

# Factors influencing online food delivery drivers' job engagement and its impacts on consumer satisfaction

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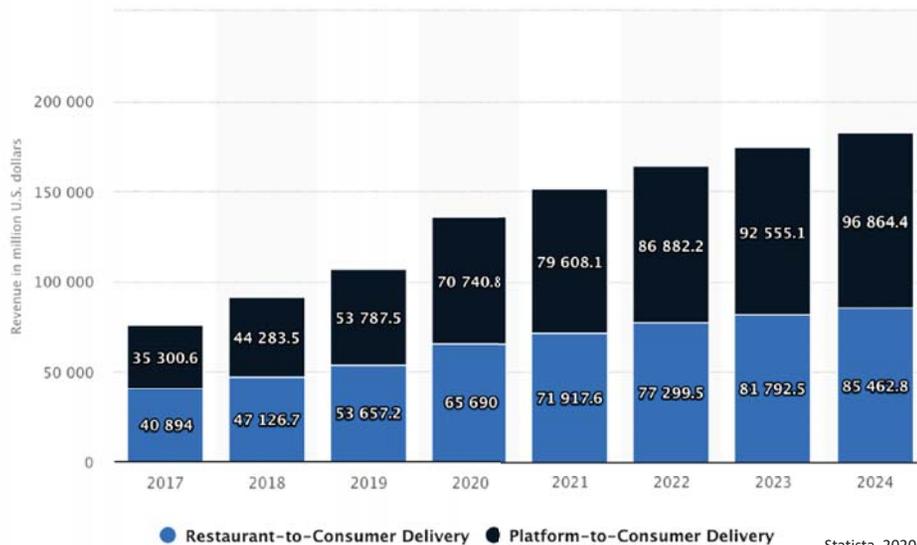


## Overview

- Literature Review
- Significance of the study
- Research Questions
- Hypothesized model
- Methodology
- Theoretical and Practical Implications
- Limitations & Future Research
- Q & A



## Growth of OFD Services



## Literature Review

- OFD services saves consumers time and effort than conventional options. ease, convenience, and time-saving.
- Service quality, timeliness of delivery, and quality of food.
- Working conditions influence employee output, consequently, the service quality they provide to customers.

## Literature Review

- Employee engagement is a positive force that link an employee psychologically, physically or emotionally with their organization.
- In OFD services, the drivers are the last contact to the customers.
- No linkage between consumer dissatisfaction and OFD drivers.

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## Research Questions

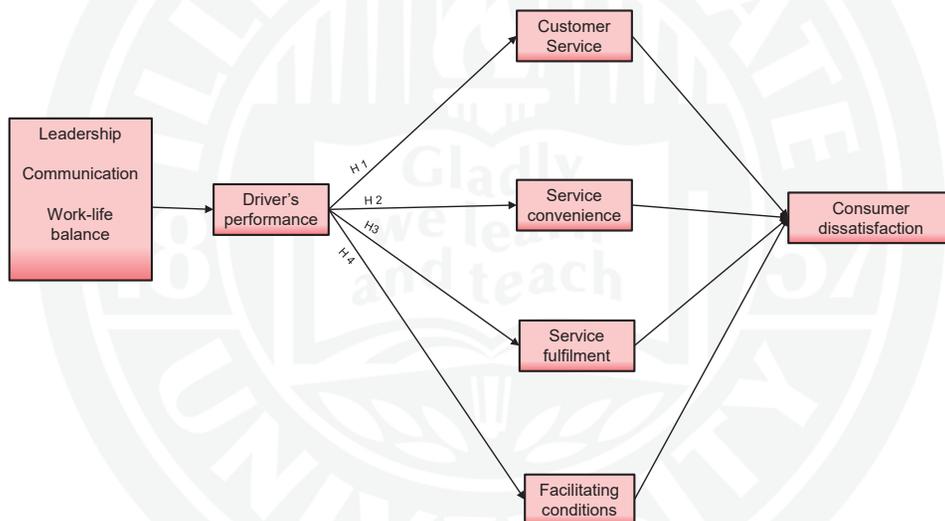
This study seeks to answer the questions:

- How does employee engagement influence OFD drivers' performance?
- How is OFD drivers' performance related to consumer dissatisfaction with OFD services?



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## Hypothesized Model



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## Research Hypotheses

- H1: There is a relationship between drivers' performance and consumers dissatisfaction with customer service.
- H2: There is a relationship between drivers' performance and consumers dissatisfaction with service convenience.
- H3: There is a relationship between drivers' performance and consumers dissatisfaction with service fulfilment.
- H4: There is a relationship between drivers' performance and consumers dissatisfaction with facilitating conditions.

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## Methods

Online survey – Developed based on previous research

Content validity - Reviewed by experts

Pilot test - consumers and drivers

Final online survey - Administered by a market research company

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## Sample survey- Drivers



- Preliminary question:
  - *Are you or have you ever been an online food delivery (OFD) driver?*
- Leadership section
  - *I like the leadership / supervisory style of OFD companies (Bedarkar & Pandita, 2014).*
  - *The way I perceive OFD companies' leadership style influences the way I relate to the consumer (Bedarkar & Pandita, 2014).*
- Communication
  - *I am able to communicate openly and freely with the OFD company I work with (Bedarkar & Pandita, 2014).*
  - *I clearly understand what the OFD company expects of me (Bedarkar & Pandita, 2014).*
- Work-life balance
  - *I have flexible work schedules which influence how I go about food deliveries (Bedarkar & Pandita, 2014).*
  - *I am able to take breaks even when I have picked up an order (Bedarkar & Pandita, 2014).*

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## Sample survey- Consumers



- Preliminary question
  - *Have you ever used OFD services?*
- Customer Service
  - *OFD operators'/ drivers are not empathetic when orders do not meet my expectation (Annaraud & Berezina, 2020)\*.*
  - *When I use OFD services and there are barriers like bad weather my food is not delivered (Annaraud & Berezina, 2020)\*.*
- Service convenience
  - *I have to call and follow up with the driver who has to deliver my food (Ribeiro, 2018)\*.*
  - *In general, I consider that this service is convenient and that it satisfies my needs (Ribeiro, 2018).*

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## Sample survey- Consumers continued...



- Service fulfillment
  - *My order is not delivered at the initial time promised (Annaraud & Berezina, 2020)\*.*
  - *I always receive what I ordered (Annaraud & Berezina, 2020)\*.*
- Facilitating conditions
  - *Difficult configuration has a negative impact on my usage/ impression of OFD (Lee et al., 2019).*

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## Data Analysis

- The data will be analyzed using SPSS version 27 and the results will be presented using graphs, tables and/ or figures.



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## Implications

### Theoretical

- Novel literature to the the food service management research field.

### Practical

- Strategies and approaches that OFD operators can employ to motivate their drivers to exhibit quality in service delivery.
- Salient areas to touch on regarding the education, training, and re-training of their drivers.

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## Limitations & Future Research

### Limitations

- English survey
- Online administered
- Length of the survey

### Future Research Recommendations

- Include bigger sample size
- Include the perspective of restaurants

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# Thank you Medase

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