

### *The success of food ordering and delivery apps*

Over the last few years, technology plays a very crucial role in today's globalized world that affects all the aspect of human activities. In actual, technology is that which make our lives much easier by advancements. At the same time, customers' changing demographics necessitated changes in marketing strategies, particularly in the food ordering and delivery industry. All restaurants are looking forward for new opportunities to serve the customers in order to increase their customer base. Therefore, a new digital platform in the form of food order and delivery system has been created for food industry. Online food delivery apps have grown in popularity due to the factors such as a visible menu with prices, complete information about the service, real-time monitoring of delivering, payment options, GPS searching of restaurants nearby, a better interface, and discounts and deals offered.

As the aforementioned, this paper are looking forward for factors that drives the online food ordering and delivery application to success. This analysis based on secondary data from previous studies, availability of sources, and a conceptual model. The conceptual model was created into two components which are quality of service and quality of application. As a result, The most crucial variables contributing to the success of an online food delivery business are considered to be the quality of service and the quality of the application. The time required to deliver food to customers' doors, the quality of food supplied by restaurants, the quality of information given to consumers, and the way customer complaints are handled by the service provider all impact the quality of service in the digital food delivery sector. Customers' faith in food delivery applications is influenced by the quality of the mobile application. The simplicity of use of the app, security given, many ways of payment supplied, and live monitoring of food delivery all contribute to the app's effectiveness.

To summarize, as the sector provides significant development in the near future, the digital food delivery company is likely to grow extremely quickly. The convenience of placing an order at any time and from any location, alternative payment options, a greater variety of food items to choose from different restaurants with a visible price and menu's picture, searching for a restaurant nearby, saving time, discounts from sellers, free delivery and safe secured transactions, and comprehensive information about services could all be major driving forces for the success of this business.

### *Reference*

Reddy, C. S., & Aradhya, G. B. (2020, May 28). *Driving forces for the success of food ordering and delivery apps: A descriptive study*. SSRN. Retrieved January 30, 2022, from <https://deliverypdf.ssrn.com/delivery.php?ID=710087064097089096065123009064090122015017095012001064108080022002087009024120092093101099062003019016045100091123096100006017007087059020059073073067024002112088065001078078026084124073023072101127113073095064009096121003069090031006000071001127007105&EXT=pdf&INDEX=TRUE>