vi. Intense market competition
- vii. High commission fees

#### **4.3 Solutions to the challenges.**

- i. Optimizing delivery routes
- ii. Negotiating with platforms
- iii. Expanding delivery zones
- iv. Building a unique brand identity
- v. Asking for proper directions and locations

#### **4.4 Discussion of results.**

In this research the impacts of online food ordering systems on customer satisfaction in restaurants was determined as it was seen above. Indeed the results supported this view since technology was seen as a great factor that impacted customer satisfaction.

First, Online platforms allow various customer to explore and experience a wide variety of choices of dishes and cuisines that can be provided from the platform. This enables users to opt or choose their meals according to their personal preference, which leads to increase in satisfaction. Just as Bee, L, Shahrim, K, Sanghyeop, L, and

H. Han (2020) stated, "a consumers need for various choices can be satisfied by offering various choices of menu items".

Second, organizations are able to research and learn more about their customer, whereby they can carry out data analysis on orders taken to find out different data such as most preferred order, best payment methods etc. which all gives a chance to the provider to meet the needs of the customers by providing and offering them their products and services. For example; KFC introduced chicken burgers for sandwich lovers.

Furthermore, there are various challenges faced by establishments such as; network connection, bad weather, clients cancelling orders after putting them. Solutions are continuously being sought out to confront them such as; use of direct calls other than emails and whatsapp, optimizing deliver routes, expanding delivery zones etc. this gives the businesses a chance for further growth through persevering through the problems.

Lastly, Technology is the key for future business's that's why they should expand and optimize their online ordering processes by using various strategies such as; continuous feedback mechanisms can be used to adapt services based on the needs of customers effectively

## **CHAPTER FIVE:**

### **CONCLUSION AND RECOMMENDATION**

#### **5.0 Introduction**

This chapter showcases the conclusion drawn out from my findings and analysis from my research and recommendations.

#### **5.1 Conclusions**

##### **5.1.1 Conclusion of customer perception of online food ordering systems.**

With the coming drive in technology advancement like e-commerce platforms. Customers were first really not sure how to digest the reliability and convince of online food ordering systems. But with time and continued outreach and popularity of it, their views about it improved.

That's why today, customers have a positive perception about online food ordering systems. They are able to get their value worth out of the service such as wide variety of dish options, different kinds of payments etc., although there are still some negative perspectives about online food ordering systems.

But overall, the perception of customers about online food ordering systems is still growing, and has many leaps and bounds that it can achieve.

##### **5.1.2 Conclusion on assessment of customer satisfaction.**

In every organization that offers services and products, assessment of customer satisfaction is crucial for the business to understand the views and experiences of the customer. This is used to identify your short coming of your services, so as to strengthen them.

There are many methods you can use to access customer satisfaction such as surveys, questionnaires, net promoter score (NPS) among others. These methods can give you an insight on your customers, recommendations, and areas you can greatly improve

on. With that information you can understand way to improve the experience of your customers so as to satisfy them.

To end this, assessing your customer satisfaction is a crucial process for any business to understand the expectations and needs of your customers, so as to enhance customer satisfaction and their loyalty.

### **5.1.3 Conclusion of how technology has affected the customer experience in establishments.**

Technology has heavily impacted on the perception of customer satisfaction and customer satisfaction itself through its variety offered, convince, branding etc. although it comes with its challenges that can be addressed properly if you analyze and solve them so as to enhance the experience of the customers and improve customer satisfaction.

## **5.2 Recommendation**

After a careful study from my research below are the necessary recommendations:

Food establishment should analyze the relationship that is between the delivery times and customer satisfaction. Research on way you can best optimize the delivery time.

Constant get feedback and if you do properly review it so that you can find out you problems and resolve them, plus also enhance your better choices.

Food establishments provide train your staff regularly to handle the various things at the workspace such as machinery.

Offer a wider range of payment methods

Implement and promote offer which can attract customers in big groups

Reward client loyalty such as giving food vouchers

Prioritize and ensure cleanliness at the establishment. To promote hygiene and also attract customers.

Finally owning and managing a food establishment/restaurant is time and money consuming thing but, but you must always look at the bright side and do your best for there is no hard work without pain.

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Yes

No

6. What is the most favorite food that is ordered online?

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7. What is the most preferred means of picking up food on food orders?

Self-pickup

Delivery

8. What payment methods are most preferred when ordering food online?

Cash on delivery

Credit

Mobile money

Online banking

Others

And if others: .....

9. How secure is the online food ordering process?

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10. Which factor has greatly important on opting for food ordering service?

Price

Delivery speed

Food variety

Restaurant rating

Customer reviews

And the reason why:

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11. Which means of transporting your orders do you use?

Motorbike

Van

Others

If others: .....

12. Challenges faced while dealing with online food ordering channels?

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### 13. Ways forward to the challenges.

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