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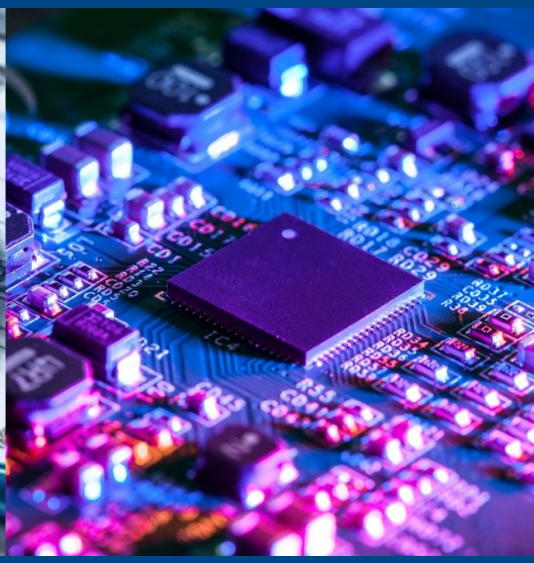

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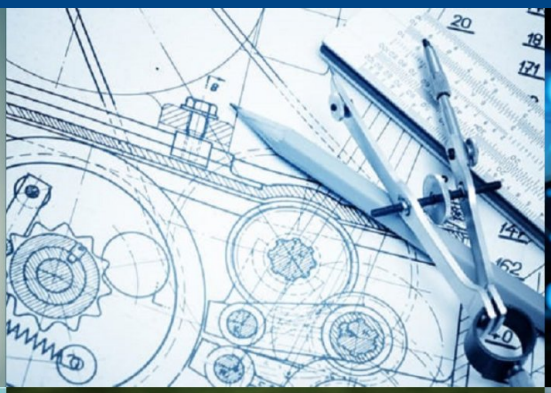

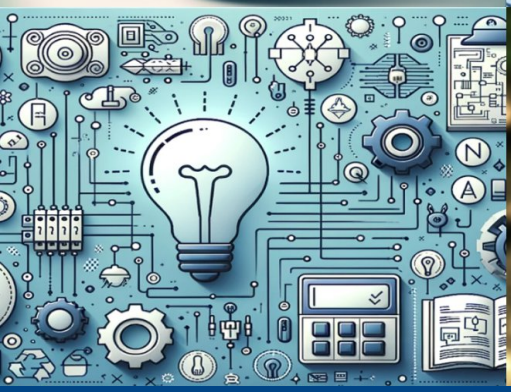

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Customer Satisfaction towards Online Food Delivery Platforms: A Study on Swiggy and Zomato

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ABSTRACT: In recent years, the growth of online food delivery services has made immeasurable changes in consumer purchasing behaviours and service expectations. The aim of this study is to examine customer satisfaction regarding two major online food delivery platforms, Swiggy and Zomato, using different service elements (delivery time, food quality, pricing, user interface (UI), and support). Primary data from users is collected using a structured survey method, and statistical methods are used to analyse user preferences and satisfaction. Qualitative and quantitative evaluations of the two different platforms are performed using a performance assessment model. An analysis of the results identifies factors that are influential in creating customer loyalty and identifies areas for improving service to customers. Finally, the research provides a systematic method for measuring platform efficiency and user experience. Together, the results provide service providers with the required information to aid in decision making and provide useful information for improving customer satisfaction. The research overall highlights the significance of service quality, reliability, and technology in the establishment and maintenance of a competitive advantage in the online food delivery industry.

KEYWORDS: Customer Satisfaction, Online Food Delivery, Swiggy, Zomato, Service Quality, Consumer Behavior.

I. INTRODUCTION

As a result of significant growth in the availability of online food delivery services, consumer behaviour and the expectation of consumers living in urban/and semi-urban locations have changed dramatically. Consumers today utilise platforms such as Swiggy and Zomato, which have fundamentally altered commercial life, due to the benefits provided by these businesses; specifically convenience, the ability to track deliveries in real-time, and the sheer number of restaurants to choose from have made these businesses part of a consumer's everyday life. This project is focused on determining levels of customer satisfaction through the collection of customer feedback as well as analysing key performance indicators (KPIs) such as delivery time, food quality, price, and reliability of service.

The intent of this study is to use a variety of analytical tools (statistical analysis, sentiment analysis, machine learning-based predictive models) to provide information on these issues; however, there are still some significant challenges associated with using on-line food ordering systems, such as the inconsistent performance of deliverers, inaccurate order processing, delays in service during peak hours and a lack of effective methods for capturing subjective customer experiences. Despite improvements in technology, maintaining quality customer service is still a major challenge within the food delivery industry.

II. PROPOSED METHODOLOGY

The "Proposed Customer Satisfaction Analysis System" is for assessing the quality of service from the online food delivery services, Swiggy and Zomato. The methodology includes methods of data collection, preprocessing the data, analyzing the model and evaluating the performance. The system can turn user feedback into useful information as illustrated in "Figure 1 - Proposed Customer Satisfaction Analysis System Workflow". The suggested system enhances

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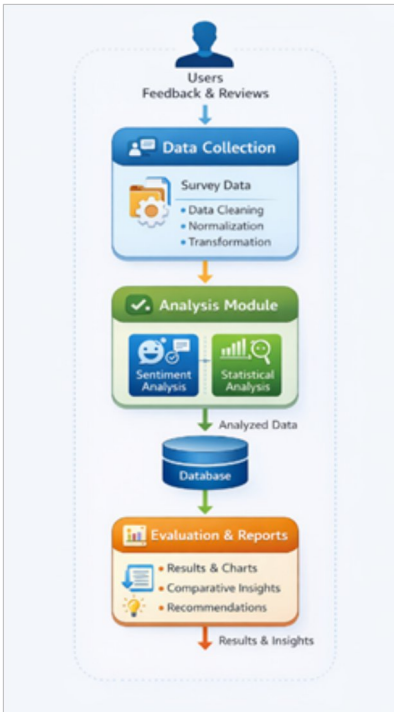
past systems provided by combining both qualitative and quantitative assessments so that a complete and accurate assessment of customer satisfaction can be delivered.

Fig.1 System Architeture



Data Collection and Preprocessing

In this proposed solution, we will start by gathering feedback from customers through various methods such as structured questionnaires, online reviews and rating systems on food ordering platforms like Swiggy/Zomato. The data collected will consist of both qualitative data (user opinion/comments) and quantitative (rating, delivery time and frequency of use). Since the raw data received is often inconsistent, incomplete and contains noise, then a necessary step is to preprocess the data to cleanse and transform it into a format that can be analysed effectively. This will involve using a number of techniques including normalising the data, removing any duplicated entries, addressing missing values and encoding of categorical data. The new approach taken by this method is to ensure effective processing of not only numerical but also text based data which will enhance the overall reliability of the new system versus that of more traditional methods.

Feature Extraction and Analysis

Upon completion of preprocessing for the data, relevant customer satisfaction related features have been identified and extracted for delivery time, food quality, pricing, how easy the application is to use, and customer service. A Hybrid analytical method, incorporating both Statistical Analyses and Sentiment Analysis to analyze the above-mentioned features has been utilized.

The analysis will involve utilizing Natural Language Processing (NLP) techniques to identify the users' feelings about food through processing textual data and then evaluating how satisfied they are with food based on numerical measures like mean, percentage and correlation. The formula used to determine the users' sentiment score is outlined below:

S = (P - N) / (P + N)

Where P indicates the number of positive and N the number of negative responses Thereby allowing the system to capture both the numerical and emotional aspects of customers' food satisfaction expectations. The trend of this contribution is accomplished through the integration of different methods of analysis to produce a more complete and precise assessment than could be done with a single method of analysis.

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Performance Evaluation and Result Generation

In the end of the last phase, the system analyses the performance of Swiggy and Zomato, based on the features extracted and metrics computed from the data. It uses a weighted scoring model to produce an overall customer satisfaction score, which is calculated as follows:

CS = (∑(i=1 to n) ωi . xi) / (∑(i=1 to n) ωi)

Xi Represents the value of each parameter, and ωi represents the weight of each parameter. The evaluation module compares both platforms and can generate insights in the form of graphs, reports and statistical summaries. The system will also define the main strengths and weaknesses of each platform, with a data-driven recommendation for areas where they can improve.

The proposed methodology will further improve decision making by providing a consistent framework that combines qualitative and quantitative evaluations, which will lead to better and more useful outcomes.

Experimental Results and Discussion

Google Forms were used to collect primary data for the experimental analysis, which was then analyzed using Microsoft Excel. Following the data cleaning process, a total of 200 valid responses were analyzed. The data was examined with Excel functions such as sorting, filtering, percentage and graphical chart creation to analyze each respondent's level of satisfaction with Swiggy and Zomato. Results are presented in the order of the methodology blocks that were described in the proposed methods.

Results of Data Collection and Preprocessing

The data is collected through structured questionnaires using Google Forms and exported to Excel for processing. Initial data cleaning is performed to remove incomplete and duplicate responses. The preprocessing phase is extremely important as it continues to improve the quality of the data by eliminating incomplete and duplicate data.

The reduction from 215 to 200 total responses indicates that the analysis will be performed only on valid data that was collected through Google Forms. The use of Excel filtering and validating techniques allows for consistent data across all responses. Therefore, this step reduces the error that may occur in the subsequent analyses and increases the reliability of all results produced in the analyses.

Table 1: Data Preprocessing Results

Parameter	Before Cleaning	After Cleaning
Total Responses	215	200
Incomplete Responses	10	0
Duplicate Entries	5	0
Valid Data (%)	93%	100%

Clean data provides more accurate insight into the customer satisfaction levels than would be produced from using the non-prepared raw data. In terms of the percentage increase of the valid data obtained from 93% to 100% as a result of the pre processing of the data, it can clearly be shown that the preprocessing has had a positive influence on achieving an accurate measurement of customer satisfaction. Thus, data cleaning is very important in achieving a reliable customer satisfaction analysis.

Results of Feature Extraction and Analysis

Collected data is analyzed using Excel by way of average, percentage and comparative functions. The evaluation of parameters such as delivery time, food quality, pricing, usability and customer support allows us to determine how well each platform meets its criteria.

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Table 2: Parameter-wise Analysis

Parameter	Swiggy (%)	Zomato (%)
Delivery Time	84%	76%
Food Quality	86%	82%
Pricing	78%	80%
App Usability	88%	83%
Customer Support	82%	79%

The analysis results showed that Swiggy performed better than most other platforms on delivery time, food quality, usability, and customer support. Zomato only out performed Swiggy in price. Excel's calculation facilitates direct numerical comparison between the two platforms, and by using percentage values provides an understanding of customer preferences based on percentage of raw ratings as opposed to the raw rating themselves.

The use of bar charts in Excel provides clarity to support decision-making visually. The analysis results demonstrate that delivery-time and usability have the biggest influence on a customer's decision to use either platform. Compared to manual analyses, using Excel allows for a more systematic and efficient evaluative approach to customer satisfaction studies through the examination of feature-based evaluations of customer satisfaction.

Results of Performance Evaluation

The Swiggy vs Zomato performance evaluations indicate Swiggy has a small lead over Zomato for total customer satisfaction. By using weighted averages to calculate final scores, all performance parameters are accounted for equally. Excel formulas help simplify calculations while reducing errors.

Table 3: Overall Satisfaction Score

Platform	Satisfaction (%)
Swiggy	83.6%
Zomato	80.0%

Swiggy has a 3.6% difference from Zomato which indicates they provide higher quality services. While both platforms perform well; however, Swiggy demonstrates consistency across all evaluated parameters. The overall outcome supports the evaluation process implemented for this study. The study produces a clear roadmap to enhance service quality of e-commerce food delivery services.

Comparative Analysis and Final Outcomes

The comparison demonstrates that Swiggy consistently provides superior service delivery and app experience compared to Zomato, with delivery speed efficiency being the top ranking basis of comparison. While Zomato performs better (lower prices) than Swiggy, it is still very appealing to customers who are price conscious. Overall, service quality and user experience are the most significant predictors of customer satisfaction.

Table 4: Comparative Analysis

Criteria	Swiggy	Zomato	Better Platform
Delivery Speed	84%	76%	Swiggy
Food Quality	86%	82%	Swiggy
Pricing	78%	80%	Zomato
App Usability	88%	83%	Swiggy
Customer Support	82%	79%	Swiggy
Overall Score	83.6%	80.0%	Swiggy

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The results suggest that by utilizing an Excel-based analysis, a greater degree of transparency and ease of use is achieved when evaluating service station quality and experiences as they pertain to customer satisfaction. The structured use of spreadsheets also makes it easy to sort data, filter data and compare data; thus adding clarity to the analysis.

The inclusion of numerical data (percentages and averages) enhances the credibility and reliability of the analysis through limitation of subjective opinion. Additionally, graphic methods of representing data such as bar charts and tables help to facilitate an easier interpretation and visualization of the results.

The analysis clearly identified the positive and negative attributes associated with both platforms, specifically pinpointing the areas of delivery efficiency, pricing strategies, usability and customer support. Additionally, the analysis assists in identifying systematic customer preference and behaviour patterns.

Furthermore, through the application of a comparative method, the analysis yields meaningful insight into the competitive performance of Swiggy and Zomato.

In addition to assessing present levels of service performance, the analysis identifies which areas of service need to be improved upon. Overall, the findings from this analysis aid in delivering information that will assist any online food delivery (Service) provider improve their service quality, improve user experience and increase customer satisfaction in an ever-increasingly competitive marketplace.

III. CONCLUSION

This research is designed to assess how satisfied with the online food delivery service customers are for either Swiggy or Zomato. Using a structured methodology, data had been collected from customers via Google Forms. Then the collected data was analyzed using Excel spreadsheets. This blended method of evaluating customer satisfaction through both qualitative and quantitative methodologies studies five parameters of food delivery: distance to be traveled for the order to arrive; food taste; service fees charged to the customer; usability or ease of accessing through an application; and level of customer service provided should an issue arise with their order were included in order to determine which online food delivery service, Swiggy or Zomato, delivered better service and was better at satisfying customers...either Swiggy or Zomato is better at providing these three customer satisfaction drivers...with Swiggy providing better overall service(s) and Zomato exhibiting an advantage in the way its prices are being charged to their customers.

The results support the hypothesis of this research, that customer satisfaction when using an online food delivery service is impacted by the level of each company's service quality, their reliability and ease of use for their customers. Using cumulative and comparative methods of analyzing the results provides valid evidence to the customer of the service providers' service strengths and weaknesses. Overall, the research demonstrates that systematically structured data collection and the use of systematic data analysis techniques provides valid and objective support to help identify the strengths and weaknesses of digital services.

The approach proposed in the study has limitations despite its effectiveness. The findings of the study are based on a limited sample size of two hundred responses, resulting in a lack of representativeness of the overall user base. The analysis performed in Excel limits future advances such as predictive modelling including real-time analysis as well as forecasts using machine learning techniques. Future research could include expanding the sample size and using real-time customer input to analyse and apply advanced analytics using techniques such as artificial intelligence and deep learning to improve data accuracy. In addition, integration with live application data will increase the scale and usability of the model. Finally, the study can also examine the effects of various demographic characteristics and extend the existing framework to examine other delivery service providers. The system proposed has sufficient reliability and efficiency to serve as an evaluation tool for measuring customer satisfaction and has the potential to provide both quantitative and qualitative information that can be used to improve service level quality.

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