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THE RELATIONSHIP BETWEEN POST-COVID-19 ONLINE FOOD DELIVERY SERVICES AND GEN Y SATISFACTION

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ABSTRACT

This study examines the relationship between post-COVID-19 online food delivery services and Generation Y satisfaction in Ampang District, Hulu Langat, Selangor. A quantitative approach was employed using a structured questionnaire distributed to 430 respondents. Data were analysed using Pearson correlation and multiple regression. The findings indicate that affordability, efficient delivery, privacy and security, and food quality all significantly influence customer satisfaction. Food quality emerged as the strongest predictor, followed by affordability. The model explained 79.5% of the variance in satisfaction. The study contributes to the literature on digital service quality and consumer behaviour by providing evidence from a Malaysian post-pandemic context.

KEYWORDS: Online Food Delivery; Customer Satisfaction; Generation Y Preferences; Affordability and Service Quality; Post-COVID-19 Consumer Behaviour. Sustainable Growth.

1. INTRODUCTION

The study's objective is to investigate whether the Gen Y satisfaction in the Ampang District, Hulu Langat, Selangor is linked to online food delivery services after the outbreak of COVID-19. The COVID-19 pandemic accelerated the adoption of online food delivery services as consumers increasingly relied on digital platforms for convenience and safety. In Malaysia, this shift was particularly evident among Generation Y, who are highly familiar with mobile applications and technology-based services. In Ampang District, Hulu Langat, the growing use of online food delivery platforms has reshaped food purchasing behaviour and service expectations. However, limited empirical evidence exists on the determinants of Gen Y satisfaction in this local context. The Ampang District of Hulu, Langat Selangor has undergone a notable transformation in terms of food availability and satisfaction as a result of the emergence of online food delivery platforms according to Bao and Zhu (2022). The COVID-19 pandemic has expedited this shift, especially among Generation Y, renowned for their technological expertise. Online food delivery (OFD) services have gained popularity in the food and beverage sector, with renowned companies such as Food Panda, Grab Food, and Shopee taking part. The topic of discussion is Gen Y, which refers to those born approximately between the years 1981 and 1996, and their distinctive attributes as customers. Examine their level of expertise in using digital technologies, their tendency to prioritize convenience, and their propensity towards solutions that rely on technology.

Gen Y appreciates these services for their ability to expedite food purchases, thereby saving time and enabling them to allocate their attention to other facets of their lives according to Winkler et al (2020). The emergence of online food delivery platforms in the Ampang District has revolutionized the way individuals obtain and savour food. The pervasive ownership and utilization of smartphones among the populace has additionally bolstered the expansion of online food delivery (OFD) services in Malaysia.

Online food delivery platforms provide a diverse selection of dining choices that can be easily accessed with a simple click, making them particularly attractive to city dwellers. Nevertheless, there is a dearth of research regarding the determinants of urban dwellers' inclination towards online food delivery services and the factors that drive their interest in such services (Keeble et al., 2023). Ultimately, the proliferation of online food delivery services in the Ampang District can be primarily

attributed to factors such as the extensive ownership and utilization of smartphones among the local populace. Nevertheless, further investigation is required to comprehend the determinants that stimulate urban dwellers' inclination towards these services and to gain a deeper understanding of the factors that contribute to their widespread appeal according to Azman et al (2021).

1.1. Problem Statement

The COVID-19 epidemic has caused a significant increase in online meal delivery services, with Generation Y (Gen Y) playing a crucial role as a demographic group as mentioned by Mavilinda et al (2022). There is a lack of awareness on the factors that affect Gen Y satisfaction with food delivery services in the Ampang District of Hulu Langat, Selangor. Factors affecting satisfaction include affordability, efficient delivery, privacy & security, and food quality by Chowdhury (2023). Affordability pertains to the financial accessibility of the services, while effective delivery guarantees quick and trustworthy order fulfilment. Privacy & Security safeguards personal information and transactional data, building trust and confidence with users (Xiao et al., 2018). Food quality pertains to the sensory characteristics and overall pleasure the meal provides. There is less empirical information on how these characteristics specifically affect Gen Y satisfaction in the Ampang District of Hulu Langat, Selangor (Azman et al., 2021). Although prior studies have identified affordability, efficient delivery, privacy and security, and food quality as important determinants of customer satisfaction in online food delivery services, limited localized evidence is available for Generation Y consumers in Ampang District, Hulu Langat, Selangor. Existing studies often focus on broader populations or different geographic settings, which may not fully reflect the preferences of consumers in this area. Therefore, this study addresses this gap by examining how these four service quality dimensions influence Gen Y satisfaction in a post-COVID-19 context.

1.2. Objective

To examine the relationship between post-Covid 19 online food delivery services and Gen Y satisfaction in Ampang District of Hulu Langat Selangor.

1.3. Research Questions

RQ1: What is the relationship between affordability of post-covid 19 online food delivery services and Gen Y satisfaction in Ampang District of

Hulu Langat Selangor?

RQ2: What is the relationship between efficient delivery of post-covid 19 online food delivery services and Gen Y satisfaction in Ampang District of Hulu Langat Selangor?

RQ3: What is the relationship between privacy & security of post-covid 19 online food delivery service and Gen Y satisfaction in Ampang District of Hulu Langat Selangor?

RQ4: What is the relationship between food quality of post-covid 19 online food delivery services and Gen Y satisfaction in Ampang District of Hulu Langat Selangor?

1.4. Hypothesis

H1: There is a significant relationship between affordability of post-Covid 19 online food delivery services and Gen Y satisfaction in Ampang District of Hulu Langat Selangor.

H2: There is a significant relationship between efficient delivery of post-Covid 19 online food delivery services and Gen Y satisfaction in Ampang District of Hulu Langat Selangor.

H3: There is a significant relationship between privacy & security of post-Covid 19 online food delivery services and Gen Y satisfaction in Ampang District of Hulu Langat Selangor.

H4: There is a significant relationship between food quality of post-Covid 19 online food delivery services and Gen Y satisfaction in Ampang District of Hulu Langat Selangor.

1.5. Significance of the Study

This paper seeks to furnish service providers, legislators, and stakeholders in the food delivery services industry with a pragmatic comprehension of the relationship between online food delivery services in the post-Covid 19 era and the satisfaction of Gen Y in the Ampang District of Hulu Langat, Selangor. This will be achieved by conducting a comprehensive analysis of consumers' perspectives on crucial factors, such as the affordability, efficient delivery, privacy & security and food quality of post-Covid 19 online food delivery services, as well as the Gen Y's responses to these perspectives.

2. LITERATURE REVIEW

2.1. Gen Y Satisfaction

The level of Gen Y satisfaction for a company should be measured based on the extent to which the products and services meet the prerequisites and requirements of the consumers who purchase them. The organization's overall level of Gen Y satisfaction is determined by various metrics, including customer

feedback and engagement behaviors such as voluntarily providing additional information. Customer satisfaction refers to the extent to which a product or service meets or exceeds customer expectations (Yeo et al., 2017; Ray et al., 2019). In order to achieve this goal, the initial step is to determine the level of satisfaction among the company's existing clients regarding the quality of service provided by Saha et al. (2021).

According to Tandon et al (2017), customer satisfaction is a crucial criterion in marketing tools. They emphasize its significance in marketing tools. According to Razak et al (2020), in the fiercely competitive restaurant industry, delivering exceptional customer service is crucial for a business to survive and achieve a competitive edge. Another factor contributing to this is that delivering exceptional customer service is crucial for attaining a competitive edge (Ahmed et al., 2024). Providing exceptional customer service yields substantial advantages, not only in retaining current customers but also in attracting new ones. The level of customer satisfaction with an online food delivery service is a crucial determinant of its success in the market, as stated by Suhartanto et al (2018). According to Suchánek et al (2015), a business that has satisfied customers is more likely to gain the necessary advantage to succeed in a highly competitive environment. Customer satisfaction can be defined as the personal assessment of how effectively a product fulfills the consumer's pre-established expectations, as indicated by the results of a study conducted by Suhartanto et al (2018). The researchers reached this conclusion following the completion of their study.

The satisfaction of Gen Y with an online food delivery service plays a significant role in spreading information about the service's quality (Nasution et al., 2022), plays a significant role in spreading information about the service's quality. As a result, it will be the companies that already possess a favorable reputation and a reputable position in the industry that will take the lead. According to Yusra and Agus (2018), these businesses will benefit as a result of this. The customer satisfaction level holds significant importance for online food delivery services. Failing to meet customer expectations can have either a favorable or unfavorable effect on the organization. It can lead to customers switching to other brands or maintaining their loyalty towards the online food delivery platform (Benhardy & Ronadi, 2020). High customer satisfaction levels positively influence organizations and can lead to customer brand switching. Siswi and Wahyono (2020) found

that customer satisfaction plays a crucial role in enhancing customer loyalty and company performance. In competitive markets, where consumers can easily switch between brands, maintaining high customer satisfaction is essential to prevent switching behaviour.

2.2. Affordability

Generation Y consumers value cost-effectiveness while buying meals online, preferring websites that provide competitive prices, discounts, and promotions (Nayan & Hassan, 2020). Affordability includes the cost of food items, delivery fees, minimum order requirements, and available payment options. Millennial customers in this region tend to favour platforms that offer free or discounted delivery options and flexible payment methods to enhance their overall happiness (Azman *et al.*, 2021).

Transparent and truthful pricing and invoicing are essential for building confidence and loyalty among Generation Y consumers (Azman *et al.*, 2021). Hidden fees or unexpected expenses can lead to dissatisfaction, highlighting the importance of clear and honest pricing structures. Gen Y satisfaction is greatly influenced by the perceived value of the service in comparison to its cost (Suhartanto *et al.*, 2018). Consumers choose factors such as meal quality, delivery timeliness, and customer service over cost when evaluating a platform's satisfaction level (Mohan *et al.*, 2020).

2.3. Delivery

Generation Y customers assess delivery services and pricing from several online meal companies, allowing them to switch to ones that provide superior service at competitive prices (Srinivasan & Ramprasad, 2021). Reducing costs might enhance consumer appeal, however the method of adjusting pricing could impact customers' perception of the brand. Offering discounts can increase exposure for a high-end brand while decreasing exposure for a lower-quality brand. Brand management, target clientele, and overall company approach are crucial considerations in determining the suitable pricing plan for online meal delivery services (Srinivasan & Ramprasad, 2021).

Online meal delivery companies must understand the preferences of their target customers, as these preferences might vary significantly among different places where Generation Y lives (Nayan & Hassan, 2020). Platforms that prioritize competitive price, clear invoicing, flexible payment options, and perceived value in delivery services are more likely to please Gen Y clients, leading to higher satisfaction

levels (Idris *et al.*, 2021). Understanding pricing strategies and customer preferences is crucial for online meal delivery companies to effectively cater to the diverse needs of Generation Y consumers in different places (Chowdhury, 2023).

2.4. Efficient Delivery

The fulfilment level of Generation Y with online food delivery services in Ampang District is mostly determined by the speed of the efficient delivery process, especially following the aftermath of the Covid-19 events stated Wahyuningsih *et al.* (2022). O2O online to offline organizations are present on both the digital and the real world, allowing users to make orders and pay through their mobile devices which is connected to an online platform. Today, consumers demand higher standards of service that are compatible with online shopping according to Li *et al.* (2020). The performance of a business to meet the customers' expectancies and keeping them, as loyal customers is directly proportional to how good its website and mobile applications are. Customer loyalty, especially for companies operating primarily online, depends significantly on the usability and reliability of their platform, it is crucial according to Wahyudin and Azali, (2020). The website holds the key to the future of the company because it's the main interface for the customers and the company. One of the factors of the best efficient delivery is a mobile application, which combines aesthetic appeal and ease of use in one. System availability relates to the continuous availability of a system to users without any disruption. Consumers are willing to accept the online food delivery (OFD) as a time-saving tool and this is where the idea of time-saving orientation (TSO) comes to play. Purchasing products online without visiting a physical store reflects a fast-paced lifestyle, and time-saving is a major factor influencing attitudes toward food delivery apps (Ng *et al.*, 2023). The fact that an online shopping and meal delivery can seem to save time, people think that such activities are efficient because of the structured process involved in online transactions.

The fast-paced life Generation Y customers want the timely services. As the Covid-19 pandemic spread, fast food delivery has become much more important than in the past, because now we don't have to think about feeding ourselves only in crowded places to get food, but we can order food still from the comfort of our homes. Probably coming at a quicker pace is the delivery method that reduces the time spent waiting and increases customer satisfaction of the Gen-Y. If you experience long

waiting and late delivery you are likely unhappy, will rate these negatively, and won't continue patronizing in the future (Teichert et al., 2020). Accuracy is the very foundation of delivery, and efficient delivery only happens when one ensures the items are shipped correctly and with a close attention to detail. The new customers from Generation Y expect the ordering process to be accurate enough and, they can stand any slightest mistake. The delivery systems that stress accuracy and follow strict quality control are more likely to match the expectation of modern customers. The major values of Generation Y customers regarding fast food delivery online are consistency and uniformity. Among customers knowing call companies that show reliability and transparency build the customers' confidence and can bring the loyalty (Slack et al., 2020). Generation Y demonstrates strong technological aptitude, and their satisfaction is closely linked to the efficiency of digital platforms used in food delivery services. Monitoring in real time, notifications, and digital payments, among the others, guarantee the whole experience. The means of a delivery that have significant role towards the satisfaction of the Generation Y with online meal delivery services.

2.5. Privacy And Security

The swift shift in consumer behaviour following the Covid-19 pandemic has resulted in substantial expansion of online meal delivery businesses, namely among Generation Y who are emerging as the main customers according to Zhao et al (2021). Their contentment with these services is vital for long-term prosperity, and privacy and security are essential independent factors influencing this contentment. The digital economy has brought forth considerable issues over privacy and security, since users interact with online platforms to make purchases, which requires them to provide personal and financial information (Lee et al., 2023). The level of protection that online meal delivery services provide for user information has a direct impact on consumer satisfaction due to the sensitivity of this data (Wang, 2020). Data protection encompasses the measures used to safeguard personal and sensitive information from being accessed, misused, or disclosed without authorization. Regarding online meal delivery, this includes users' names, addresses, payment data, and contact information (Ramesh et al., 2023). Generation Y is especially sensitive to these concerns, since they have come of age in a digital era when data breaches and identity theft are prevalent. Secure transactions pertain to the security protocols

implemented during the processing of payments and management of orders. Online food delivery platforms should employ strong encryption techniques to safeguard clients' financial data. Secure transactions are considered a fundamental requirement for Generation Y, and any lack of security might result in discontent and a decline in confidence in the provider.

Several activities are very pertinent: utilization of Secure Sockets Layer (SSL) encryption, secure payment gateways, data anonymization, and transparent privacy policies (Hasbiah & Hasdiansa, 2025). The link among privacy, security, and Gen Y happiness is complex and has several aspects. Implementing robust privacy and security measures can result in heightened trust, a crucial element of client contentment. Gen Y clients are more inclined to use and endorse online meal delivery services when they have a strong assurance that their personal information is protected according to Tejomurti et al (2019). On the other hand, when people believe that their privacy and security are being compromised, it might result in unhappiness. Instances of data breaches, instances of payment fraud, or instances of confusing privacy rules have the potential to diminish confidence and compel customers to disengage. Implementing robust privacy and security measures is essential for establishing confidence, preserving client loyalty, and promoting favourable word-of-mouth referrals (Nayan & Hassan, 2020). In the aftermath of the Covid-19 pandemic, it is crucial for online food delivery businesses to prioritize privacy and security in order to fulfil the demands of Generation Y and maintain their long-term contentment. When buying online, customers place a high importance on the protection of their personal information and the avoidance of identity theft. The level of confidence a client has in making online transactions is closely correlated with the degree of privacy and security provided. Online meal delivery companies are now facing the difficulty of establishing client trust in the safety of their services (Ahmed et al., 2024a).

2.6. Food Quality

The food's quality is crucial for both online food delivery services and the dining experience at restaurants, as it directly impacts their operation and Gen Y satisfaction. This sentiment is shaped by a multitude of factors. A recent investigation has substantiated the assertion that the level of food quality is a pivotal determinant in the meal delivery market. In the study conducted by Namkung and Jang (2007) on food quality, they identified six key

factors that contribute to food quality, namely presentation, variety, a healthier alternative, flavor, freshness, and temperature. Notably, their study found a significant positive correlation between food quality and customer satisfaction.

Suhartanto *et al.* (2018) assert that eateries evaluate the quality of their food based on their ability to meet the requirements of their customers. This is the criterion by which restaurants assess the quality of their food. Consequently, in the present study, these indicators, along with delivery time, delivery packing, and other parameters, can be employed to assess the quality of food purchased online (Prasetyo *et al.*, 2021). Azman *et al.* (2021) conducted a study to investigate the relationship between food quality, delivery service, time, security and privacy, and price in households situated in Kuala Lumpur (Alainati *et al.*, 2026). The findings of the study indicate that these factors possess equivalent importance as determinants of customer satisfaction within the realm of food delivery applications.

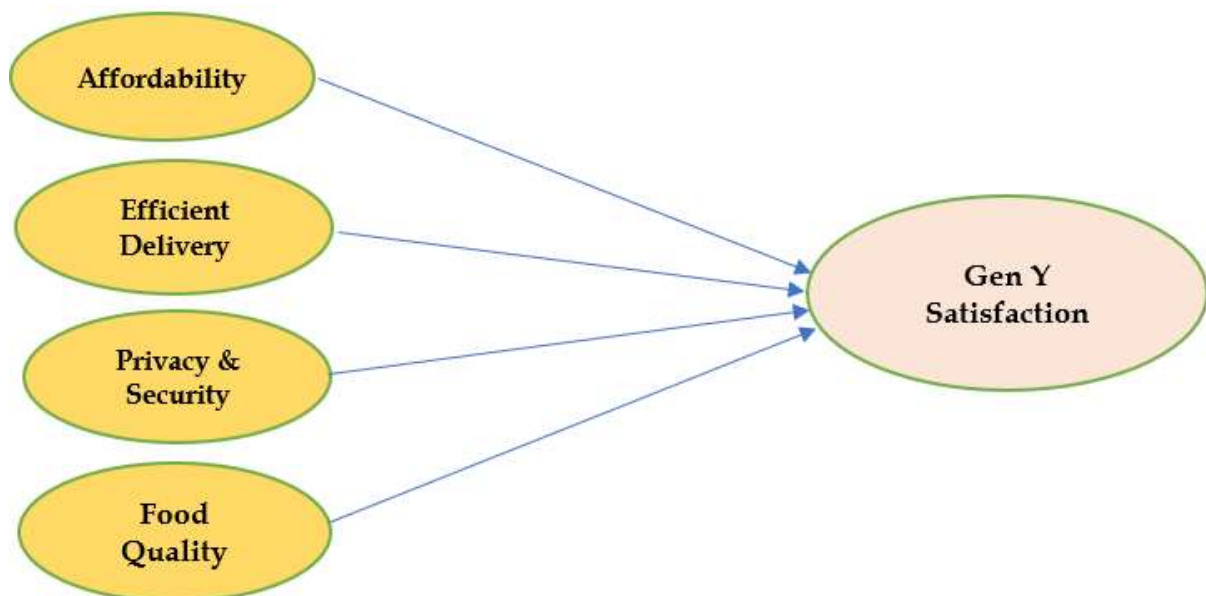


Figure 1: Conceptual Framework.
(Source: Adapted from Azman *Et Al.*, 2021)

3. RESEARCH METHODOLOGY

3.1. Research Design

This study employed a quantitative research methodology, which entails gathering and examining numerical data from a sizable sample of participants. This methodology is especially valuable for examining the influence of post-Covid 19 online food delivery services on the contentment of Generation Y in the Ampang District of Hulu Langat Selangor.

The above literature provided understanding of the various factors that impact customer satisfaction, including affordability, efficient delivery, privacy and security, food quality, and satisfaction among Generation Y. Hence, this study presents a theoretical framework to understand the relationship between the mentioned variables and customer satisfaction, thereby enhancing the overall experience of delivery services.

The conceptual framework proposes that Generation Y satisfaction with post-COVID-19 online food delivery services is influenced by four independent variables: affordability, efficient delivery, privacy and security, and food quality. These variables represent the key service quality dimensions examined in the study, while Gen Y satisfaction is treated as the dependent variable. The framework assumes that improvement in each of these dimensions will lead to higher customer satisfaction.

2.7. Conceptual Framework

3.2. Population And Sample

Ampang district population is 536,446 [Majlis Perbandaran Ampang Jaya (MPAJ), 2022]. In this study, the researcher will focus on the residents aged 28 - 43 years old. The sample size is selected by simple random sampling methods from the research population in Ampang district. There were 430 samples selected in this study. According to Krejcie and Morgan (1970), this sample size is sufficient.

3.3. Research Instrument

The questionnaire consisted of three sections. Section A collected respondents' demographic information, including gender, age, income, education level, and frequency of using online food delivery services. Section B measured the dependent variable, Gen Y satisfaction. Section C measured the four independent variables: affordability, efficient delivery, privacy and security, and food quality. All items were assessed using a five-point Likert scale. In order to complete this study, the researcher selected a quantitative data collection method commonly used in many studies (Wider and Wider, 2023; Jiang et al., 2023).

A pilot study for the draft questionnaire was carried out on 30 respondents from the research population to examine its reliability and construct validity. The results of the pilot study revealed that the Cronbach's Alpha coefficients for all variables were relatively high, i.e., Gen Y Satisfaction - $\alpha = 0.785$ (> 0.700); Affordability - $\alpha = 0.884$ (> 0.700); Efficient Delivery - $\alpha = 0.856$; Privacy & Security - $\alpha = 0.794$; Food Quality - $\alpha = 0.903$. The overall reading of Cronbach's Alpha coefficient was 0.844 (> 0.700) which showed a high degree in reliability. Furthermore, item analysis revealed that all the items from the questionnaires reached the significant level at 0.05. Finally, the results of factor analysis also showed adequate construct validity (Ahmed et al.,

2024b).

3.4. Data Collection and Analysis Methods

Data for this study were collected from both primary and secondary sources. Primary data were obtained through an online questionnaire distributed via Google Forms. The survey link was shared through digital platforms such as Gmail, WhatsApp, Facebook, and Instagram to increase response reach. Secondary data were gathered from published articles, books, and related literature. The collected data were analysed using SPSS, with Pearson correlation used to examine relationships between variables and multiple regression used to assess their combined influence on Gen Y satisfaction. The analysis involved two types of statistical techniques: correlation and linear regression.

4. RESULTS AND ANALYSIS

4.1. Pearson Correlations Analysis and Hypothesis Testing.

4.1.1. Correlation Analysis for Affordability

H1: There is a significant relationship between affordability of post-Covid 19 online food delivery services and Gen Y satisfaction in Ampang District of Hulu Langat Selangor

Table 1: Correlations Analysis for Affordability (Iv1).

		GenY	iv1
Gen Y	Pearson Correlation	1	.799(**)
	Sig. (one-tailed)		.000
	N	430	430
iv1	Pearson Correlation	.799(**)	1
	Sig. (one-tailed)	.000	
	N	430	430

** Correlation Is Significant at the 0.01 Level (One-Tailed). (Source: Extracted From SPSS).

The correlation analysis presented in Table 1 reveals a statistically significant positive relationship between the affordability of post-COVID-19 online food delivery services and the satisfaction levels of Generation Y individuals in the Ampang District of Hulu Langat, Selangor. The Pearson correlation coefficient ($R = 0.799$) indicates a strong positive association between these two variables. Consequently, H1 is supported, affirming that affordability significantly influences Gen Y satisfaction (Piaralal et al., 2026). These findings align with existing literature, which has established

affordability as a key determinant of customer satisfaction in the online food delivery sector (Azman et al., 2021; Mohan et al., 2020; Suhartanto et al., 2018).

4.1.2. Correlation Analysis for Efficient Delivery

H2: There is a significant relationship between efficient delivery of post-Covid 19 online food delivery services and Gen Y satisfaction in Ampang District of Hulu Langat Selangor

Table 2: Correlations Analysis for Efficient Delivery (Iv2).

		Gen Y	iv2
Gen Y	Pearson Correlation	1	.758(**)
	Sig. (one-tailed)		.000

	N	430	430
iv2	Pearson Correlation	.758(**)	1
	Sig. (one-tailed)	.000	
	N	430	430

** Correlation Is Significant at the 0.01 Level (One-Tailed).
(Source: Extracted From SPSS)

Table 2 demonstrates a statistically significant positive correlation between efficient delivery and Gen Y satisfaction in the Ampang District of Hulu Langat, Selangor. The Pearson correlation coefficient ($R = 0.758$) suggests a strong association, while the p-value ($p = 0.000$) confirms statistical significance ($p < 0.05$). These findings indicate that efficient delivery plays a crucial role in shaping the satisfaction levels of Generation Y consumers using online food

delivery services. Accordingly, H2 is supported.

4.1.3. Correlation Analysis for Privacy and Security

H3: There is a significant relationship between privacy & security of post-Covid 19 online food delivery services and Gen Y satisfaction in Ampang District of Hulu Langat Selangor

Table 3: Correlations Analysis for Privacy and Security.

		Gen Y	iv3
Gen Y	Pearson Correlation	1	.746(**)
	Sig. (one-tailed)		.000
	N	430	430
iv3	Pearson Correlation	.746(**)	1
	Sig. (one-tailed)	.000	
	N	430	430

** Correlation Is Significant At The 0.01 Level (One-Tailed).
(Source: Extracted From SPSS)

The correlation analysis presented in Table 3 confirms a statistically significant positive relationship between privacy and security measures in online food delivery services and Gen Y satisfaction. The Pearson correlation coefficient ($R = 0.746$) indicates a strong positive correlation, and the p-value ($p = 0.000$) demonstrates high statistical significance ($p < 0.05$). This finding suggests that enhanced privacy and security features, such as secure payment gateways and data protection

policies, contribute to increased consumer satisfaction. Consequently, H3 is supported.

4.1.4. Correlation Analysis for Food Quality

H4: There is a significant relationship between food quality of post-Covid 19 online food delivery services and Gen Y Satisfaction in Ampang District of Hulu Langat Selangor

Table 4: Correlations Analysis for Food Quality (Iv4).

		Gen Y	iv4
Gen Y	Pearson Correlation	1	.852(**)
	Sig. (one-tailed)		.000
	N	430	430
iv4	Pearson Correlation	.852(**)	1
	Sig. (one-tailed)	.000	
	N	430	430

** Correlation Is Significant at the 0.01 Level (One-Tailed).
(Source: Extracted From SPSS)

The results in Table 4 indicate a statistically significant positive relationship between food quality and Gen Y satisfaction. The Pearson correlation coefficient ($R = 0.852$) signifies a very strong positive association, and the p-value ($p = 0.000$) confirms statistical significance ($p < 0.05$). This finding suggests that food quality is the most influential factor among the examined variables in determining Gen Y satisfaction with online food delivery services. Accordingly, H4 is supported.

In summary, the correlation analysis conducted in

this study provides strong empirical support for the proposed hypotheses (Haque *et al.*, 2024). All independent variables – affordability, efficient delivery, privacy & security, and food quality – exhibit statistically significant positive relationships with Gen Y satisfaction in the context of post-COVID-19 online food delivery services. Among these factors, food quality demonstrates the strongest correlation ($R = 0.852$), highlighting its critical influence on consumer satisfaction. These findings reinforce existing literature and emphasize the

necessity for online food service providers to prioritize affordability, timely delivery, security measures, and food quality to enhance customer satisfaction and loyalty (Ramalingam et al., 2024).

4.2. Regression Analysis

The regression results indicate that all four

predictors significantly influence Gen Y satisfaction. Food quality was the strongest predictor ($\beta = 0.468$), followed by affordability ($\beta = 0.293$), efficient delivery ($\beta = 0.114$), and privacy and security ($\beta = 0.101$). These findings suggest that while all four dimensions are important, food-related performance and value for money are the most influential determinants of customer satisfaction.

Table 5: Regression Analysis-Model Summary.

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
	R Square Change	F Change	df1	df2	Sig. F Change	R Square Change	F Change	df1	df2
1	.892(a)	.795	.793	2.52010	.795	412.239	4	425	.000

A. Predictors: (Constant), Affordability, Efficient Delivery, Privacy & Security, Food Quality.

B. Dependent Variable: Gen Y Satisfaction in Online Food Delivery Services.

(Source: Extracted From SPSS).

Table 6: Analysis Of Variance (ANOVA).

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	10472.401	4	2618.100	412.239	.000(a)
	Residual	2699.143	425	6.351		
	Total	13171.544	429			

A. Predictors: (Constant), Affordability, Efficient Delivery, Privacy & Security, Food Quality.

B. Dependent Variable: Gen Y's Satisfaction in Online Food Delivery Services.

(Source: Extracted From SPSS).

Table 7: Coefficients.

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95% Confidence Interval for B	
		B	Std. Error	Beta			B	Std. Error
1	(Constant)	-2.101	0.536		-3.919	.000	-3.155	-1.047
	Affordability	0.308	0.039	0.293	7.831	.000	0.230	0.385
	Efficient delivery	0.133	0.044	0.114	3.024	.003	0.047	0.220
	Privacy & security	0.120	0.044	0.101	2.752	.006	0.034	0.205
	Food quality	0.508	0.045	0.468	11.295	.000	0.419	0.596

(Source: Extracted From SPSS).

The regression model (Table 5) demonstrates a strong fit, as indicated by the R value of 0.892, suggesting a high correlation between the independent variables (Affordability, Efficient Delivery, Privacy & Security, and Food Quality) and the dependent variable (Gen Y's satisfaction with online food delivery services). The R Square value of 0.795 implies that 79.5% of the variance in Gen Y's satisfaction is explained by the four independent variables.

The F-statistic of 412.239 ($p = 0.000$) indicates that the regression model provides a significantly better fit to the data compared to a model with no predictors. The large difference between the regression sum of squares (10472.401) and the residual sum of squares (2699.143) suggests that the predictors effectively explain the variability in the dependent variable.

The regression coefficient (Table 7) provides

insights into the individual contributions of each predictor to Gen Y's satisfaction:

- Food Quality ($B = 0.508, p = 0.000$): Food quality has the strongest influence on Gen Y's satisfaction, as indicated by the highest standardized beta coefficient ($\beta = 0.468$). This suggests that for every unit increase in food quality, satisfaction increases by 0.508 units, holding other variables constant.
- Affordability ($B = 0.308, p = 0.000$): Affordability is the second most influential factor ($\beta = 0.293$). A unit increase in affordability leads to a 0.308-unit increase in satisfaction.
- Efficient Delivery ($B = 0.133, p = 0.003$): Efficient delivery has a significant but smaller impact ($\beta = 0.114$). While statistically significant, its effect is weaker than that of food quality and affordability.

- Privacy & Security ($B = 0.120$, $p = 0.006$): Although statistically significant ($\beta = 0.101$), privacy and security have the least impact among the four predictors.

The negative intercept value ($B = -2.101$, $p = 0.000$) suggests that if all predictors were absent or had zero impact, Gen Y's satisfaction would be negative, reinforcing the importance of these factors in driving satisfaction levels.

Key takeaways

1. Food Quality is the most critical determinant of Gen Y's satisfaction in online food delivery services, emphasizing the need for businesses to prioritize consistency, taste, and freshness.
2. Affordability plays a significant role, indicating that pricing strategies influence customer satisfaction.
3. Efficient delivery and privacy & security also contribute to satisfaction, though their impact is weaker. While improving these areas can enhance customer experience, they are not as decisive as food quality and affordability.
4. The overall model is highly significant ($p = 0.000$) and explains 79.5% of the variance in satisfaction, making it a robust predictor of Gen Y's preferences in online food delivery services.

5. CONCLUSION

In conclusion, this study confirms that affordability, efficient delivery, privacy and security, and food quality significantly influence Generation Y satisfaction with post-COVID-19 online food delivery services in Ampang District, Hulu Langat, Selangor. Among these factors, food quality and affordability emerged as the most influential predictors. The study contributes to the understanding of customer satisfaction in a localized

Malaysian context and highlights the importance of strengthening both core product quality and digital service performance in the online food delivery sector (Leong *et al.*, 2024). Businesses operating in the online food delivery sector across Malaysia, and potentially in regions experiencing similar post-pandemic trends, can apply these insights to better meet consumer expectations (Liaw *et al.*, 2024). Emphasizing affordability, enhancing delivery speed and reliability, protecting customer privacy, and maintaining high food quality are critical strategies for maintaining customer satisfaction among Gen Y consumers. Furthermore, this research provides a platform for future comparative studies between regions or across generational cohorts, supporting the development of more tailored and regionally adaptive business models in the online food service industry.

5.1. Recommendation

To enhance the representativeness of future research, studies should extend their geographic scope beyond the Hulu Langat region, capturing a more diverse sample of online food delivery consumers. Additionally, incorporating a multigenerational perspective would provide a comprehensive understanding of post-pandemic consumer behaviour across different age groups (Narayanan *et al.*, 2024). Longitudinal studies would also be beneficial, as they allow for a more detailed analysis of emerging trends and shifts in consumer preferences over time. Furthermore, this research highlights the growing role of technology in online food delivery services. By integrating these recommendations, future research and industry practices can contribute to the continued evolution and enhancement of the online food delivery ecosystem.

Conflicts of Interest: The authors declare no conflict of interest.

Ethical Approval: Formal ethical approval has been waived in state this study adhered to the principles of the Declaration of Helsinki following strict ethical standards. Participation was anonymous, confidential, and voluntary, with informed consent obtained from all participants. There were no biomarkers or tissue samples collected for analysis. Participants had the freedom to withdraw from the study at any point.

Data Availability Statement: Data will be made available on reasonable request to the corresponding author.

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