

Analyzing FoodPanda's Service Failures and its Impact on Restaurant Customer Loyalty**Miss Vaneeza Hasnain**

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Abstract

Online Food delivery services, which offer accessibility and convenience, now have become a Integral component to modern consumer. Foodpanda, being one of the largest food delivery solutions in Pakistan, helps to close the gap between customers and restaurants. Nonetheless, inefficiencies that include poor quality of foods, irregularity in order delivery, and improper packaging of the food have been perceived to result in customer discontent. The present research focuses on the effects of these service failures on customer loyalty toward partnered restaurants. Data was collected through both text mining of customers' reviews and a structured survey among Foodpanda users. The regression analysis sample involved 62 respondents who are students at Forman Christian College University (FCCU) who use Foodpanda. The following analysis was done on the reviews section of the Foodpanda app and the official pages of the restaurants in the app. Findings showed that order accuracy was the most influential factor on customer loyalty; however, food temperature, freshness, and packaging were not highly significant to customer loyalty. Based on the findings, it is seen that it is important for enhancing customer retention to pay special attention to achieving accurate order fulfillment. The research ends with suggestions that Foodpanda and restaurant partners ought to improve service delivery and eliminate the experiences that customers despise.

Keywords: Food delivery services, Foodpanda, customer loyalty, order accuracy, packaging quality, Restaurants, sentiment analysis, regression analysis.