

Beyond the Doorstep: Digital Food Delivery Trends Shaping Customer Satisfaction in Pangasinan

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The rapid advancement of digital technology has transformed the food service industry, making online food delivery an essential part of modern consumer lifestyles. In Pangasinan, food delivery platforms have become increasingly popular for offering convenience, accessibility, and efficiency. The growing demand for contactless transactions, mobile applications, and real-time delivery tracking has encouraged restaurants and food service providers to improve their services continually. As consumer expectations evolve, understanding how these emerging trends influence customer satisfaction has become increasingly important.

Modern food delivery services now provide more than simply transporting meals from restaurants to customers. Consumers expect user-friendly mobile applications, accurate order fulfillment, transparent pricing, secure digital payment systems, and responsive customer support. These innovations have improved the overall customer experience by making food ordering faster and more convenient. In Pangasinan, food delivery services have also helped local restaurants expand their customer base while offering personalized and efficient dining experiences.

Customer satisfaction remains one of the most important factors in the success of food delivery services. Customers are more likely to remain loyal to platforms that consistently deliver on time, maintain food quality, and communicate effectively throughout the ordering process. Features such as live order tracking, customer reviews, promotional discounts, and loyalty programs further enhance customer confidence and satisfaction. High-quality service continues to influence customers' decisions to reuse and recommend food delivery platforms.

Despite these advancements, food delivery services still face operational challenges that may affect customer satisfaction. Delivery delays, incorrect orders, fluctuating delivery fees, and occasional technical issues remain common concerns among consumers. These challenges highlight the need for continuous service improvement, investment in technology, and proper training for delivery personnel. Businesses that actively respond to customer feedback are more likely to strengthen customer loyalty and remain competitive.

The continuous growth of food delivery services reflects changing consumer lifestyles and the growing influence of digital innovation in the food industry. In Pangasinan, maintaining excellent service quality while embracing new technologies is essential for achieving long-term customer satisfaction. As the industry continues to evolve, businesses that prioritize efficiency, reliability, and customer-centered service will be better positioned for sustainable growth and success.

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