User experiences using e-Hailing food delivery service in Klang Valley

Noor Hidayah Mohd Yusof
noorhidayahmyusof@gmail.com

Nur Syamirah Ab Halim
nursyamirah96@gmail.com

Zurinawati Mohi*
Faculty of Hotel and Tourism Management,
Universiti Teknologi MARA, Puncak Alam Campus, Selangor
zurin979@uitm.edu.my / zurin979@gmail.com

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Abstract

The service quality is always of the utmost significance for generating the experiences in using e-Hailing food delivery service because the quality of goods and services are highly dependent on the e-Hailing food delivery service apps' users. Thus, this paper examines the relationships between the e-Hailing food delivery service quality dimensions (i.e., App Responsiveness, App Reliability, Product Expectation, Rider Professionalism, and Waiting Time) towards app user experiences in Klang Valley. Four subsequent phases achieved the data collection process: identifying the sample size, designing the questionnaire, and collecting the data. Lastly, statistical analysis was performed: preliminary data analyses, reliability tests, and multiple regressions exploring the relationship between e-Hailing food delivery service quality dimensions (independent variables) and app users' experiences (dependent variable). The findings from this study presented that the main hypothesis is partially supported; four sub-hypotheses are supported, and one sub-hypotheses is unsupported. By taking into these considerations, for the future study, it might need to consider adding more dimensions that might be more relevant to the study whenever focusing on the e-hailing food delivery service quality towards the user experiences.

Keywords:

e-Hailing Food Delivery Service; e-Hailing Food Delivery Service Quality Dimensions; User Experiences

1   Introduction

Mobile technology has been used extensively globally. The internet development and smartphone upgrades have inspired many food delivery service applications

(hereafter referred to as food delivery service app). The e-Hailing business is rising progressively, offering innovative ideas and functionality, along with easy internet and smartphone connectivity. Therefore, worldwide and e-commerce are rising rapidly, and the food industry shows steady growth (Alagoz & Hekimoglu, 2012; Lee et al., 2017; Pigatto et al., 2017).

Most of the foodservice industry barely used an e-Hailing food delivery service. Its users (hereafter referred to as the e-Hailing user) are only required to seek their desired food premises online, select options listed, and leave their delivery address (Pigatto et al., 2017). Before e-Hailing food delivery service in demand, many foodservice operators have used direct selling to the customers, such as face-to-face interaction, dine in at the restaurant, take away, or drive-thru as standard practice in selling their goods. In the new era of technology, users can directly order food through the application no matter where they are, such as at the home, office, or park. e-Hailing food delivery app users prefer not to spend time looking for parking spaces and prevent traffic congestion; thus, they could enjoy meals brought to their doorstep. It also reported that 50.8% of individuals ordered from e-Hailing food delivery apps choose not to cook since it helped people have foods they want in less than an hour delivered directly to their homes and offices (Goh et al., 2017; Kimes, 2011).

Billions of app installations help both parties, and Malaysia recorded 8.2 million online food delivery apps installations at the end of 2020 (Statista, 2020). The growth of internet providers and rising smartphone penetration had fueled the creation of various food delivery apps such as Foodpanda, GrabFood, Uber Eats, Domino's, Pizza Hut, McDonald's, DeliverEat, Honestbee, Bungkusit, Running Man Delivery, FoodTime, and Dahmakan (Mahfuz, 2019; Ray et al., 2019). Foodpanda has been the first delivery company running in Malaysia and benefited as the first team player. Reportedly on 1 November 2017, Foodpanda upgraded its image from orange colour to pink colour uniform. Later, competitors entered the food delivery service market. However, Foodpanda remains Malaysia's most dominant e-Hailing food delivery service company (Lirong, 2021; Xin, 2021). As the rivalry among e-hailing companies becomes intense, the users' experiences using apps for e-Hailing food delivery service quality might vary. However, compared to that, the food delivery app operates primarily in mobile applications. This gives both the user's mobile e-hailing app and the restaurant's owner more comfort. Therefore, social media advertised and increased business awareness effectively and claimed that designing the websites, content, functionality, and usability must be considered (Pigatto et al., 2017).

Food delivery service has never been as popular as it is now, but now this trend will continue to grow, according to GrabFood Malaysia (Abirami Durai, 2020). In 2020, Malaysia's e-Hailing food delivery industry revenues exceeded MYR900 million (approximately USD211 million) (Statista, 2020). Besides many available food delivery service apps, the growth was also because of the Movement Control Order (in short: MCO) during pandemic covid-19 that dining in the restaurant is not allowed. People are asked to stay home. Furthermore, it was reported that 90% of South-East Asians connected to the Internet primarily through their smartphones (Abirami Durai, 2020).

As a result, the region's online food delivery is projected to reach over MYR24 billion (approximately USD8 billion) in market size in 2025 (Abirami Durai, 2020).

An online food delivery service is where foodservice operators or restaurant operators deliver food to a user through the restaurant's website. Customers use an app that quickly places orders from a restaurant, and the mess menu online can be set up through the online food ordering system (Adithya et al., 2017). Orders can also be easily tracked with an online food menu; it upholds the database for users and develops the food delivery service. The restaurants and mess can even modify the restaurant menu online and easily upload images. The perceived control and convenience of online food ordering services were important to users and non-users. However, non-users needed more personal contact and added higher anxiety about using the services. In addition, the non-users feel unsafe to use online payments, as they do not trust the applications and fear security risks. Thus, non-users think paying cash on delivery is the safest mode of payment (Kimes, 2011).

The experience can be different for each user of the app responsiveness since there will be a first-time user in the e-Hailing food delivery app. The study of Gunden et al. (2020) stated that decision-making has many special features; generally, when motivated by unique motivational situations, users will make buying decisions. Receiving at a late time or the apps are slow and stuck while the user is using it can make the apps' rate drop, and it tends them to uninstall it and change it to other e-Hailing's apps.

The app reliability is vital if it is trustworthy or consistently performed. Trustworthiness has the most significant positive impact on the perceived importance of using an e-Hailing food delivery app to formulate user attitudes (Zhao & Bacao, 2020b). Users tend to believe the apps can be functional and continually advertise them on their websites. Sometimes, the apps do not show whether the restaurant is open or close since the user can check it on the website, but it is not available in the apps.

Online purchasing development involves a limitless range of products and services to facilitate personalization (Yeo et al., 2017). Therefore, many users expect to receive an excellent quality product personalized to their desire. However, a study has revealed that few users found the quality of products as the prime concern, and the actual product received is different from what companies described (Rahman, 2015).

Professionalism during delivery services is another significant aspect of the rider-user relationship (Mohi, 2012). Although some riders believe that their employer can be stern in terms of job performance, some riders feel that their employer closes one's eyes to their misbehaviour at times (Gaikwad & Herczeg, 2020). Furthermore, some riders claim no reason to be friendlier to users for ratings since there are no rewards or extra cash linked to ratings (Gaikwad & Herczeg, 2020).

Users have begun to concentrate on waiting time because of service performance diversity (Lee & Lambert, 2000; Mohi, 2012). The waiting process is often perceived as an unpleasant experience because of its economic and physical burdens. Furthermore,

the delivery delays will reduce the users' experiences as users highly expect the service quality (McDougall & Levesque, 2000). However, late delivery can contribute to user frustration with the e-Hailing food delivery companies, which leads to unrepeated ordering.

Thus, to address the problem stated, the research objective, i.e., to examine the relationship between the service quality dimension (i.e., App Responsiveness, App Reliability, Product Expectation, Rider Professionalism, and Waiting Time) towards user experiences in Klang Valley, was formulated.

2   Literature Review, Development of Research Framework, and Research Hypotheses

2.1 e-Hailing Food Delivery Service Dimensions

The service provided by e-Hailing companies allows users to place orders to a restaurant through an online food ordering system (Adithya et al., 2017). Quality of service is always of the utmost significance for generating users' experiences because the quality of goods and services depends on them. The most prominent factors are the quality of service that can be evaluated by linking users' expectancy against their exact service encounters' assumptions (Berry et al., 1988). Therefore, the service quality directly results from the disparity between expectancy and users' exact service assumption (Yeşilada & Direktouml, 2010). However, Izogo and Ogba (2015) claimed that service level contributes to users' experiences and retention due to multiple reasons.

This study proposed five dimensions of e-Hailing Food Delivery Service Quality Dimensions: App Responsiveness, App Reliability, Product Expectation, Rider Professionalism, and Waiting Time. App Responsiveness is the ability of the food delivery apps to respond, receive and process the order to both users and the third party. Meanwhile, for apps, reliability is the capacity to perform the service promised accurately and appropriately. Product Expectation is what users assume the product they will get from providers through the purchase. Rider Professionalism is the competency in performing a delivery duty with professional interactions to achieve positive job quality. The last dimension is Waiting Time; it is a pre-process wait until the foods are safely delivered to the users.

2.1.1   App Responsiveness

The development and installation of the e-Hailing food delivery apps will be the backbone of the food industry because of the ability to receive and process the order, which will benefit both users and the third party. The app's responsiveness can create loyalty to a brand and its services, increasing the frequency of installations and active users. Responsiveness applies to staff's ability to support customers and efficiently provide timely service (Alex & Ondiek, 2014). The more people believe, the more they

will use the same apps rather than other existing apps. It consists of speed and service processing capabilities to respond to user service requests promptly.

More precisely, responsiveness is the willingness or readiness of employees to provide services (Al-Azzam, 2015). Zhao and Bacao (2020a) claimed that although the COVID-19 negatively affects the supply and demand of the catering industry, the consumption patterns of residents have shifted. Besides, the transition of catering companies from conventional in-store services to online-to-offline services has accelerated to thrive in a pandemic situation and preserve sustainable growth. Moreover, this indicator is important because when the customers reach a desired level of quality in an administration, there is a sense of self-esteem (Azudin et al., 2018).

2.1.2 App Reliability

Meanwhile, the app reliability has shown that the trustworthiness will positively impact using e-Hailing food delivery apps. Azudin et al. (2018) defined reliability as an ability to achieve what was appropriately promised. Reliability is also described as the capacity to perform the service promised accurately and appropriately (Alex & Ondiek, 2014). Azudin et al. (2018) suggest reliability focusing on the service provider's commitments and users' demand for the service. It is viewed that failure to provide the promised level of service will represent a low level of service quality.

In addition, trustworthiness has the most significant positive impact on the perceived importance of continuing to use e-Hailing food delivery apps to formulate user attitudes (Zhao & Bacao, 2020a). People constantly question whether the apps can be trusted to be used since they will involve money withdrawal, and third parties will know our information. Therefore, users tend to believe the apps can be functional and continually advertise them on their websites. Prabhash (2020) claimed that many e-Hailing food delivery applications allow users to hold accounts with them to order regularly. Before getting an account, a self-check for identification will be needed to provide safety to both the users and the third parties.

2.1.3 Product Expectation

A core concept in marketing analysis is user expectation, as it holds a significant component in user decision-making. Expectations are also described as the predictions made by users about what is likely to happen during an impending transaction or exchange (Zeithaml et al., 1993). Besides, the measurement indicators for user experiences are expectations. When an actual product succeeds passes expectations, users usually feel satisfied. However, users are likely to be dissatisfied if the actual product is below expectations (Woodruff et al., 1983). Furthermore, expectations are also an important indicator of behaviours and buying intentions. A study has shown that expectations affect users' behaviour and intentions to purchase products or services (Mauri & Minazzi, 2013).

The conception of user expectations is a crucial structure driven by multiple personal and external inputs. The previous study found that three categories of elements shaped the development of expectations on a product or service: (1) individual relevant influences (e.g., previous experiences, product awareness, and level of engagement), (2) other relevant influences (e.g., word-of-mouth and web ratings) and (3) company-controlled influences (e.g., characteristics of the product or service, and advertisement techniques) (Sweeney et al., 1992; Zeithaml et al., 1993). Given such an impact in terms of expectation, this study investigated how users' product expectations in e-Hailing food delivery could influence their experiences.

2.1.4 Rider Professionalism

Haywood-Farmer and Stuart (1990) asserted that professional, professional, and professionalism were commonly used to specify individual competency in performing a specific duty. Mulder (2014) describes professional competence as delivering a consistent, efficient outcome based on expertise, competencies, personalities, commonality, integration, and adaption. Despite its competitive environment, service focus, and high job intensity, the hospitality sector has obligated its staff to develop the most outstanding possible professionalism level (Wong & Chan, 2010). Many companies enhance their professionalism through various discipline programs to maximise service quality (Baum, 1983).

In the e-Hailing food delivery business, their Human Resources Management is responsible for instructing their riders to maintain professionalism during delivery to help their business achieve positive job quality (Gaikwad & Herczeg, 2020). The management also needs to offer training to build interpersonal skills and ethics among its employees to satisfy users (Yilmaz et al., 2018). Competent and trained employees determine every industry's development and success (Hussey et al., 2011). Some riders often see user experiences as a reward and feel appreciated for providing efficiency, which leads to good ratings. Riders with low user ratings can raise their ratings by smiling or merely saying "have a good meal," behaving as if they are not in a hurry, and politely asking for a 'thumbs up' (Gaikwad & Herczeg, 2020).

2.1.5 Waiting Time

Waiting time is interpreted as vacant time, pre-process waits, unsure waits, incomprehensible waits, unjust waits, lone waits, and crowd waits (Lee & Lambert, 2000). Bielen and Demoulin (2007) concluded that waiting time leaves companies with difficulties in certain situations, and if the service request is high, it may get severe. The period of a service's waiting duration is termed as observed waiting time (McGuire et al., 2010). Time is identified as a valuable asset that needs to be managed wisely as time is money or time is business. Time is an essential factor to be productive for both users and businesses (McGuire et al., 2010). The 'perceived waiting time length' is how users observe and speculate roughly the time pre-and post-service (De Man et al., 2004). One

of the first to establish a model that defined the variables impacting user experiences with waiting was Maister (1984).

In this context, there are cases in which waiting was viewed either more favourably or more unfavourably as a function of the waiting pressures were established. This concept was backed by Davis and Vollmann (1990) in an analysis of user waiting for times and experiences levels in the food and beverage industry. As users have to wait a bit longer, their view as a whole purchasing experience can be affected, and the 'perceive wait' constantly changes or from person to person as per the quality of service offered (Alsumait, 2015). Research by Lee and Lambert (2000) stated that users believed that 'reasonable waiting time' was longer than 'perceived waiting time,' which influences their experiences. If a user's waiting period is more extended than expected, it has been observed that their feeling of experiences reduces (Iqbal et al., 2012). Nevertheless, a company should emphasize reducing users' waiting time (Clemes et al., 2018).

2.2 User Experiences

User experiences are a broad viewpoint towards more emotionally appealing connections within the user and the product, application, system, or service (Olsson et al., 2013). Sethu and Saini (2016) study investigate the users' understanding, actions, and experiences of online food delivery services. Their study reveals that online food delivery services help users manage their time better. It is also found that the primary reasons for using the services are ease of availability of their desired food at any time and at the same time easy access to the internet. Alternatively, Lan et al. (2016) claimed that the online's food supply market is still immature; some apparent problems can be seen from users' bad experiences.

2.3 Development of Research Hypotheses

Along with the service, service quality is always of the utmost significance for generating users' experiences because the quality of goods and services depends on them. Izogo and Ogba (2015) claimed that service level contributes to users' experiences and retention due to multiple reasons. Thus, the following hypothesis is formulated:

H1:   There is a significant relationship between e-Hailing food delivery service quality dimensions and user experiences in the Klang Valley.

The app's responsiveness involves system stability, system response time, and function response speed during its operation (Hsu & Tang, 2020). The development and installation of e-Hailing food delivery apps will be the backbone of the food industry because of the ability to receive and process the order. The app's responsiveness can create loyalty to a brand and its services, increasing the frequency of installations and active users. Responsiveness also applies to staff's ability to support customers and efficiently provide timely service (Alex & Ondiek, 2014). Responsiveness is the ability to respond quickly and flexibly to user requirements and perform consistently according to user requirements to improve users' experiences. The more people believe, the more

they will use the same apps rather than other existing apps. It consists of speed and service processing capabilities to promptly respond to user service requests (Iberahim et al., 2016). Thus, the following hypothesis is formulated:

H_{1a}:　There is a significant relationship between apps responsiveness and user experiences in the Klang Valley.

Reliability is an ability to perform the service promised accurately and appropriately (Alex & Ondiek, 2014; Azudin et al., 2018). In the context of this study, app reliability is the possibility of the application working failure-free in specified conditions over a set duration of time. Reliability focuses on the service provider's commitments and users' demand for the service offered (Azudin et al., 2018; Pham, 2000). It is viewed that failure to provide the promised level of service will represent a low level of service quality. Besides, trustworthiness has the most significant positive impact on the perceived importance of continuing to use e-Hailing food delivery apps to formulate user attitudes (Zhao & Bacao, 2020b). Shachaf et al. (2008) mentioned that reliability is the best indicator of user experiences in electronic networks. Reliability will impact the app users' experiences in Malaysia. They must fulfil the rider's standards, which will generate user experiences and help create loyalty to the brand as it will improve the business's profitability (Adam et al., 2020). Thus, the following hypothesis is formulated:

H_{1b}:　There is a significant relationship between the app's reliability and user experiences in the Klang Valley.

Expectations indicate what users assume the product they will get from providers through the purchase (Kim, 2012). The conception of user expectations is a crucial structure driven by multiple personal and external inputs. The previous studies found that three categories of elements shaped the development of expectations on a product or service: (1) individual relevant influences (e.g., previous experiences, product awareness, and level of engagement), (2) other relevant influences (e.g., word-of-mouth and web ratings) and (3) company-controlled influences (e.g., characteristics of the product or service, and advertisement techniques) (Sweeney et al., 1992). Experiences are a subjective evaluation of products linked to users' prior expectations (Suhartanto et al., 2019). User experiences are usually seen as determining how well a service is delivered by exceeding user expectations (Saleem & Rashid, 2011). Thus, the following hypothesis is formulated:

H_{1c}:　There is a significant relationship between product expectation and user experiences in the Klang Valley.

Rider professionalism is the competency in performing a delivery duty with professional interactions to achieve positive job quality (Gaikwad & Herczeg, 2020). Mulder (2014) describes professional competence as delivering a consistent, efficient outcome based on expertise, competencies, personalities, commonality, integration, and adaption. Despite its competitive environment, service focus, and high job intensity, the hospitality sector has obligated its staff to develop the most outstanding possible

professionalism level (Wong & Chan, 2010). user experiences are significantly linked to employee behaviours and attitudes. For example, employees' behaviours, including knowledge, promptness, good manners, sociability, productivity, and passion, are important elements in boosting user experiences (Devasena, 2013; Emery & Fredendall, 2002). Thus, the following hypothesis is formulated:

H_{1d}: There is a significant relationship between rider professionalism and user experiences in the Klang Valley.

Time is an essential factor to be productive for both users and businesses (McGuire et al., 2010). Waiting time is interpreted as vacant time, pre-process waits, unsure waits, incomprehensible waits, unjust waits, lone waits, and crowd waits (Lee & Lambert, 2000). Time is identified as an asset that needs to be managed since time is money or business. Users believed that is reasonable waiting time was longer than the perceived waiting time, which influenced their experiences. If a user's waiting time is extended than expected, it has been observed that their feeling of experiences reduces (Clemes et al., 2018; Iqbal et al., 2012; Lee & Lambert, 2000). Thus, the following hypothesis is formulated:

H_{1e}: There is a significant relationship between waiting time and user experiences in the Klang Valley.

2.4 Development of Research Framework

Figure 1 illustrates the study's research framework. The e-hailing Service Quality dimensions, namely App Responsiveness, App Reliability, Product Expectation, Rider Professionalism, and Waiting Time, may influence the user experiences when used with the e-hailing apps. These dimensions were adapted from many hospitality and marketing disciplines (see these studies in Figure 1 and Table2).
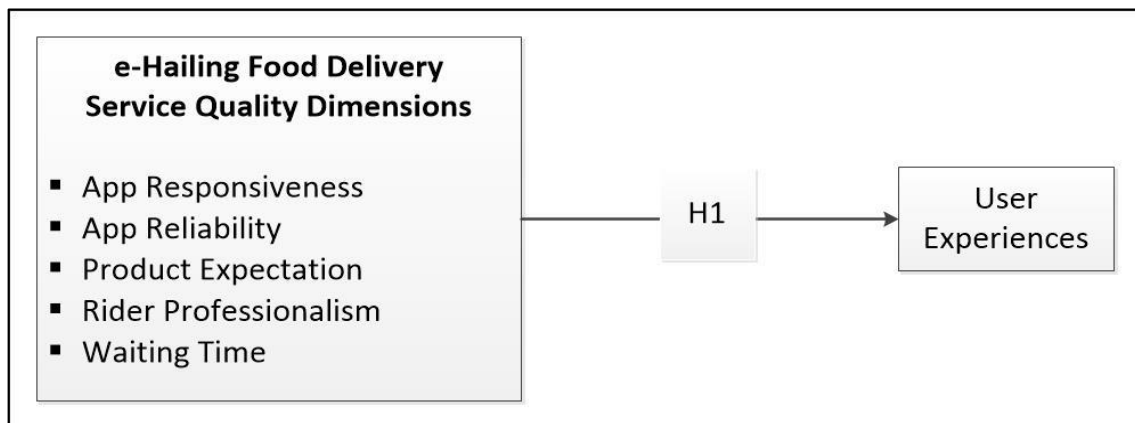

Figure 1: Proposed Research Framework

This study adapted from several studies: 1) e-Hailing Food Delivery Service Quality Dimensions; i.e., App Responsiveness (Al-Azzam, 2015; Alex & Ondiek, 2014; Iberahim et al., 2016); App Reliability (Alex & Ondiek, 2014; Azudin et al., 2018; Shachaf et al., 2008); Product Expectation (Mauri & Minazzi, 2013; Saleem & Rashid, 2011; Suhartanto et al., 2019); Rider Professionalism (Devasena, 2013; Gaikwad & Herczeg, 2020; Mulder, 2014); Waiting Time (Alsumait, 2015; Clemes et al., 2018; Iqbal et al., 2012; McGuire et al., 2010); and 2) User Experiences (Lan et al., 2016; Olsson et al., 2013; Sethu & Saini, 2016).

3   Methodology

The users of e-Hailing food delivery service apps aged 18 years and above are selected as the unit of analysis in this study. A minimum of 384 respondents was required for this paper based on the calculation of an unknown population (ProjectRegards Admin, 2019). The data was collected of e-Hailing food delivery users in the Klang Valley area. Many e-hailing food delivery service companies in Malaysia collaborate nationally, including Klang Valley, Penang, Putrajaya, and Johor Bahru (Lirong, 2021). They are also increased numbers of food orders in the Klang Valley area (Razak, 2020). Klang Valley is a broad area that covers 10 municipalities, ranging from the highest population to the lowest, including Wilayah Persekutuan Kuala Lumpur, Klang, Cheras, Subang Jaya, Petaling Jaya, Selayang, Shah Alam, Ampang, Putrajaya, and Sepang (Ooi & Nazar, 2021). Aligned with the vast area covered in Klang Valley, the researcher deems to collect data in the Klang Valley.

Questionnaires were adapted from the existing studies and tailored to the setting (see Table 2). The draft questionnaire was through validity and reliability procedures. Five academicians with a hospitality background and five e-Hailing food delivery app users were chosen to provide comments and suggestions to improve the questionnaire's content. All items were measured on a seven-point Likert Scale ranging from 1 (strongly disagree) to 7 (strongly agree). Once the draft questionnaire was corrected following the suggestion, a pilot study was conducted. The score for pilot testing of 50 respondents in this study ranges from 0.785 to 0.953 value shows internal consistency (Hair et al., 2010). Besides, each variables' values are significant as the Cronbach Alpha's value is greater than 0.70. The final questionnaire was created in Google Form, adopting a convenient sampling technique, and shared with e-Hailing food delivery app users through several media, i.e., WhatsApp, Twitter, and Telegram.

4   Findings

4.1 Descriptive Analysis

This study is a cross-sectional study; the data was collected from 31 December 2020 to 15 January 2021 in Klang Valley, Malaysia. Four hundred complete questionnaires were received. However, after the data cleaning process, 15 responses were invalid for the further procedure, resulting in a 385 (96%) usable responses rate higher than the minimum sample size.

Table 1 presents the demographic profile of the respondents. The female respondents (61%) are higher than the male respondents (39%). Table 1 also showed that most of the respondents were 18-27 years old (63.9%), followed by 28-37 years old (24.7%), and the lowest is 48 and above (3.1%). Most of the respondents' education level is undergraduate, which occupies 53.8% of the overall sample.

Lastly, the respondents prefer to use Foodpanda apps (72.5%), followed by GrabFood apps (64.7%). The four lowest preferred apps are Pizza Hut, Easyeat, Shopee, and Snail Delivery apps (0.3% each) (see Figure 2).

Table 1: Demographic Profile (*N = 385*)

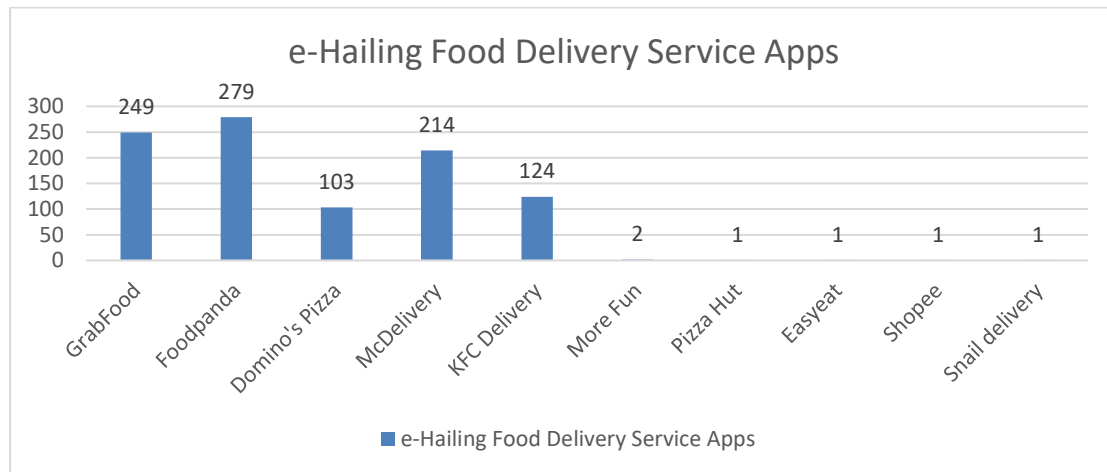| Category	Items	Frequency	Percent (%)
Gender	Male	150	39.0
	Female	235	61.0
Age	18 – 27 years old	246	63.9
	28 – 37 years old	95	24.7
	38 – 47 years old	32	8.3
	48 and above	12	3.1
Level of Education	School leavers	84	21.8
	Undergraduate	207	53.8
	Postgraduate	94	24.4
Preferred food delivery applications (Respondents may choose more than one apps)	GrabFood	249	64.7
	Foodpanda	279	72.5
	Domino's Pizza	103	26.8
	McDelivery	214	55.6
	KFC Delivery	124	32.2
	Others:		
	• More fun	2	0.5
	• Pizza Hut	1	0.3
	• Easyeat	1	0.3
	• Shopee	1	0.3
	• Snail Delivery	1	0.3

Figure 2: Preferred e-Hailing Food Delivery Service Apps

Table 2 provides the means and standard deviation distribution of all items. Table 2 also itemised the source of the measuring items used in the questionnaire.

Table 2: Descriptive Statistics (*N=385*)

Items	Statements	Authors	Mean	Std Deviation
	App Responsiveness	(Al-Azzam, 2015;		
B1	The apps are fast when using it	Alex & Ondiek,	5.64	.922
B2	The apps are not lagging	2014; Azudin et	5.36	.982
B3	The apps are easy to use	al., 2018)	5.69	.903

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Items	Statements	Authors	Mean	Std Deviation
B4	The apps are well responding through the order		5.61	.973
	App Reliability			
B5	The food in the apps is tally with the official restaurant	(Alex & Ondiek,	5.50	1.013
B6	The apps are functioning very well, as stated in the media	2014; Azudin et al., 2018;	5.53	.938
B7	The apps gave a variety selected of restaurant	Prabhash, 2020)	5.59	.956
B8	Apps ensure the safety and security of the users		5.57	.958
	Product Expectation	(Mauri &		
B9	The online reviews influence my product expectations	Minazzi, 2013;	5.56	1.040
B10	Products quality often met my expectations	Saleem &	5.36	.969
B11	Products delivered as displayed on applications	Rashid, 2011;	5.40	1.006
B12	The actual product often received as described	Suhartanto et al., 2019)	5.42	.929
	Rider Professionalism	(Devasena, 2013;		
B13	The riders are polite and friendly	Mulder, 2014;	5.71	.948
B14	The riders are helpful	Yilmaz et al.,	5.74	.980
B15	The rider's priority the cleanliness	2018)	5.66	.968
B16	The riders follow all delivery procedures		5.75	.923
	Waiting Time	(Alsumait, 2015;		
B17	The time given to wait is acceptable	Clemes et al.,	5.60	.893
B18	The application shows the estimated waiting time	2018; Iqbal et	5.77	.938
B19	The estimated waiting time is accurate	al., 2012;	5.44	1.054
B20	They inform if any delays in delivery needed	McGuire et al., 2010)	5.67	.926
	User Experiences			
C1	I am satisfied with the overall experience of using this e-Hailing food delivery app in terms of app responsiveness		5.71	.858
C2	I am satisfied with the overall experience of using this e-Hailing food delivery app in terms of apps reliability	(Lan et al., 2016;	5.66	.833
C3	I am satisfied with the overall experience of using this e-Hailing food delivery app in terms of product expectation	Olsson et al., 2013; Sethu & Saini, 2016)	5.58	.866
C4	I am satisfied with the overall experience of using this e-Hailing food delivery app in terms of rider professionalism		5.69	.894
C5	I am satisfied with the overall experience of using this e-Hailing food delivery app in terms of waiting time		5.62	.914

4.2 Hypotheses Testing

Regression Model 1 is used to test Hypothesis 1, which tests the relationship between e-Hailing Food Delivery Service Quality dimensions as the independent variables and the user Experiences as the dependent variable. Five dimensions relating to e-Hailing Food Delivery Service Quality were identified: App Responsiveness, App Reliability, Product Expectation, Rider Professionalism, and Waiting Time. The results relating to Hypothesis 1 are summarised in Table 3.

As summarised in Table 3, the beta loading for App Responsiveness $(\beta=.199, p<.001)$ is less than the 1% significance level, indicating that this dimension

is significant in e-Hailing Food Delivery Service Quality and supported H_{1a}. Thus, address research objective 1 and partially satisfy Hypothesis 1.

The beta loading for App Reliability $(\beta=.199, p<.001)$ was less than the 1% significance level, indicating that this dimension was significant in e-Hailing Food Delivery Service Quality and supported H_{1b}. Thus, address research objective 1 and partially satisfy Hypothesis 1. However, the beta loading for Product Expectation $(\beta=-.048, p>.10)$ was more than the 10% significance level, indicating that this dimension was insignificant in e-Hailing Food Delivery Service Quality. Therefore, the finding did not support H_{1c}.

The beta loading for Rider Professionalism $(\beta=.190, p<.001)$ was less than the 1% significance level, indicating that this dimension was significant e-Hailing Food Delivery Service Quality and supported H_{1d}. Thus, address research objective 1 and partially satisfy Hypothesis 1. Lastly, the beta loading for Waiting Time $(\beta=.387, p<.001)$ was less than the 1% significance level, indicating that this dimension was significant in e-Hailing Food Delivery Service Quality and supported H_{1e}. Thus, address research objective 1 and partially satisfy Hypothesis 1.

In conclusion, waiting time is the important dimension for user experience $(\beta=0.387)$, followed by App Responsiveness and App Reliability $(\beta=0.199)$ and the Rider Professionalism dimension $(\beta=0.190)$. Thus, the results of this study address research objective 1 and partially support H1.

Table 3: Regressions results of the e-hailing food delivery service quality on user experiences

Model	Unstandardised Coefficients		Standardised Coefficients Beta	t	Sig.
	B	Std. Error			
User Experiences (Constant)	.824	.189		4.353	.000
App Responsiveness	.190	.046	.199	4.109	.000***
App Reliability	.188	.049	.199	3.861	.000***
Product Expectation	-.045	.041	-.048	-1.094	.275
Rider Professionalism	.168	.039	.190	4.287	.000***
Waiting Time	.359	.043	.387	8.433	.000***

*Note: ***Significant at 1% level; **Significant at 5% level; *Significant at 10% level*

5   Discussion

This study was conducted to better understand user experiences towards e-Hailing Food Delivery Service Quality Dimension at Klang Valley. In addition, this study also develops the relationship between e-Hailing Food Delivery Service Quality Dimensions and User Experiences. After completing multiple regression, it shows a positive relationship between the independent variables: e-Hailing Food Delivery Service Quality Dimension and the dependent variable, User Experiences.

Numerous researchers advised that service quality sub-dimensions need to be formed to cater exclusively to diverse contexts because of the uncertainty of an existing

sub-dimensions service quality (Alotaibi et al., 2011; Brady & Cronin, 2001; Clemes et al., 2018; Mohi, 2012).

Research Objective 1 was achieved as the relationship between e-Hailing Food Delivery Service Quality Dimension (i.e., App Responsiveness, App Reliability, Product Expectation, Rider Professionalism, and Waiting Time) towards User Experiences in Klang Valley.

5.1 Discussion pertaining to the relationship between e-hailing service quality dimensions and user experiences

This section reveals that Hypothesis 1 was achieved. Nonetheless, it was partially supported because this study rejects H_{1c}, whereas H_{1a}, H_{1b}, H_{1d}, and H_{1e} were accepted. The result indicated that the e-Hailing Food Delivery Service Quality Dimensions has a significant relationship with User Experiences. Many studies have mentioned the significance of e-Hailing Food Delivery Service Quality Dimension in determining User Experiences (Emery & Fredendall, 2002; Iberahim et al., 2016; Izogo & Ogba, 2015; Shachaf et al., 2008). The researchers believe users perceived the e-Hailing Food Delivery Service Quality Dimensions from evaluating their experiences using e-Hailing Food Delivery apps.

5.1.1 App Responsiveness

Hypothesis 1a proposed a significant relationship between apps responsiveness and user experiences in the Klang Valley. The result from this study supported this hypothesis. This study shows that app responsiveness is an important dimension of e-Hailing service quality in measuring user experiences. This study supports Iberahim et al. (2016) findings. The ability to respond quickly and flexibly to user requirements and perform consistently and respond quickly in line with user requirements will improve users' experience. Besides, the e-Hailing Food Delivery applications' user-friendly features positively impact the user experiences when ordering food online. The statement "The apps are easy to use" gets the highest mean among the other statements in the app responsiveness sub-section. Besides, this result supports Alex and Ondiek (2014) statement that apps' responsiveness toward the users can create a loyalty brand, which means the apps' frequency of use. In line with these researchers' claims, app responsiveness is an essential sub-dimension of e-Hailing food delivery service quality in measuring user experiences.

5.1.2 App Reliability

Hypothesis $_{1b}$ proposed a significant relationship between app reliability and user experiences in the Klang Valley. The result from this study supported this hypothesis. This study shows that apps reliability is an important dimension of e-Hailing service quality in measuring user experiences. This study supports Shachaf et al. (2008) and Wolfinbarger and Gilly (2003) say that reliability is the best indicator of user experiences in electronic networks. Besides, the collaborations with many restaurants on e-Hailing

Food Delivery applications will greatly satisfy user experiences when ordering food online. The statement "The apps gave a variety selected of the restaurant" get the highest mean among the other statements in the app reliability sub-section. Besides, this result supports Adam et al. (2020) statement that apps reliability will impact the user experiences in using e-hailing food delivery services and help create loyalty to the brand to improve the business's profitability. In line with these researchers' claims, app reliability is an important sub-dimension of e-Hailing food delivery service quality in measuring user experiences.

5.1.3   Product expectation

Hypothesis $_{1c}$ proposed a significant relationship between product expectation and user experiences in the Klang Valley. However, this study rejected this hypothesis because it indicated an insignificant relationship between product expectation and user experiences in the Klang Valley. This implies that the online reviews, product descriptions, products displayed on apps do not influence users' experiences when using e-Hailing food delivery services. Therefore, in the e-Hailing food delivery service context, the result of this study does not support Suhartanto et al. (2019) and Saleem and Rashid (2011) that stated user experiences are usually seen as a determination of how well a service is delivered by exceeding user expectations. In line with these researchers' claims, this showed that product expectation is not an important sub-dimension of e-Hailing food delivery service quality in measuring user experiences.

5.1.4   Rider professionalism

Hypothesis $_{1d}$ proposed a significant relationship between rider professionalism and user experiences in the Klang Valley. The result from this study supported this hypothesis. This study shows that rider professionalism is an important dimension of e-Hailing service quality in measuring user experiences. This study supports Emery and Fredendall (2002) findings in which user experiences are significantly linked to employee behaviours and attitudes. Besides, every rider needs to follow all standard operating procedures during their delivery duty to increase the user experience. The "Riders follow all delivery procedures" statement gets the highest mean among the other statements in the rider professionalism sub-section. In addition, this result supports Devasena (2013) statement that employees' behaviours, including knowledge, promptness, good manners, sociability, productivity, and passion, are critical elements in boosting user experiences. Thus, rider professionalism is an important sub-dimension of e-Hailing food delivery service quality in measuring user experiences.

5.1.5   Waiting time

Hypothesis $_{1e}$ proposed a significant relationship between waiting time and user experiences in the Klang Valley. The result from this study supported this hypothesis. This study shows that waiting time is an important dimension of e-Hailing service quality in measuring user experiences. This study supports Lee and Lambert (2000) findings that

users believed that 'reasonable waiting time' was longer than 'perceived waiting time,' which influences their experiences. Waiting time estimation features on e-Hailing Food Delivery applications significantly impact the user experiences. The statement "The application shows the estimated waiting time" gets the highest mean among the other statements in the waiting time sub-section. In addition, this result supports Iqbal et al. (2012) states that if a user's waiting period is shorter than expected, it has been observed that their feeling of experiences increases positively. In line with these researchers' claims, this showed that waiting time is an important sub-dimension of e-Hailing food delivery service quality in measuring user experiences.

5.2 Conclusion

This study has shown a partially significant relationship between the e-Hailing Food Delivery Service Quality Dimensions (i.e., App Responsiveness, App Reliability, Product Expectation, Rider Professionalism, and Waiting Time) and User Experiences. Therefore, e-Hailing food delivery companies need to improve service quality to increase their experience level. Besides, e-Hailing food delivery companies might also maximize collaborating restaurants to boost the users' excitement in using their applications.

5.3 Contributions

This paper has contributed to the academician and e-Hailing practitioner perspectives that may provide some concepts to enhance this study area. This paper also gives e-Hailing food delivery companies a chance to practice the knowledge to outline some plans to enhance user experiences and re-purchase intention, which help boost the e-Hailing food delivery company.

This paper encourages e-Hailing food delivery companies to make a notable improvement in forming the idea of more trustworthy service quality for e-Hailing food delivery applications. Furthermore, this paper shows the importance of feedback, suggestions, and complaints to acknowledge users' feelings or dissatisfaction regarding e-Hailing food delivery service quality.

This paper provides extra knowledge and develops a few strategies for the e-Hailing food delivery business to enhance customer experiences through improved quality of services, such as upgrading key features of the apps to ensure that it is easy to use anytime and anywhere. Moreover, this paper reveals that they require to enhance their rider's professionalism during delivery duty and improve the accuracy of the estimated waiting time shown on the application.

5.4 Limitations of the research

First, this paper has statistically examined the relationships between e-Hailing service quality dimensions and user experiences using e-Hailing food delivery services. There are maybe several other indicators of user experiences, such as price, assistance, and marketing influence, but those indicators are not included in this study. More study is needed to validate the dimensions named in this study.

There are many other potential kinds of study in the future that can be examined in this study. Future study is nevertheless required to support and extend this paper's results. For example, the researcher may discover a more thorough interpretation of e-Hailing food delivery relating to the service quality dimensions (App Responsiveness, App Reliability, Product Expectation, Rider Professionalism, and Waiting Time) to increase user experiences and encourage re-purchase intention. Hence, it can improve the e-Hailing companies' supervision on the importance of service quality when dealing with the customers.

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