



Factor Analysis on Online Food Delivery in the New Normal

Alexis M. Bagot^{*1}, Jen Ysabelle P. Bagui¹, Ginell Joseph I. De Roxas¹, Linette H. Maalihan¹,
Saira M. Moro¹, Ma. Nicole D. Pattalitan¹, Noelah Mae D. Borbon², Kathleen A. Cueto²

¹College of International Travel and Hospitality Management, Lyceum of the Philippines University -Batangas,
Philippines,

²Faculty of Tourism, Lyceum of the Philippines University -Batangas, Philippines

*Corresponding author, E-mail: alexisbagot@lpubatangas.edu.ph

Abstract

This study aims to conduct factor analysis on online food delivery in the new normal in terms of customer's motivation, expectation, loyalty, and satisfaction. One of the most affected sectors due to the COVID 19 pandemic is the food industry that mainly provides every individual's daily needs. Since the quarantine has been implemented nationwide, most of the local food businesses and markets have been struggling to boost their sales and maintaining their loyal and satisfied customers. This paved way for the food industry to adapt to the new normal and be aware of the safety protocols during this pandemic. For this reason, the industry switched to a new strategy, which is online food delivery. A quantitative descriptive method was used through survey forms among 215 respondents. The researchers virtually administered the research instrument with the use of social media platforms and Google Forms. This study used a convenience sampling method. To determine the respondents, the researchers will randomly select the participants who previously experienced ordering food online in Batangas City with their permission. Based on the results, it was found out that consumers have high expectations (3.53) and motivation (3.73) for online food delivery, however, they have a low assessment of satisfaction (3.43) and loyalty (3.50). Besides, those who have family members of 4 were found to have a greater assessment of the customer's motivation (0.005), expectation (0.011), and loyalty (0.002). Also, a significant relationship exists on all the variables, implying that the more the customers are motivated, the higher the expectation, and the more the customer are satisfied, the higher their loyal is (< 0.01).

Keywords: COVID19, expectation, loyalty, motivation, satisfaction, online food delivery