

Food Delivery App Usability on Purchase Decision of Young Consumers: Inputs for Enhancement

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Publication history: Received: May 19, 2026; Revised: June 26, 2026; Accepted: June 28, 2026

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Abstract

This study examined food delivery app usability and its influence on the purchase decisions of young consumers. Anchored on the Input–Process–Output model, the study focused on usability dimensions such as ease of navigation, user interface and design, speed and performance, personalization features, security and privacy, customer support and assistance, and influence on purchase decision. The study employed a descriptive research design using the survey method. Data were gathered through a validated survey questionnaire administered to 75 Marketing students from the College of Business and Public Administration of Eulogio “Amang” Rodriguez Institute of Science and Technology, selected through purposive sampling. The data were analyzed using percentage, weighted mean, Likert scale interpretation, and Pearson r. Findings showed that young consumers assessed food delivery app usability to an extent, with a grand mean of 4.18. User interface and design, security and privacy, and personalization features were the strongest areas, while speed and performance received the lowest assessment. The influence of food delivery app usability on purchase decision was rated to a high extent, with a grand mean of 4.21, indicating that usability affects ordering behavior and recommendation intention. Significant relationships were also reported involving consumer profile and app usability assessment. The study concluded that improved usability contributes to customer satisfaction and stronger purchasing behavior. The study aligns with SDG 8, SDG 9, and SDG 12 by supporting digital commerce, innovation in service platforms, and informed consumer decision-making. Its sustainability impact lies in promoting user-centered, reliable, and responsive food delivery applications that support technological, socio-economic, business, and institutional sustainability.

Keywords: Customer Support and Assistance, Food Delivery Applications, Online Food Delivery, Personalization Features, Purchase Decisions, Security and Privacy, Speed and Performance, User Interface and Design, Young Consumers

1. Introduction

Food delivery applications have become an important part of contemporary consumer life, particularly among young consumers who rely on digital platforms for convenience, accessibility, and faster service. The growth of smartphones, internet access, and app-based commerce has reshaped traditional dining habits and increased competition among food delivery platforms. In the Philippines, platforms such as GrabFood and Foodpanda have become widely used, especially in urban areas, where online ordering is increasingly preferred over dine-in or takeout options. This study focuses on food delivery app usability and its influence on the purchase decisions of young consumers, particularly in terms of ease of navigation, user interface and design, speed and performance, personalization features, security and privacy, customer support and assistance, and influence on purchase decision. The study seeks to generate inputs for enhancement that may improve customer satisfaction, app functionality, and service quality.

1.1 Food Delivery App Usability and Purchase Decisions among Young Consumers

Food delivery applications have transformed how young consumers access food services by offering convenience, speed, and flexibility through digital platforms. This transformation reflects the increasing dependence of consumers on technology for everyday transactions. During the pandemic, food delivery applications became especially useful because they supported contactless and home-based consumption while allowing consumers to meet their food needs despite mobility restrictions. As a result, online food delivery became not only a temporary response to health-related limitations but also a continuing consumer practice. In the Philippine setting, food delivery applications such as GrabFood and Foodpanda have significantly influenced young Filipino consumers' ordering behavior. These platforms provide access to food choices, delivery tracking, payment options, promotional offers, and customer support services. However, usability problems such as cluttered interfaces, complicated ordering processes, slow system performance, weak personalization, privacy concerns, and delayed customer assistance may discourage users from completing purchases. Thus, evaluating

food delivery app usability is important in understanding how young consumers make purchase decisions and what improvements may be proposed for platform enhancement.

1.2 Usability Dimensions and Consumer Satisfaction in Online Food Delivery Platforms

Local and foreign literature shows that food delivery app usability is closely connected to customer satisfaction, trust, loyalty, and purchase behavior. Arias and Bayna-Mariano (2024) examined students at the University of the Philippines Los Baños and identified convenience, diverse food options, delivery speed, food quality, order accuracy, customer service, food preferences, and budget considerations as important factors in online food delivery use. Their findings show that student consumers value both service efficiency and food choice when using food delivery applications. Buenaventura et al. (2021) emphasized perceived usefulness, ease of use, service quality, delivery speed, order accuracy, customer support, promotional offers, and trust in security and reliability as important factors in customer satisfaction. These findings suggest that users are more likely to continue using food delivery platforms when the app is convenient, secure, responsive, and service-oriented. Similarly, Bare et al. (2023) observed that young consumers prioritize delivery speed, ease of use, speed and performance, and customer support, with GrabFood recognized for quick issue resolution and restaurant variety, while FoodPanda is valued for its simple interface and reasonable delivery time. Orbe and Valenzuela (2024) compared GrabFood and Foodpanda in the Philippine context and found that app interface design, ease of navigation, variety of food choices, delivery time, payment options, promotional offers, affordability, real-time tracking, pre-ordering, and direct communication with riders influence satisfaction and loyalty among young consumers. Dela Rosa and Separa (2022) also found that delivery accuracy, order completion, customer support responsiveness, timely delivery, and user-friendly payment methods contributed to customer satisfaction during the pandemic. Foreign literature similarly confirms the importance of app usability in online food delivery platforms. Tan et al. (2025) found that customers prioritize ease of use, but many users reported dissatisfaction with app functionality, showing that poor usability can negatively affect consumer experience. Blanckensee et al. (2023) explained that perceived usability significantly influences consumer buying behavior, especially during and after the COVID-19 period, when food delivery applications became a practical option for customers with limited time or mobility. Rudy and Nathaniel (2024) identified wide food choices, safe security systems, and promotional deals as important features that attract consumers, shape buying behavior, encourage repeat purchases, and strengthen satisfaction and loyalty. Dsouza et al. (2025) found that convenience, personalization, and speed contributed to university students' satisfaction with online food delivery in Dubai, while service quality and delivery features were more important to students than price and payment security. Akhmadi et al. (2021) stated that Generation Z is a major driver of online food delivery adoption because of their familiarity with information technology and applications, making usability a primary factor in their purchase behavior.

1.3 Online Food Delivery Use among Young Consumers in Local, National, and Global Contexts

At the local level, food delivery app use has grown alongside digitalization and e-commerce. Ardieta (2023) explained that digital platforms have made tasks possible anytime and anywhere, and that online food delivery became a trend and a norm during the COVID-19 pandemic. The study also noted that Grab Food and Food Panda are dominant among Metro Manila residents in terms of awareness and usage, while local food delivery companies remain underutilized and may need stronger promotional strategies and wider reach. Bandleon and Dahilan (2023) examined post-purchase evaluation and complaint behavior among online shoppers in Quezon City and found that dissatisfaction, poor product quality, and unmet expectations increased the likelihood of complaints or negative feedback. This supports the importance of service quality, reliability, and customer satisfaction in digital shopping environments, including food delivery applications. Orcullo and Grefalde (2025) described online food delivery services as digital platforms or mobile applications that allow consumers to order food from restaurants for direct delivery. These services improved convenience, speed, and flexibility in accessing meal options, while the rise in demand was influenced by smartphone use, internet access, changing lifestyles, and the COVID-19 pandemic. Orpiano et al. (2023) identified delayed support and order discrepancies as customer experience issues that can be addressed through better system design and more responsive customer assistance. This reinforces the role of usability, reliability, and customer support in improving user trust and purchase decisions. Yu (2022) reported that consumers in the Philippines and Southeast Asia increasingly view food and grocery deliveries as part of daily life, with demand continuing even after pandemic restrictions eased. At the global level, food delivery platforms continue to expand as consumers adopt app-based services for convenience and speed. Pai and Mayya (2022) explained that smooth navigation, quick system response, and secure payment processes influence whether young users proceed with an order. Felicia et al. (2025) evaluated GoFood and GrabFood through user experience dimensions such as attractiveness, perspicuity, efficiency, dependability, stimulation, and novelty, emphasizing interface quality, navigation comfort, and responsiveness as determinants of satisfaction and platform preference. Elverda et al. (2025) found that perceived price, perceived usefulness, perceived ease of use, service quality, consumer trust, and satisfaction significantly affected repurchase intention among online food delivery users in Indonesia. Pal et al. (2022) reported that interface appeal, navigation simplicity, fast loading times, and perceived value shaped satisfaction, loyalty, and continued usage among university students. Riesenberget al. (2021) further emphasized that transparency, clear pricing, accurate updates, honest information, and dependable system functionality support consumer trust and purchase intention.

1.4 IPO-Based Conceptual Basis for Assessing Food Delivery App Usability

The study is anchored on an Input–Process–Output model that organizes the research process from information gathering to the development of proposed inputs for enhancement. The input includes references from books, journals, periodicals, theses, magazines, and online sources; the young consumer respondents; survey results on food delivery app usability; and the problems encountered in using food delivery applications. The process includes the formulation, validation, and administration of the survey questionnaire, followed by the assessment of food delivery app usability in terms of ease of navigation, user interface and design, speed and performance, personalization features, security and privacy, customer support and assistance, and influence on purchase decision. It also includes statistical treatment, analysis, and interpretation of data. The output consists of proposed inputs for enhancement. This conceptual basis reflects the study's focus on determining how specific usability dimensions influence the purchase decisions of young consumers. The study also hypothesizes that there is no significant relationship between the profile of young consumers, including age, gender, online shopping frequency, product purchases, and mobile app preferences, and their assessment of food delivery app usability in terms of ease of navigation, user interface and design, speed and performance, personalization features, security and privacy, customer support and assistance, and influence on purchase decision.

1.5 Research Gap on Food Delivery App Usability and Purchase Decisions of Marketing Students

The reviewed literature establishes that usability, service quality, trust, security, convenience, personalization, and customer support influence satisfaction and continued use of food delivery applications. Based on the related literature and studies of Buenaventura et al. (2021), Tan et al. (2025), Pai and Mayya (2022), Felicia et al. (2025), and Pal et al. (2022), app usability is a foundational factor affecting satisfaction, trust, and behavioral intention in online food delivery platforms. Arias and Bayna-Mariano (2024), Bare et al. (2023), Dela Rosa and Separa (2022), Dsouza et al. (2025), and Orpiano et al. (2023) further confirm that efficient service execution is central to customer satisfaction and continued use. Rudy and Nathaniel (2024), Elverda et al. (2025), Riesenbergs et al. (2021), Bandeleon and Dahilan (2023), and Orcullo and Grefalde (2025) show that trust supported by security, transparency, and reliable post-purchase experiences sustains customer confidence and loyalty. Akhmadi et al. (2021), Ardieta (2023), Orbe and Valenzuela (2024), Yu (2022), and Blanckensee et al. (2023) also show that young consumers and students are among the major drivers of online food delivery growth. Despite these findings, there remains a need to examine food delivery app usability specifically in relation to the purchase decisions of young consumers in the study setting. This study focuses on 1st, 2nd, and 3rd year Marketing students from the College of Business and Public Administration at Eulogio “Amang” Rodriguez Institute of Science and Technology from January to March 2026. It seeks to determine the profile of young consumers, assess food delivery app usability across key dimensions, examine the significant relationship between consumer profile and usability assessment, and develop proposed inputs for enhancement based on the findings.

1.6 Alignment of Food Delivery App Usability with Relevant Sustainable Development Goals

This study aligns with SDG 8 – Decent Work and Economic Growth because it examines digital food delivery platforms that influence consumer behavior, service quality, customer loyalty, and business strategies. By identifying usability factors that affect purchase decisions, the study may help food delivery service providers, merchants, business owners, and marketers improve digital service delivery and consumer engagement. The study also relates to SDG 9 – Industry, Innovation and Infrastructure because it focuses on food delivery applications as digital service platforms. Its emphasis on ease of navigation, user interface and design, speed and performance, personalization features, security and privacy, and customer support supports innovation in app development and digital commerce. In addition, the study connects with SDG 12 – Responsible Consumption and Production because it promotes informed purchase decisions among young consumers and encourages service providers to improve transparency, reliability, and usability in digital food delivery transactions.

1.7 Contribution of Food Delivery App Usability Research to Multidisciplinary Sustainability

The study contributes to technological and digital sustainability by identifying usability issues that may guide improvements in app design, functionality, system performance, personalization, data security, and customer assistance. These improvements can support more reliable, user-centered, and sustainable digital service platforms. The study also contributes to socio-economic and business sustainability by helping food delivery service providers, merchants, business owners, and marketers understand how usability affects purchase decisions, customer satisfaction, retention, and loyalty. For young consumers, the study supports informed decision-making when selecting and using food delivery applications. For future researchers, it provides a reference for further studies on food delivery app usability, consumer behavior, and digital commerce. Overall, the study supports community and institutional sustainability by promoting better digital service practices that respond to the needs and experiences of young consumers.

2. Material and methods

2.1 Research Design

The study employed a descriptive research design using the survey method to examine food delivery app usability in relation to young consumers' purchasing decisions and to formulate evidence-based inputs for enhancement. Ramirez et al. (2025) emphasize the effectiveness of descriptive design in obtaining information about users' current experiences and satisfaction levels while using applications. This design was appropriate because it described the experiences, issues, and assessments of young college students regarding food delivery app features, performance, service quality, and areas requiring improvement.

2.2 Locale of the Study

The study was conducted at Eulogio "Amang" Rodriguez Institute of Science and Technology, particularly among Marketing students from the College of Business and Public Administration. The locale was selected because the respondents were young consumers who had experience using food delivery applications, making them relevant to the study's focus on app usability and purchase decisions.

2.3 Respondents of the Study

The respondents of the study were 75 Marketing students from Eulogio "Amang" Rodriguez Institute of Science and Technology. They were composed of first-year, second-year, and third-year students, with 25 respondents from each year level, representing an equal distribution across the three groups. Most respondents were 18–21 years old, followed by those aged 22–25 years old, while no respondents belonged to the 26–29 and above 30 age categories. In terms of sex, most respondents were female, while a smaller proportion were male. The respondents varied in their use of food delivery applications. Most of them rarely used food delivery applications or used them one to three times a month, while fewer respondents used them weekly or daily. Fast food was the most commonly ordered product through delivery apps, followed by beverages, desserts, groceries, and other products. Foodpanda and GrabFood were the most frequently used applications among the respondents, while in-house food delivery apps and MetroMart had minimal or no usage.

2.4 Sample and Sampling Procedure

The study used purposive sampling to select respondents who were young consumers and active users of food delivery applications. This technique allowed the researchers to intentionally choose participants whose experiences were directly related to the study's focus on food delivery app usability and purchase decision behavior. According to Bisht (2025), purposive sampling is a non-probability sampling technique in which participants are intentionally selected based on their relevance to the research question and the specific characteristics needed for the study. Through this approach, the researchers obtained focused and experience-based data that supported the descriptive design and strengthened the relevance of the findings.

2.5 Research Instrument

The study used a survey questionnaire as the main instrument for gathering the necessary data. The questionnaire was designed to address the research problems and was submitted to evaluators for validation of its content and form. With the guidance of the adviser, the researchers revised the questionnaire based on the evaluators' recommendations before submitting the final version for approval. The questionnaire consisted of three parts. The first part gathered the profile of the respondents in terms of age, gender, frequency of online shopping, types of products purchased, and food delivery app preferences. The second part assessed food delivery app usability on purchase decisions in terms of ease of navigation, user interface and design, speed and performance, personalization features, security and privacy, customer support and assistance, and influence on purchase decisions. The third part gathered proposed inputs for enhancing food delivery app usability. The instrument underwent content evaluation by qualified professionals, including the research adviser, faculty members, and an experienced app developer, to ensure the relevance and accuracy of the items. Their comments and recommendations were used to improve the questionnaire. A revised version was also tested on two respondents for further refinement. Items that were irrelevant or inadequate were removed, while items related to the study variables were retained to strengthen the comprehensiveness of the instrument.

2.6 Data Gathering Procedure

The researchers first prepared a letter addressed to the College of Business and Public Administration management to obtain permission to conduct the survey among the selected students. After approval, the researchers personally distributed the questionnaires to the respondents through a face-to-face approach using purposive sampling. The completed questionnaires were then collected, tallied, and prepared for presentation and interpretation. The gathered data were organized and presented in textual form for analysis.

2.7 Data Analysis Techniques

The study used percentage, weighted mean, Likert scale interpretation, and Pearson r to analyze the data. Percentage was used to describe the profile of the respondents and determine the proportion of individuals within each category. Weighted mean was used to summarize the respondents' assessments of food delivery app usability and its influence on purchase decisions. The Likert scale was used to interpret the assessment of food delivery app usability from not usable to highly usable and the influence on purchase decisions from not influential to highly influential. Pearson r was used to determine the significant relationship between the profile of young consumers and their assessment of food delivery app usability. These statistical tools allowed the researchers to analyze the respondents' characteristics, evaluate usability dimensions, interpret the level of influence on purchase decisions, and determine whether a relationship existed between the variables of the study.

3. Results and Discussion

3.1 Assessment of Food Delivery App Usability

3.1.1 Ease of Navigation

The assessment of food delivery app usability in terms of ease of navigation obtained an overall weighted mean of 4.15, interpreted as Extent. The ordering process from selection to checkout received the highest rating with a weighted mean of 4.36, followed by the logical arrangement of menu categories with a weighted mean of 4.21, both interpreted as Highly Extent. Navigating through the app with minimal effort and locating restaurants and menu items without difficulty both received a weighted mean of 4.08, while search and filter tools received the lowest weighted mean of 4.04, all interpreted as Extent. The findings indicate that the food delivery app provides a generally smooth and efficient navigation experience. However, the lower rating for search and filter tools suggests that further improvement in narrowing down choices may enhance usability. Relatively, Arias and Bayna-Mariano (2024) emphasized that efficient service execution and well-designed app systems significantly enhance customer satisfaction and continued use of food delivery applications.

3.1.2 User Interface and Design

The assessment of user interface and design obtained an overall weighted mean of 4.40, interpreted as Highly Extent. All indicators were rated Highly Extent, with fonts, icons, and images being easy to interpret receiving the highest weighted mean of 4.44. This was followed by color combinations contributing to a pleasant browsing experience with 4.43, clear and organized layout with 4.35, visually appealing overall appearance with 4.33, and visual design enhancing satisfaction while ordering with 4.28. The results show that the food delivery app's user interface and design are highly effective in providing a clear, organized, visually appealing, and satisfying experience. These findings align with the study of Pai and Mayya (2022) emphasizes that strong app usability particularly in terms of clear interface design, visual clarity, and ease of navigation significantly enhances user satisfaction and strengthens positive user experience in online food delivery platforms.

3.1.3 Speed and Performance

The assessment of speed and performance obtained an overall weighted mean of 3.85, interpreted as Extent. Payment and checkout processes received the highest rating with a weighted mean of 4.23, interpreted as Highly Extent. The application's stable performance during high traffic received 3.77, opening and loading within a short time received 3.89, commands and selections being executed without delay received 3.85, and infrequent system errors or crashes received the lowest weighted mean of 3.51, all interpreted as Extent. The findings reveal that the app performs efficiently overall, especially in payment and checkout processes. However, the lower rating for system errors or crashes suggests that improving system stability and minimizing technical problems may further enhance the app's speed and performance. A study conducted by Pal et al. (2022) emphasizes that efficient system performance particularly fast processing and minimal errors is a critical dimension of app usability that significantly influences user satisfaction and continued usage of online food delivery platforms.

3.1.4 Personalization Features

The assessment of personalization features obtained an overall weighted mean of 4.24, interpreted as Highly Extent. Recommendations aligned with food preferences received the highest weighted mean of 4.35, followed by previous orders being stored for reordering with 4.31 and personalization increasing the likelihood of ordering with 4.27, all interpreted as Highly Extent. Order customization options received 4.15, while promotional offers tailored to interests received the lowest weighted mean of 4.12, both interpreted as Extent. The results indicate that personalization features enhance user engagement and ordering behavior. However, tailored promotions and flexible customization options may still be improved to strengthen overall app usability. In support to the findings, Rudy and Nathaniel (2024) emphasize that personalized and user centered features enhance customer trust and engagement, thereby increasing the likelihood of continued usage of food delivery applications.

3.1.5 Security and Privacy

The assessment of security and privacy obtained an overall weighted mean of 4.32, interpreted as Highly Extent. All indicators were rated Highly Extent. Personal information protection and clear, understandable privacy policies both received the highest weighted mean of 4.36. Confidential handling of financial details received 4.33, while secure and trustworthy payment methods and security measures increasing confidence both received 4.27. The findings show that the app performs strongly in protecting user data and maintaining privacy. However, payment security and users' confidence in security measures may still be enhanced to further strengthen trust. Relatively, Elverda et al. (2025) confirmed that robust security measures and transparent privacy policies are essential in building user trust and confidence in online platforms.

3.1.6 Customer Support and Assistance

The assessment of customer support and assistance obtained an overall weighted mean of 4.13, interpreted as Extent. Positive service encouraging continued use received the highest weighted mean of 4.32, followed by the availability of customer service channels with 4.21, both interpreted as Highly Extent. The usefulness of the help center and dependability of communication with support both received 4.07, while prompt issue resolution received the lowest weighted mean of 3.94, all interpreted as Extent. The results indicate that customer support features are generally effective and encourage continued app use. However, the lower rating for prompt issue resolution suggests that improving response time may further enhance user satisfaction. In support to the findings, Dsouza et al. (2025) emphasizes that efficient and responsive customer support services play a crucial role in enhancing user satisfaction and encouraging continued use of food delivery applications.

3.1.7 Overall Food Delivery App Usability

The overall assessment of food delivery app usability obtained a grand mean of 4.18, interpreted as Extent. User interface and design ranked highest with a grand mean of 4.40, followed by security and privacy with 4.32 and personalization features with 4.24, all interpreted as Highly Extent. Ease of navigation obtained 4.15, customer support and assistance obtained 4.13, and speed and performance obtained 3.85, all interpreted as Extent. The findings show that young consumers generally assessed food delivery app usability positively. The strongest areas were interface design, security and privacy, and personalization, while speed and performance ranked lowest. This suggests that while the applications are functional and user-friendly, improvements in system stability, loading speed, and error reduction may further enhance the overall user experience.

3.2 Influence of Food Delivery App Usability on Purchase Decision

The influence of food delivery app usability on the purchase decision of young consumers obtained a grand mean of 4.21, interpreted as High Extent. Overall experience influencing recommendation received the highest weighted mean of 4.39, followed by ease of use increasing the likelihood of ordering with 4.25, both interpreted as High Extent. App features guiding selection received 4.19, usability affecting purchasing decisions received 4.12, and promotions influencing buying behavior received 4.11, all interpreted as Extent. The findings indicate that food delivery app usability strongly influences young consumers' purchase decisions. A positive overall experience and ease of use appear to encourage users not only to place orders but also to recommend the app to others. Although promotions influence buying behavior, the results suggest that usability and user experience play stronger roles in shaping purchase decisions.

3.3 Relationship Between Respondents' Profile and Food Delivery App Usability

The relationship between respondents' profile and food delivery app usability showed significant results across all profile variables. Age obtained an r-value of 0.89, sex obtained 0.88, frequency of use obtained 0.81, and products ordered obtained 0.77, all interpreted as Very Strong Correlation. Delivery application used obtained an r-value of 0.69, interpreted as Strong Correlation. The computed t-values exceeded the critical value, leading to the rejection of the null hypothesis. The results indicate that the profile of young consumers has a significant relationship with their assessment of food delivery app usability. This means that factors such as age, sex, frequency of use, type of products ordered, and preferred delivery application are associated with how respondents evaluate the usability of food delivery apps. Therefore, the null hypothesis stating that there is no significant relationship between the profile of young consumers and food delivery app usability is rejected.

3.4 Proposed Inputs for Enhancement

The findings showed that although food delivery app usability was generally assessed positively, several areas still require enhancement. These include search and filtering tools, system speed and stability, personalized promotions, customer support responsiveness, and promotional strategies. Improving these areas may help make food delivery applications more efficient, convenient, secure, and satisfying for young consumers. The proposed inputs for enhancement focus on strengthening usability features that influence purchase decisions. Continuous improvement in navigation, performance, personalization, security, customer assistance, and promotional strategies may increase customer satisfaction, encourage continued app use, and positively affect the purchasing behavior of young consumers.

4. Conclusion & Recommendations

The study concluded that young consumers generally assessed food delivery applications positively in terms of usability, particularly in user interface and design, security and privacy, and personalization features. However, speed and performance received the lowest assessment, indicating the need to improve application stability, loading speed, and overall system performance. The findings further showed that food delivery app usability influences young consumers' purchase decisions, as applications that are easy to use, visually appealing, secure, and responsive encourage ordering behavior and recommendation intention. The significant relationship between food delivery app usability and purchase decision confirmed that improved usability contributes to customer satisfaction and stronger purchasing behavior.

Food delivery application developers and providers may enhance search and filtering functions, optimize system performance, strengthen personalized recommendations and promotional offers, improve customer support responsiveness, and refine promotional strategies and notification timing to improve user experience and influence purchase decisions. Future researchers may also conduct similar studies using a larger sample size and additional variables to further validate and expand the findings of the study.

The study was limited to assessing the usability of food delivery applications and its influence on the purchase decisions of young consumers. Its findings may be further validated by future studies using a larger sample size and additional variables to provide broader and more comprehensive results.

Compliance with ethical standards

The study followed the stated research procedures by preparing a letter addressed to the College of Business and Public Administration management to obtain permission to conduct the survey among the selected students. The survey questionnaire was evaluated by qualified professionals, revised based on recommendations, and distributed personally to the respondents through a face-to-face approach.

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