

Review of: "A Study on Consumers' Perception of Food Delivery Platforms"

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Potential competing interests: No potential competing interests to declare.

This study has the potential to provide insights that can assist developers and operators of food delivery platforms in enhancing their platforms' user experiences and meeting their customers' needs more effectively. However, the study could benefit from further extension in a specific aspect of the user experience, such as the ease of finding restaurants, order confirmation clarity, or order tracking ability, which would allow for more detailed insights into the particular aspect of the user experience.

This study can also look at the comparison of the user experience of various food delivery platforms, enabling it to identify the best practices and areas for improvement across the industry. Furthermore, this study could also investigate the impact of user experience on consumer satisfaction and retention, providing concrete evidence of the importance of user experience in the success of food delivery platforms.

The authors' use of descriptive statistics to gain an overview of the study is appreciated. However, it would be interesting if they could expand their analysis to gain deeper insights into the factors that influence customer satisfaction in food delivery. To achieve this, the authors could use advanced analytical methods such as regression analysis, correlation studies, and structural equation modeling.

These methods can help quantify the impact of specific variables on customer satisfaction and identify associations that may not be apparent with a purely descriptive approach. Additionally, the study could benefit significantly from the use of advanced techniques such as Fuzzy Set Qualitative Comparative Analysis (fsQCA). This approach allows for the examination of complex configurations of factors that contribute to customer satisfaction, offering a more holistic understanding of causality.