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A Study on the Relationship between Delivery Time and Customer Satisfaction and Consumer Perception towards Service Quality of Zomato in Akola Region

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ABSTRACT: Online food delivery service expansion has brought about new changes in how consumers behave and what they expect from services. The study investigates how delivery time affects customer satisfaction while assessing how consumers in Akola region view the service quality of Zomato. The research used primary data from 100 respondents who completed a structured questionnaire. The study employed descriptive research design together with convenience sampling method for its research design. The research team conducted their analysis using percentage analysis and Pearson correlation as their statistical methods. The research demonstrates that delivery time affects customer satisfaction and service quality determines how consumers view products. The study shows that improving delivery speed and creating precise tracking systems together with enhancing service quality will lead to greater customer satisfaction levels.

KEYWORDS: Delivery Time, Customer Satisfaction, Service Quality, Consumer Perception, Online Food Delivery, Zomato.

I. INTRODUCTION

The development of internet-based food delivery systems has changed how people make food orders. Customers can easily use Zomato to discover restaurant menus and order food which will be delivered to their homes. The most crucial element that affects customer satisfaction stems from the delivery duration. Any delivery delay results in customer dissatisfaction which harms their complete experience. Delivery time serves as the primary factor which determines whether customers will experience satisfaction. The service quality aspect requires evaluation of four elements which include order accuracy, delivery worker behavior, service responsiveness, and service delivery reliability. High service quality creates a positive experience and builds trust among customers. Customer perception about the company services must be assessed because it determines how customers interpret and judge the actual services which the company delivers.

II. REVIEW OF LITERATURE

Indian online food delivery services which are starting to operate have brought about major changes in customer shopping practices and their product preferences. Ritu Rupariya (2023) states that online delivery applications represent the fastest digital industry growth because they enable people to access multiple food options from their homes while consuming less time and effort. The study demonstrates that 69 percent of users prefer to order food through mobile applications which indicates that Zomato has become more popular among users. Zomato started as a restaurant search engine which enables users to find restaurants and read restaurant reviews but now functions as a leading food delivery company alongside Swiggy and Food Panda. T. Krishnaveni and Dr. P. Devi (2025) found that food delivery applications have transformed how people eat their meals in cities and countryside areas. The research investigates which food delivery service Swiggy or Zomato provides better user satisfaction to residents of Tirunelveli district through its analysis of food quality and delivery speed and application interface design and customer support and available promotions. The research findings indicate that customer satisfaction arises from various service elements with delivery time and service quality serving as vital determining factors. Prof. Vivek Hemal and Ismail Mansuri (2022) described how marketing uses consumer satisfaction as its central principle which enables businesses to assess



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their service delivery against customer expectations. The research study investigates Zomato consumer behavior through a sample group of 100 respondents who creators pilot the chi-square test which analyzes statistical data. The research helps in understanding the major factors influencing customers’ decisions to order food online.

III. RESEARCH METHODOLOGY

- a. **Research Type:** Descriptive Research
- b. **Data Type :** Primary Data
- c. **Data Collection Method :** Collected through Structured Questionnaires
- d. **Sample Size:** 100 respondents
- e. **Sampling Technique:** Random sampling Technique
- f. **Tools Used for Data Analysis**
MS Excel

IV. OBJECTIVES OF THE STUDY

- o To analyze the relationship between delivery time and customer satisfaction.
- o To study consumer perception towards the service quality of Zomato.

V. HYPOTHESIS

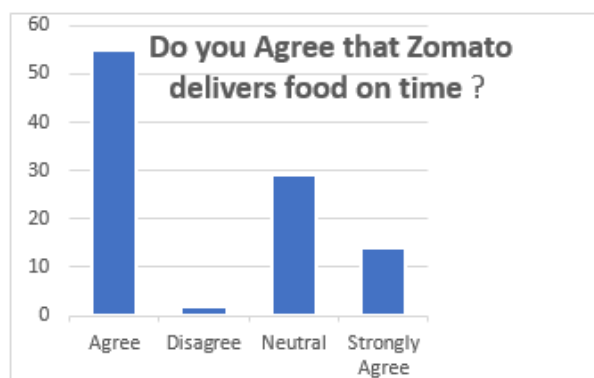
- **H₀ (Null Hypothesis):** Delivery time has no significant impact on consumer Satisfaction towards Zomato in Akola.
- **H₁ (Null Hypothesis) :** Delivery Time has a significant impact on Consumer satisfaction towards Zomato in Akola.

Hypothesis	Statistical Test	T- Calculate	P-Value	Results
H₀: Delivery time has no significant impact on consumer Satisfaction towards Zomato in Akola.	Pearson Correlation	4.92	0.000003	Rejected Ho(Null Hypothesis)

Interpretation:

The null hypothesis (H₀) states that delivery time has no significant impact on consumer satisfaction towards Zomato in Akola. The Pearson correlation test was conducted to test the validity of this hypothesis. The t-value was calculated to be 4.92 and the p-value reached a measurement of 0.000003. The result is statistically significant because the p-value falls below the established significance threshold of 0.05. The null hypothesis (H₀) is invalidated through the results which this study produced. The evidence shows that delivery time affects consumer satisfaction in a major way. Customers experience higher satisfaction levels when deliveries happen on time or before the expected time while their satisfaction decreases if deliveries take more time than they had anticipated.

VI. DATA AND ANALYSIS

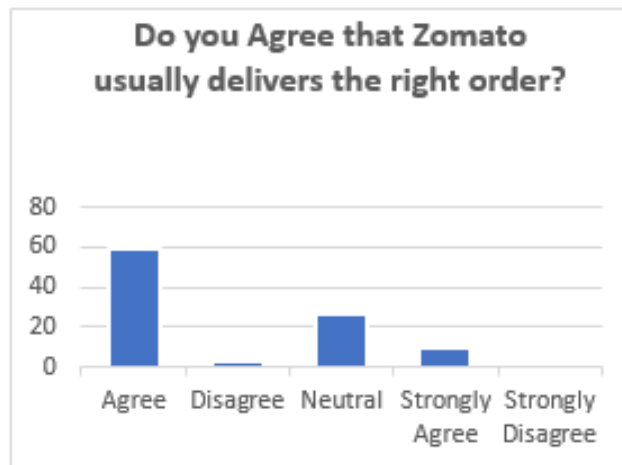




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Interpretation: The table and graph demonstrate the results of respondents who evaluated Zomato's food delivery timeliness. The results show that 55% of respondents expressed agreement while 14% of them showed strong agreement, which proves that most people were happy with the delivery schedule. The survey results show that 29% of respondents chose a neutral position, which indicates that these users experience delivery services at an average level or with mixed results. The results show that 2% of participants expressed disagreement together with no one choosing the option of strong disagreement, which represents extremely low numbers. The data shows that most respondents think Zomato delivers food on time, which indicates a positive outlook toward the company's delivery service.



Interpretation: The table and graph above display how respondents feel about Zomato's order accuracy. The order accuracy results show that 69% of respondents who answered the survey were satisfied with their experience. The survey results show that 27% of respondents had neutral opinions which indicates that some users experienced both positive and negative results. The results show that 3% of participants disagreed while only 1% strongly disagreed which represents a small percentage of respondents. The data shows that most people who participated in the survey think Zomato delivers the right orders which demonstrates their positive view of the company's service reliability.



Interpretation: The table and graph above display how respondents believe Zomato should handle its food delivery service to maintain customer satisfaction. The survey results show that 57% of participants agree with the statement while 9% strongly support it, which shows that most people believe faster delivery service is necessary. About 29% of respondents hold neutral positions which indicate they have average or mixed views on the subject. The survey results show that 3% of participants disagree with the statement while 2% of participants strongly disagree which marks an extremely low response rate. The data shows that most users want their packages to arrive faster, which demonstrates how important delivery speed is to enhancing customer satisfaction.



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VII. CONCLUSION

The analysis clearly shows that delivery speed serves as the main factor that maintains customer satisfaction with Zomato services. A large majority of respondents (57% agree and 9% strongly agree) believe that Zomato should deliver food faster to keep customers happy. The positive response shows that customers consider fast delivery service to be the most important aspect of their experience. The survey results showed that 29% of respondents maintained neutral views while only 5% of respondents expressed disagreement with the statement. The survey results demonstrate that only a small number of customers express satisfaction with the existing delivery speed while the majority view it as unimportant. The research findings show that faster delivery service results in higher customer satisfaction rates. Zomato can achieve better customer service delivery through two strategies which involve first making its delivery process more efficient and second decreasing the duration of customer waiting times.

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