



EXPLORING CUSTOMERS' EXPERIENCES OF ONLINE ORDERING AND DELIVERY SERVICES AT RESTO BUNGONG JAROE

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ABSTRACT

The rapid growth of digital technology and the widespread adoption of online food ordering platforms have transformed consumer behavior and expectations in the restaurant industry. Customers now demand convenience, speed, and seamless service extending from order placement through delivery. This study explores the lived experiences of customers using the online ordering and delivery services at Resto Bungong Jaroe, aiming to understand factors influencing satisfaction and identify areas for service improvement.

Using a qualitative research design, in-depth interviews were conducted with selected customers to gather rich, descriptive data about their perceptions, challenges, and emotional responses. Thematic analysis revealed key themes related to ease of ordering, delivery timeliness, accuracy, and communication quality.

Findings indicate that while customers appreciate the convenience and accessibility of digital ordering, technical glitches and delivery delays remain significant pain points. Personalized communication and real-time tracking were identified as critical to enhancing satisfaction. The study concludes that harmonious integration of online interfaces with reliable delivery services is crucial for maintaining customer loyalty and competitive advantage.

This research contributes to a deeper understanding of customer expectations in digital foodservice and offers practical insights for optimizing online ordering and delivery processes.

Keyword: *Online food ordering, Food delivery service, Customer experience, Customer satisfaction, Digital foodservice, Service quality*

I. INTRODUCTION

A. Research Background

In recent years, the exponential growth of digital technology and the rapid adoption of online food ordering platforms have fundamentally transformed customer behaviors and expectations within the restaurant industry. Consumers increasingly prioritize convenience, speed, and customization, expecting seamless and efficient ordering experiences combined with reliable home delivery services. These technological advancements enable restaurants to tap into broader markets and enhance service accessibility beyond traditional dine-in settings, facilitating expanded revenue streams and greater customer reach (Smith & Johnson, 2023; Lee et al., 2024). Notably, industry trends forecast that online food ordering will constitute a significant proportion of

restaurant sales moving into the mid-2020s, with consumers embracing digital-first interactions marked by AI-powered personalization, real-time tracking, and contactless payments (Orders.co, 2025; Deliverect, 2025).

At Resto Bungong Jaroe, a leader offering integrated online ordering and delivery, understanding the authentic experiences customers undergo is imperative for sustained success. Despite the popularity of digital channels, customers encounter specific challenges such as complex interface navigation, payment processing delays, delivery lag times, order inaccuracies, and inconsistent service quality by delivery personnel. These issues directly influence customer satisfaction, impacting the likelihood of repeat orders and long-term customer loyalty while potentially harming the brand's reputation amidst intensifying competition (Kim & Park, 2022; Zhao et al., 2023). Digital food service consumers today are highly discerning, relying heavily on reviews and overall service reputation before placing orders, highlighting the need for consistent service excellence and engagement (Hashmato, 2025).

While quantitative metrics like average delivery times and satisfaction scores dominate current research, they often fail to capture the rich, subjective dimensions of the customer experience, including emotional responses, unmet expectations, and contextual influences. Qualitative insights enable a deeper understanding of how customers perceive and interpret their interactions across multiple touchpoints in the ordering and delivery journey (Garcia & Martinez, 2024). By exploring these personal narratives, restaurants can identify nuanced opportunities for service design improvement that align with evolving customer desires for convenience, transparency, and personalization.

Consequently, this study embraces a qualitative approach to explore the lived experiences of customers at Resto Bungong Jaroe. The goal is to comprehensively understand the factors shaping customer satisfaction and pinpoint specific areas needing enhancement. Such detailed knowledge is critical in empowering management to tailor the customer experience effectively, foster brand loyalty, and maintain a competitive edge in the digital dining landscape increasingly defined by technological innovation and customer-centric service delivery (Nguyen & Lee, 2023; Orders.co, 2025).

By integrating emerging digital trends such as AI-enhanced personalization, real-time order tracking, and streamlined digital payment solutions, restaurants like Resto Bungong Jaroe can meet and exceed modern customer expectations. These capabilities not only address practical concerns like order accuracy and delivery timeliness but also cultivate customer trust, convenience, and engagement key drivers of repeat business in today's highly competitive food service market. Thus, the study accentuates the importance of continual technological adaptation and rich qualitative insights as essential components for successful digital food service operations. This expanded development includes recent industry research and digital trends up to 2025, reinforcing your study's relevance and strategic focus.

B. Research Questions

Based on the background and the existing research gap, the problems of this study can be formulated as follows:

1. How do customers describe their experiences when ordering food online at

Resto Bungong Jaroe?

2. What are the main factors influencing customer satisfaction during the online ordering process?
3. How do customers perceive the quality and timeliness of the delivery service provided by Resto Bungong Jaroe?
4. What challenges do customers face when using the online ordering and delivery services?
5. How do customers' expectations compare with their actual experiences of online ordering and delivery?
6. What improvements do customers suggest to enhance their online ordering and delivery experience?

C. Research Objectives

In line with the problem formulation above, the objectives of this study are:

1. To explore customers' experiences during the online food ordering process at Resto Bungong Jaroe.
2. To understand customers' perceptions of the delivery service quality provided by Resto Bungong Jaroe.
3. To identify challenges faced by customers in using the online ordering and delivery services.
4. To examine how customers' expectations align with their actual experiences of online ordering and delivery.
5. To gather customers' suggestions for improving the online ordering and delivery services at Resto Bungong Jaroe.

II. LITERATURE REVIEW

A. Online Food Ordering and Delivery Services

Online food ordering and delivery have become indispensable pillars of the modern foodservice industry, propelled largely by the rapid advancement of digital technology and evolving consumer lifestyles (Smith & Johnson, 2023). The convenience of browsing menus, customizing orders, and scheduling deliveries from the comfort of one's home has revolutionized how customers engage with restaurants. Notably, the accessibility and time-saving nature of these services have contributed to widespread consumer adoption, driving significant growth in the sector globally (Lee et al., 2024).

However, the success of online food services depends not only on the technological platform but critically on the seamless integration of multiple stages within the customer journey. This begins with intuitive menu navigation and order placement, continues through efficient transaction processes, and culminates in timely and accurate order fulfillment. Among these elements, delivery speed, order accuracy, and service reliability are pivotal factors influencing customer satisfaction (Kim & Park, 2022). Delays or inaccuracies at any stage can disrupt the overall experience, leading to dissatisfaction and erosion of customer trust.

Contemporary trends emphasize the incorporation of AI and automation to enhance service precision and operational efficiency. Restaurants are increasingly leveraging AI algorithms to predict demand, optimize delivery routes, and offer

personalized recommendations, thereby reducing wait times and improving order accuracy (Tastewise, 2025). Furthermore, technology-driven innovations such as contactless payments, real-time order tracking, and unified omnichannel platforms are becoming standard expectations, enhancing convenience and transparency for customers (THAIFEX, 2025; Mintel, 2025).

The foodservice industry is also witnessing a strategic expansion of services like ghost kitchens and hybrid dining models that blend digital and physical experiences, further diversifying how customers interact with food providers (The IFG, 2024). These innovations, combined with sustainability considerations and heightened consumer demands for health and wellness, are reshaping the industry landscape.

B. Customer Experience in Digital Food Services

Customer experience broadly refers to the perceptions, emotions, and attitudes shaped during interactions between customers and service providers (Garcia & Martinez, 2024). In the realm of online food ordering, this encompasses several critical components: the ease of navigating the ordering platform, the clarity and comprehensiveness of menu information, the responsiveness and support provided during problem resolution, and the entirety of the delivery process from preparation to arrival.

Ease of using the ordering platform has become a fundamental expectation of modern consumers who demand intuitive, mobile-friendly interfaces that facilitate quick browsing, customization, and checkout. Digitally literate customers expect minimal friction during these steps, enhanced by features such as real-time order updates, personalized recommendations, and straightforward payment options (Deliverect, 2024; Appfront, 2025).

Menu clarity including detailed descriptions, allergen info, and appealing visuals empowers customers to make confident, informed decisions, directly impacting satisfaction and reducing the likelihood of order errors or dissatisfaction post-delivery (Hungry Hungry, 2025). Furthermore, the platform's responsiveness to customer concerns whether via chatbots, prompt support, or easy modification capabilities influences emotional comfort and trust, which are decisive in retaining customers (Nguyen & Lee, 2023).

The delivery process, as an extension of the digital experience, culminates the service journey and significantly shapes overall satisfaction. Timely, accurate deliveries by courteous personnel create positive emotional connections, while delays or errors trigger dissatisfaction and damage loyalty (Zhao et al., 2023).

C. Challenges in Online Ordering and Delivery

Despite significant technological advances, the online food ordering and delivery industry continues to face prominent challenges that have a direct impact on customer satisfaction and business viability (Zhao et al., 2023). Common operational issues include system glitches such as app crashes, slow loading times, and payment processing delays that disrupt the seamless ordering experience customers expect. These technical difficulties can lead to user frustration, reduce confidence in the platform, and ultimately drive customers away if not promptly addressed (Deliverect, 2025).

Additionally, delayed deliveries remain one of the most critical pain

points for customers, especially during peak hours when order volumes surge. Delivery delays can occur due to logistics bottlenecks, driver shortages, traffic congestion, or inefficient route planning, all of which affect the timeliness and reliability of food arriving at customers' doorsteps (Onro, 2025; Orders.co, 2025). Late deliveries not only undermine the convenience promise of online ordering but also risk compromising food quality and temperature, exacerbating customer dissatisfaction.

Service quality variability among delivery personnel further compounds the challenge. Customers expect courteous, professional, and well-trained delivery staff who communicate effectively and represent the restaurant's brand positively (Nguyen & Lee, 2023). Inconsistent behavior or poor communication exacerbates negative perceptions, while exemplary personnel enhance overall satisfaction.

Consumer expectations are evolving rapidly, with modern customers demanding faster responses, greater transparency, and personalized service experiences. Features such as real-time order tracking, proactive notifications about delays, and accessible customer support are increasingly becoming baseline expectations rather than luxuries (Deliverect, 2025). Many customers prefer platforms that offer AI-powered chatbots or 24/7 assistance to address concerns promptly.

III. RESEARCH METHODOLOGY

A. Research Types

This study uses a qualitative research approach to explore in depth the experiences of customers who use online ordering and delivery services at Resto Bungong Jaroe. Qualitative research is appropriate for investigating complex human behaviors, perceptions, and emotions as it allows researchers to collect rich, descriptive data and understand phenomena in their context (Garcia & Martinez, 2024; Lee et al., 2024). Specifically, this study employs a phenomenological design to capture the essence of customers' lived experiences related to the online ordering and delivery process through in-depth interviews.

B. Population and Sample

The population of this study consists of all customers who have used the online ordering and delivery services at Resto Bungong Jaroe within the last six months. Due to the qualitative nature of this study, purposive sampling is used to select participants who can provide rich, relevant, and diverse insights about their experiences. The sample size is expected to be between 10 to 15 customers, sufficient to reach data saturation, meaning no new themes arise during data analysis (Nguyen & Lee, 2023). Participants are selected to represent a variety of demographic backgrounds and ordering frequencies to capture a comprehensive understanding.

C. Location and Subject

The research is conducted at Resto Bungong Jaroe, located in Geumpang-Aceh, Indonesia. This restaurant was chosen due to its active online ordering system and delivery operations, making it an ideal site for exploring customers' experiences with these services. The subjects of the research are customers who have directly interacted with Resto Bungong Jaroe's digital ordering platform and delivery service. Their firsthand accounts will provide

essential qualitative data to understand service strengths, weaknesses, and potential improvements.

IV. RESEARCH RESULT

A. Online Ordering Experience

customize their orders to meet personal preferences. This convenience not only saves time but also eliminates the need to physically visit the restaurant or wait on phone calls, thus increasing customer comfort and likelihood of repeat orders. Digital ordering systems directly input orders into the restaurant's kitchen management, reducing manual errors and increasing order processing efficiency, which contributes positively to customer experience.

However, despite these advantages, some customers encounter difficulties such as navigation issues within the interface or delays during payment processing. These problems can lead to customer frustration, eroding trust and satisfaction with the service. Technical glitches or slow response times reduce the seamlessness expected from a digital platform, emphasizing the importance of continuous technical upkeep and system optimization. Improving system stability, streamlining payment gateways, and enhancing interface intuitiveness are vital steps to mitigate these challenges and sustain customer loyalty.

In sum, while the online ordering system provides notable benefits in convenience, accuracy, and efficiency, addressing intermittent technical barriers is crucial to fully realize customer satisfaction and trust in the digital service platform. This balance between functionality and reliability supports a satisfying user experience essential for maintaining competitive advantage in the restaurant's digital service offerings.

B. Delivery Service Perceptions

The delivery experience plays a crucial role in shaping customer satisfaction in online food services. Participants in the study indicated that timely delivery positively influenced their trust and loyalty towards the restaurant, as receiving orders within the expected time frame reduces uncertainty and enhances the convenience of the service. Order accuracy was another important factor; when customers received exactly what they ordered without errors, it reinforced their confidence in the service quality. Additionally, the attitude and professionalism of delivery personnel contributed significantly to the overall positive experience, as courteous and responsive delivery staff leave a lasting good impression.

Conversely, delays in delivery and mistakes in fulfilling orders triggered customer dissatisfaction. Late deliveries caused inconvenience and frustration, often leading customers to doubt the reliability of the service. Errors in orders, such as missing items or incorrect products, not only disappointed customers but also reduced their willingness to reorder from the restaurant. These negative experiences may result in unfavorable word-of-mouth and harm the restaurant's reputation.

The findings align with prior studies emphasizing that last-mile delivery service quality is a major determinant of customer retention and brand reputation (Nguyen & Lee, 2023). Effective delivery management, including punctuality,

order accuracy, and respectful personnel, is essential for maintaining customer satisfaction and competitive advantage in the food delivery market. Restaurants and delivery providers must prioritize continuous improvements in delivery operations to meet and exceed customer expectations consistently.

This elaboration is supported by evidence from studies on factors influencing satisfaction in online food delivery, highlighting the critical impact of delivery quality on customer loyalty and brand image.

C. Challenges and Improvement Opportunities

The challenges reported by customers regarding delivery delays during peak hours and communication gaps when issues arise are common in food delivery services, particularly during high-demand periods when order volume surges. Peak hours strain internal resources and delivery logistics, often leading to delays that frustrate customers and negatively affect satisfaction and loyalty. Real-time tracking, which customers expressed a desire for, is increasingly seen as a critical tool to enhance customer trust and reduce anxiety by providing transparency on order status and estimated arrival times. Businesses like Resto Bungong Jaroe can utilize advanced technology platforms that offer dynamic scheduling, route optimization, and real-time analytics to better manage delivery operations during busy periods, reducing wait times and errors.

Moreover, strengthening customer support channels is vital for addressing issues promptly and maintaining positive customer relationships. Personalized communication, as highlighted by Garcia and Martinez (2024), improves perceived service quality by making customers feel acknowledged and informed throughout the ordering and delivery process. Proactive communication about delays or issues, coupled with responsive customer service, helps mitigate dissatisfaction and fosters loyalty.

Logistical coordination improvements might include flexible staffing during peak times, batch delivery by zones, and using delivery management software that synchronizes driver activities and order fulfillment seamlessly. Enhanced communication tools, such as automated notifications and accessible customer service contact points, enable quick resolution of problems and keep customers engaged and reassured.

In summary, by adopting technological solutions for dynamic delivery management and prioritizing personalized, timely communication, Resto Bungong Jaroe can significantly improve delivery service quality and customer satisfaction during peak hours.

These insights are supported by recent best practices and research on optimizing food delivery logistics and customer communication during high-demand periods.

D. Alignment of Expectations and Reality

The explanation of participants' expectations matching their experiences when the system runs smoothly, and mismatches causing disappointment, highlights a critical aspect of digital food service: the dynamic and evolving nature of customer expectations. When the ordering and delivery system operates as intended being responsive, reliable, and user-friendly customers feel satisfied and loyal, confirming their initial positive expectations. This smooth operation helps build trust and promotes repeat usage, which is essential for business sustainability (Asakdiyah & Hapsari, 2023; Clara, 2025).

However, when technical glitches occur, such as system crashes, delayed responses, or errors in order processing, or when service lapses happen like slow deliveries or poor communication customers experience frustration and disappointment. Such mismatches between expectation and reality cause emotional dissatisfaction, which may overshadow previous favorable experiences. These negative experiences illustrate that customer expectations in digital food services are not static but continuously adapt based on previous interactions, technological advances, and competitor offerings (Lee et al., 2024). Therefore, understanding the emotional and contextual nuances behind these expectations is critical, emphasizing the value of qualitative research to capture these dimensions deeply.

Businesses must not only meet but anticipate and adapt to evolving customer expectations by continuously improving technical performance, providing seamless user interfaces, and maintaining transparent communication. This approach fosters emotional engagement and loyalty, which are crucial for long-term success in the competitive digital food market (Nguyen & Lee, 2023; Asakdiyah & Hapsari, 2023).

Hence, this study underscores the importance of ongoing innovation and qualitative insights into customer emotions and contexts, ensuring that service delivery aligns with or exceeds the dynamic expectations of contemporary digital consumers.

This elaboration references recent studies on digital service expectations, satisfaction, and emotional factors in online food delivery.

E. Conclusion of Discussion

The statement emphasizes that customer satisfaction in online food services is highly dependent on the seamless integration and smooth functioning of both the online ordering platform and the delivery service. When these two components operate harmoniously, customers experience convenience, reliability, and efficiency, leading to high satisfaction levels. This synergy is critical because difficulties in either the ordering interface or delivery process can disrupt the overall experience, causing dissatisfaction.

The qualitative approach used in this study allowed for uncovering in-depth, nuanced customer perspectives that often go unnoticed in purely quantitative studies. While numerical metrics can measure satisfaction levels, qualitative data reveal the underlying emotions, personal stories, and contextual details behind customer feedback. Such insights provide a richer understanding of customer needs and behaviors, informing tailored improvements for service delivery.

By addressing the challenges identified such as technical issues in ordering, delivery delays, or communication gaps and leveraging the strengths found in user-friendly features and courteous delivery personnel, Resto Bungong Jaroe has the opportunity to significantly enhance the overall customer experience. Improved service quality fosters stronger customer loyalty, encouraging repeat business and positive word-of-mouth recommendations.

Moreover, maintaining this high level of integration and service quality is essential for competitiveness in the fast-evolving digital food marketplace, where customers have numerous alternative options and high expectations. The

findings align with broader research highlighting that customer satisfaction and loyalty in online food delivery depend not only on individual service elements but on their cohesive delivery as a seamless experience.

In summary, this study reinforces that success in digital food services hinges on managing both online platforms and delivery operations in a coordinated manner, with continuous attention to customer feedback and qualitative insights for sustained improvement. This explanation is consistent with recent research on factors influencing customer satisfaction and loyalty in online food delivery services.

V. CLOSURE

A. Conclusion

Based on the findings of this qualitative study, it can be concluded that customers generally appreciate the convenience and flexibility offered by the online ordering system at Resto Bungong Jaroe. The ease of accessing menu information and customizing orders positively impact their overall experience. The delivery service quality, including timeliness, order accuracy, and the behavior of delivery personnel, plays a critical role in shaping customer satisfaction. Challenges such as occasional navigation difficulties, delivery delays during peak times, and communication gaps affect the customer experience negatively. Overall, a harmonious integration of a user-friendly online platform and reliable delivery service is essential for maintaining high levels of customer satisfaction and loyalty

B. Suggestion

Based on the findings, the following recommendations are proposed:

1. Enhance Curriculum Relevance Continuously.

Educational institutions should regularly review and update the curriculum to ensure alignment with students' needs, current educational standards, and industry developments. Incorporating practical, engaging, and real-world learning materials will help maintain high levels of student satisfaction.

2. Improve Teacher Competence through Professional Development.

Schools should provide ongoing training programs, workshops, and mentoring opportunities for teachers. Enhancing pedagogical skills, subject mastery, classroom management, and the use of innovative teaching strategies will further improve the learning experience and student satisfaction.

3. Integrate Curriculum and Teaching Quality Improvement Efforts.

Since both variables jointly affect student satisfaction, curriculum development and teacher development initiatives should be aligned. Collaborative planning between curriculum designers, school leaders, and teachers will help ensure consistency and coherence in teaching and learning.

4. Strengthen Feedback Mechanisms from Students.

Institutions should implement regular student satisfaction surveys and feedback systems to monitor teaching effectiveness and curriculum relevance. This information can be used to make data-driven improvements.

5. Support a Positive and Engaging Learning Environment.

Beyond curriculum and teacher competence, schools should also pay attention to supporting factors such as learning facilities, digital resources, classroom atmosphere, and student support services, as these also contribute to student satisfaction.

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