



**SERVICE QUALITY AND ITS INFLUENCE ON CUSTOMER
RETENTION AND BRAND LOYALTY IN THE FOOD DELIVERY
SECTOR IN OZAMIZ CITY**

**A THESIS PRESENTED TO THE
FACULTY OF THE COLLEGE OF BUSINESS AND MANAGEMENT
MISAMIS UNIVERSITY
OZAMIZ CITY**

**IN PARTIAL FULFILLMENT OF
THE REQUIREMENTS FOR THE DEGREE
BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION**

BY:

LLYRICA MAY ASTILLERO

CHRISTHOPER RUBIO

AYESSA LALAINA TOLEDO

JOHANN TAHUD

November 2024

CERTIFICATE OF PANEL APPROVAL

This thesis entitled “SERVICE QUALITY AND ITS INFLUENCE ON CUSTOMER RETENTION AND BRAND LOYALTY IN THE FOOD DELIVERY SECTOR IN OZAMIZ CITY” submitted by Astillero, Llyrica May, Rubio, Christopher, Tahud, Johann, Toledo, Ayessa Lalaine, in partial fulfillment of the requirements for the degree Bachelor of Science in Business Administration, has been examined and is recommended for acceptance and approval for Oral Examination.


DR. GILDA L. LUSORIO
Adviser

Approved by the Thesis Committee on Oral Examination with a grade of Passed.


EFREN J. BARRILLO, DM, CPA
Chairman


ANA BONITA A. BALABA, DM
Member


JOSEPH GLENN J. LAPUT, MaEcon
Member

Accepted and approved in partial fulfillment for the degree Bachelor of Science in Business Administration:

Date of Thesis Proposal: May 16, 2024

Date of Oral Defense: October 24, 2024


EFREN J. BARRILLO, DM, CPA
Dean, College of Business and Management

Date: November 2024

ABSTRACT

The food delivery sector in Ozamiz City has experienced rapid growth, with service quality playing a pivotal role in customer retention and fostering brand loyalty. This research explored the relationship between service quality, customer retention, and brand loyalty using questionnaires designed to capture respondents' perceptions of these aspects. A descriptive-correlational approach was employed, with 150 respondents participating in the study. The study utilized statistical tools such as Mean, Standard Deviation, Regression Analysis, and Pearson Correlation to assess these relationships. The findings revealed that service quality in the food delivery sector received consistently high ratings, with key dimensions such as assurance, tangibility, reliability, responsiveness, and empathy contributing to customer satisfaction. Customers expressed confidence in the service, appreciating the professionalism of couriers and the prompt handling of concerns. High customer retention scores reflected a loyal and stable customer base, while strong emotional connections to brands indicated that customer loyalty is built on positive experiences and perceptions. Strong positive correlations were detected between service quality, customer retention, and brand loyalty. These results highlighted the importance of continuously improving service quality to maintain and grow customer loyalty. The researchers recommended that businesses not only focus on enhancing service standards but also implement personalized promotions, offer competitive pricing, and address evolving customer needs to sustain retention and loyalty. By combining service excellence with strategic initiatives, businesses in the food delivery sector can strengthen their position in an increasingly competitive market in Ozamiz City.

Keywords: *Brand Loyalty, Customer Retention, Food Delivery, Service Quality*

DEDICATION

This research is dedicated to those who made its completion possible and served as a source of inspiration throughout the process.

We dedicate this research paper to our beloved parents, whose unwavering support and encouragement have been the foundation of our academic endeavors.

To our groupmates, whose collaboration and shared effort made this project possible; your camaraderie has been invaluable.

Our heartfelt gratitude goes to our adviser for the guidance and insights, which have shaped our thoughts and work throughout this process.

We also extend our appreciation to the panelists for their time and thoughtful feedback, which have helped refine our research.

Lastly, we acknowledge the delivery sector in Ozamiz, whose resilience and dedication amidst challenges provide us with a vital service that greatly contributes to our paper.

Above all, we give thanks to God, whose guidance and blessings have been our source of strength throughout this journey.

Thank you all for inspiring us to strive for excellence.

ACKNOWLEDGEMENT

We researchers acknowledge and give our deep gratitude and appreciation to the following who made this work possible:

To Dr. Efren J. Barillo, the Dean of the College of Business and Management of Misamis University, for his guidance and encouragement in the pursuit of the business research study.

Also, to our panel members Dr. Ana Bonita A. Balaba, DM and Mr. Joseph Glenn Laput, MaEcon, for the constructive criticism they have given during Proposal to the final Oral Defense.

To Dr. Gilda L. Ilusorio, our thesis adviser, for her patience and guidance in sharing her time, knowledge, expertise, and valuable inputs for the improvement and completion of this research.

To the Respondents, for their time and willingness to participate in answering our research survey questions.

To our parents, friends, relatives and classmates of the research, for all the assistance provided, financially and mentally during the process of meeting the requirements for the research, and

Above all, to the Almighty God, for His grace, provisions and blessings which made all these things possible.

Researchers

TABLE OF CONTENTS

Title	Page
TITLE PAGE	i
CERTIFICATE OF PANEL APPROVAL	ii
ABSTRACT	iii
DEDICATION	iv
ACKNOWLEDGEMENT	v
LIST OF TABLES	vii
LIST OF APPENDICES	ix
INTRODUCTION	1
Rationale of the Study	1
Theoretical Framework	5
Conceptual Framework	9
Statement of the Research Problem	13
Null Hypothesis:.....	13
RESEARCH METHODOLOGIES	14
Design.....	14
Setting.....	14
Respondents	14
Instruments	15
Data Collection.....	16
Ethical Considerations.....	17
Data Analyses.....	17
RESULTS AND DISCUSSIONS	18
Level of Customer Service Quality	18
Level of Customer Retention	20
Level of Brand Loyalty	23
Significant Relationship between Service Quality and Customer Retention	25
Significant Relationship between Service Quality and Brand Loyalty	27
Significant Relationship between Customer Retention and Brand Loyalty	29
Significant Effect of Service Quality toward Brand Loyalty when Mediated with Customer Retention.....	31
SUMMARY OF FINDINGS, CONCLUSIONS, AND RECOMMENDATIONS	35
Summary	35
Findings	35
Conclusions	36
Recommendations	37
References.....	38
Appendices.....	48
Appendix A	48
Appendix B	55
Appendix C	62
Appendix D	63
Appendix E.....	71
Appendix F.....	73
Appendix G	79
Appendix H	80
Appendix I.....	81
CURRICULUM VITAE	82

LIST OF TABLES

Table	Title	Page
Table 1.	Level of Customer Service Quality	26
Table 2.	Level of Customer Retention	30
Table 3.	Level of Brand Image	33
Table 4.	Significant Relationship between Service Quality and Customer Retention	35
Table 5.	Significant Relationship between Service Quality and Brand Loyalty	38
Table 6.	Significant Relationship between Customer Retention and Brand Loyalty	41
Table 7.	Significant Effect of Service Quality toward Brand Loyalty when Mediated with Customer Retention	44

LIST OF FIGURES

Figure	Title	Page
Figure 1.	Schematic Diagram of the Study	126

LIST OF APPENDICES

Page

Appendix A – Sample Questionnaire.....	56
Appendix B – Sample Filled out Questionnaire.....	64
Appendix C – Sampling Computation.....	71
Appendix D– Informed Consent Form.....	72
Appendix E – Approved Letter of Consent.....	80
Appendix F– Statistical Computations.....	82
Appendix G– Documentations.....	88
Appendix H– Plagiarism Test Result.....	89
Appendix I– Grammarly Test Result.....	90

INTRODUCTION

Rationale of the Study

The food delivery service industry is experiencing rapid growth globally. With increasing independence, food delivery services have gained a substantial share of the food consumer market (Ahuja et al., 2021). In the bustling food delivery environment of Ozamiz City, providing quality service is important. As more customers prefer food delivery for its convenience, that is why competition among businesses is intense. Popular food delivery platforms in the city include Foodpanda, DeliverNa Ozamis, P&R Express, Boknoy Delivery, and E-Lance Delivery. It is crucial for these businesses not only to attract but also to retain customers.

In the United States of America, the food delivery industry is experiencing growth due to changes in the lifestyles of American customers and the increasing use of online transactions. There is a current trend among young customers, known as “no cooking foodies”, which refers to individuals who enjoy trying out different foods. They prefer not to cook themselves and are instead willing to invest in a wide range of high-quality food options (Gunden et al., 2020). Studies indicated that many young customers are particularly drawn to food delivery services. A significant portion of them prefer to order food online every week, and some even do so daily. They find it efficient and convenient to use food delivery services, which also aligns with the overall trend toward online platforms for food delivery (Nguyen, 2019).

Furthermore, according to a study conducted by Suhartanto et al. (2019) in Indonesia, the food delivery market there is significant. The players in the food delivery industry include not only international fast-food chains like Kentucky Fried Chicken and McDonald's, which offer exclusive delivery services but also numerous small and medium-sized casual and fast-food restaurants that utilize food delivery platforms such as GoFood and GrabFood. This suggests that there is fier competition within the Indonesian food delivery service sector.

Considering the rapid growth of the food delivery sector globally, it is crucial to examine the particular factors influencing local markets. In Ozamiz City, where demand for food delivery services is notably rising, businesses need to understand how service quality, customer retention, and brand loyalty connect to ensure success. Numerous studies have revealed that delivering quality service keeps customers satisfied and loyal, which plays a key role in the sustained success of food delivery

businesses. However, it is also essential to understand that service quality in the food delivery sector involves various aspects. These include timely and accurate delivery, responsiveness of customer service, and the overall experience for users (Suhartanto et al., 2019). Poncin and Walter-Malcurat (2021) suggested that food delivery significantly influences customer satisfaction through factors like food availability, customer ratings, payment methods, and interactions with delivery personnel. Cheng et al. (2021) further supported this, emphasizing that food quality, order accuracy, responsiveness of customer service, and delivery speed all contribute significantly to service quality in the food delivery industry.

Feng and Chen (2022) described service quality as how customers evaluate a service overall. It is defined as how well a service meets customers' needs or what they expect from it (Ma et al., 2021). Parasuraman, Zeithaml, and Berry (1985) made a significant contribution by providing a concise definition of service quality, describing it as a comprehensive judgment regarding the excellence of the service. They further elaborated that this judgment includes assessments of both the outcome, which is what the customer receives, and the process of service delivery, which is how the service is provided. Moreover, they defined service quality as the gap between customer expectations, which is what the customers want, and their perceptions of the service, which is what the customers receive. If the perceived service does not meet expectations, customers perceive the quality as poor. Conversely, if it meets or exceeds expectations, customers perceive the quality as high. It should be well noted that a vital aspect of service quality is understanding customers' expectations, which are commonly shaped by their individual needs, past experiences, communications from the service provider, and word-of-mouth recommendations (Parasuraman et al., 1985).

Additionally, service quality is recognized as a fundamental element for the continued success of modern service-oriented businesses. The relationship between service quality and customer satisfaction serves as a vital marketing tool and is extensively studied within the service industry (Naini et al., 2022). Numerous studies show that improving service quality significantly elevates customer satisfaction (Mady, 2020). For service providers to ensure the utmost customer satisfaction, they must prioritize delivering high-quality service. There should be a close relationship between service quality and the customer's willingness to return. It should be well noted that in the realm of food delivery services, the primary objective should be to

maximize the satisfaction of customers instead of only focusing on profit (Uvet, 2020). It is believed that customer satisfaction is an important factor in retaining customers and is vital for a company's sustained success and long-term competitiveness.

This is supported by Goodman (2019), who emphasized that customer satisfaction is imperative for retaining customers by ensuring they are satisfied with a positive experience. This retention is crucial for fostering healthy business growth and maintaining strong customer relationships. It is observed that as service quality increases, customer retention rates also improve. Larsson and Broström (2020) defined customer retention as a marketing objective aimed at preventing customers from switching to competitors. Additionally, Fook and Dastane (2021) suggested that customer retention reflects a customer's intention to purchase services from the same provider consistently, which indicates loyalty. They used customer retention as a metric for determining customer loyalty, with service quality and customer satisfaction being important factors influencing this. Moreover, Alketbi et al. (2020) defined customer retention as the customer's willingness to stay with the same service provider in the future. However, they argued that while customer satisfaction is significant, other factors also influence customer retention. This argument is supported by Miao et al. (2019), who noted that merely satisfying customers is inadequate, especially with the fact that only half of satisfied customers will return. Therefore, businesses must focus on turning satisfied customers into loyal customers.

While loyalty is indispensable for businesses to retain their most valuable customers as it reflects the development of relationships, retention also ensures the continuity of these relationships. In particular, customer retention is a vital aspect of maintaining customer relationships. It is driven by the emotional connection formed through positive customer experiences and the business's strong reputation (Goodman, 2019). Unfortunately, without this emotional bond, fostering customer loyalty becomes challenging. This importance is emphasized by Akram et al. (2022), who highlighted that most companies prioritize customer retention due to the higher costs associated with acquiring new customers compared to maintaining existing customers. Additionally, customer retention contributes significantly to building a positive reputation and goodwill for the business in a competitive market (Nguyen et al., 2022). That is why creating retention programs plays a crucial role in this process by aiming to convert occasional customers into frequent customers (Miao et al., 2019). These loyal customers are not only more likely to recommend the business to others but also

tend to purchase multiple products. Given the increasing costs associated with losing customers, companies are continually exploring new techniques to acquire and retain their loyal customer base.

Numerous studies have suggested that loyalty is influenced by factors such as service quality and customer satisfaction (Suttikun & Meeprom, 2021). However, despite extensive research across various industries, scholars argued that the exact process of how customer loyalty forms remains uncertain (Puspasari et al., 2022). Moreover, due to inherent differences between industries, findings from one sector may not necessarily apply to others. That is why scholars recommend investigating loyalty formation in emerging sectors including the food delivery sector (Suhartanto et al., 2019). Surprisingly, despite the promising growth of the food delivery sector, there is a notable absence of research on what motivates customer loyalty within food delivery services (Gupta, 2019).

As a result, the researchers' decision to study the food delivery sector in Ozamiz City was driven by its growing significance and impact on the local economy. As the demand for food delivery services rises, service providers in this sector face pressure to differentiate themselves and retain a steady customer base. While numerous studies have emphasized the vital role of service quality in influencing customer retention and brand loyalty, there is a noticeable research gap specific to the food delivery sector in Ozamiz City. This study aimed to close that gap by exploring the factors that influence service quality perceptions, customer retention strategies, and brand loyalty dynamics within the local food delivery market. By closing this gap, the study intended to provide valuable perceptions and practical recommendations to food delivery businesses, empowering them to enhance customer satisfaction, improve their services, and strengthen brand loyalty amidst intensifying competition.

Furthermore, the study aimed to achieve several key objectives: firstly, assessed the critical dimensions of service quality for food delivery customers in Ozamiz City; secondly, examined how service quality affects customer retention; thirdly, explored how service quality impacts brand loyalty; and finally, proposed strategies for improving service quality and customer retention rates. Through this research, the researchers contributed to the research publications on service quality and customer relationship management within the food delivery context, while also offering practical insights to businesses operating in Ozamiz City's dynamic food delivery industry. These insights can help businesses develop more effective retention

programs and loyalty-building initiatives, thereby fostering long-term relationships with customers and ensuring sustained competitiveness in the rapidly evolving food delivery market.

However, it is crucial to recognize the limitations of this study. While this study primarily focused on service quality within the food delivery sector, it did not cover aspects such as technology use or user familiarity with delivery platforms. Although these factors are undoubtedly important, they are complex and may require separate investigations in future research. By narrowing the scope to service quality dimensions and their impact on customer retention and brand loyalty, this study aimed to offer a focused analysis that contributes significantly to the existing literature on service-oriented businesses. Future studies could investigate these areas further to enhance our understanding of service quality in the food delivery industry.

Theoretical Framework

This study is anchored on three theories, namely: Service Quality Theory (SERVQUAL) by Parasuraman et al. (1985); Customer Satisfaction Theory by Oliver (2010); and Brand Loyalty Theory by Jacoby (1971).

The Service Quality Theory is a widely used method to evaluate the quality of the service provided. It provides a simple way to measure service quality by comparing what customers receive with their expectations. The model identifies five key or distinguishing attributes that service firms must implement if they are to deliver a high level of service quality namely: assurance, tangibles, reliability, empathy and responsiveness. Assurance is all about how courteous, knowledgeable, and professional the employees are in inspiring trust and confidence in customers. Reliability refers to the ability of the service provider to provide accurate and trustworthy services at all times. Physical elements, which include tangible features of the service environment like buildings and machinery. Empathy is the ability to care for and treat clients individually. Finally, responsiveness measures the extent to which employees are able and willing to provide service again to customers.

By evaluating these dimensions, SERVQUAL assists organizations in identifying service quality concerns and formulating strategies to improve customer satisfaction and overall service performance (Parasuraman et al., 1985).

Recent research has continued to apply the SERVQUAL model to evaluate and enhance service quality in various sectors. A study conducted by Darzi et al.

(2023) used the SERVQUAL model to assess service quality in public hospitals, focusing on patient perceptions and expectations across the five dimensions. The study found significant gaps in all dimensions, indicating that patient expectations were not being met adequately. Tangibility and responsiveness had the largest gaps, suggesting that hospitals need to improve their physical infrastructure and the promptness of their services. The findings emphasized the need for hospital management to focus on these areas to enhance overall patient satisfaction and service quality. Furthermore, a study by Gowda et al. (2023) found that reliability is the key factor driving customer satisfaction, which subsequently fosters trust and encourages repurchase intentions. Empathy and assurance are the next most significant factors contributing to customer satisfaction. The analysis indicated that individuals aged 18-25 particularly value tangibility aspects, like the appearance of the cabin crew and the quality of in-flight meals, regardless of other demographic factors. This indicates that airlines should prioritize these service quality dimensions to improve overall customer satisfaction and loyalty.

To systematically evaluate service quality within the food delivery sector of Ozamiz City, this study employed the Service Quality Theory (SERVQUAL). This theoretical framework offers a systematic method for evaluating service quality through key dimensions. By utilizing the SERVQUAL model, researchers gained important insights into the impact of service quality on customer perceptions within the food delivery industry. The study explored various factors, including delivery timeliness, order accuracy, food quality, and customer service. Through this in-depth analysis, researchers examined how these service quality dimensions affect customer retention and brand loyalty in the food delivery sector of Ozamiz City.

Furthermore, Customer Satisfaction Theory is a key concept in understanding consumer behavior and its impact on businesses. This theory posits that the level of satisfaction customers experience plays a crucial role in shaping their future actions, such as the likelihood of repurchasing a product or service and staying loyal to a brand. The theory proposed that satisfaction arises from a comparison between customers' pre-purchase expectations and their actual experiences with a product or service. After using the product or service, customers assess its performance concerning their expectations. If the experience meets or surpasses their expectations, they feel satisfied; if it fails to meet them, they feel dissatisfied (Oliver, 2010).

Recent studies have effectively utilized Customer Satisfaction Theory to explore the relationship between service quality and customer loyalty in various contexts. A study by Ali et al. (2021) examined customer experiences at Malaysian theme parks by assessing satisfaction through a comparison of visitor expectations and their actual experiences with attractions, services, and amenities. The study found that higher customer satisfaction significantly enhanced loyalty and positive word-of-mouth, emphasizing the importance of meeting or surpassing expectations to encourage customer retention. Furthermore, a study conducted by Vo and Van Nguyen (2022) focused on service quality and customer satisfaction among different customer types within the Vietnamese retail sector. They explored how different dimensions of service quality impacted customer satisfaction and used satisfaction as a mediator to understand its effect on repurchase intentions. Their findings revealed that although all dimensions had a positive impact on satisfaction, the strength of these relationships varied depending on the customer type, with satisfied customers being more likely to return and recommend the service. This is supported by Tarigan et al. (2020), who highlighted how certain store attributes influence customer satisfaction and loyalty, which ultimately affect customer retention. Their study concluded that factors such as the physical store environment, product variety, and customer service have a significant impact on customer satisfaction. This satisfaction, in turn, mediated the relationship between store attributes and customer retention, with higher satisfaction levels resulting in stronger loyalty and improved retention rates.

In this study, Customer Satisfaction Theory is used to examine the relationship between customers' expectations, their actual experiences with food delivery services, and their resulting satisfaction levels. By developing a comprehensive survey, the study evaluated customers' expectations before using the service and their perceptions of the service they received, including aspects like delivery speed, food quality, and customer support. Analyzing the gap between perceived performance and expectations helped determine overall customer satisfaction. The study then explored how this satisfaction influences customer retention and loyalty. By applying Customer Satisfaction Theory, the research offered insights into how food delivery services in Ozamiz City can improve service quality to boost customer satisfaction, leading to higher retention rates and stronger brand loyalty.

Importantly, Brand Loyalty Theory posits that customers develop a strong attachment to specific brands as time passes, driven by a mix of psychological and behavioral factors. According to this theory, brand loyalty is shaped by various factors, including satisfaction with the product or service, perceived quality, and consistent positive experiences with the brand. Additionally, it suggests that brand loyalty is reinforced through habitual purchasing behavior, where customers form a routine of choosing a particular brand without actively considering alternatives. The theory also highlights the influence of brand image and emotional connections in fostering loyalty, suggesting that brands that connect with customers on a deeper emotional level are more likely to inspire lasting loyalty. This theory underscores the importance of establishing trust, satisfaction, and emotional bonds with customers to nurture long-term brand loyalty (Jacoby, 1971).

Recent research has adapted brand loyalty theory to the digital age. A study by Azhar et al. (2023) found that effective social media marketing strengthened brand trust and loyalty. They emphasized that consistent and positive interactions on social media significantly boost both attitudinal and behavioral loyalty. Additionally, a study by Ramachandran & Balasubramanian (2020) explored the mediating role of brand loyalty among technology product customers. Their findings showed that strong brand loyalty significantly influenced the relationship between trust, self-image, perceived value, and customer opinions, ultimately impacting repurchase intentions. Furthermore, a study by Vidyanata (2022) in the hospitality industry found that service quality and customer satisfaction were key factors in predicting brand loyalty. It emphasized that loyal customers are more likely to engage in repeated transactions and share positive feedback.

Furthermore, Rane et al. (2023) discovered that satisfied customers are more likely to stay loyal to a brand and continue using its products or services. They are also more inclined to recommend the brand to others. The study showed that improving customer service, product quality, and overall customer experience plays a significant role in boosting customer satisfaction. As a result, satisfied customers demonstrated a stronger connection to the brand, increasing the chances of their long-term retention. The research stressed the value of consistently providing high-quality experiences to build lasting loyalty and retain customers over time.

This study used the brand loyalty theory to examine how service quality affects customer retention and loyalty in Ozamiz City's food delivery sector. By

applying this approach, the research investigated how different aspects of service quality impact customer loyalty. It highlighted that providing high-quality service increases customer satisfaction, encourages repeat use of the service, and builds a strong emotional bond with the brand. This framework enabled a detailed analysis of how exceptional service quality strengthens customer relationships and promotes deep loyalty, offering useful insights for improving customer retention strategies in the food delivery industry in Ozamiz City.

In summary, the integration of SERVQUAL, Customer Satisfaction Theory, and Brand Loyalty Theory provided a solid foundation for this study. These theories allowed a thorough exploration of customer insights, satisfaction, and the factors driving loyalty. The findings offer valuable guidance for enhancing service quality and fostering strong, lasting customer relationships in this competitive industry.

Conceptual Framework

The conceptual framework illustrated in the schematic diagram represents the relationships between service quality, customer retention, and brand loyalty within the food delivery sector in Ozamiz City. At its core are the service quality dimensions which are *assurance*, *reliability*, *tangibility*, *empathy*, and *responsiveness*. These dimensions collectively shape customers' experiences and perceptions of food delivery services. In Ozamiz City's food delivery market, hectic competition between local businesses such as P&R Express or Boknoy Delivery, and international businesses such as Foodpanda, may raise the standards for service quality as businesses aim to differentiate themselves and secure market share. This highlighted the importance of continuously improving service quality to remain competitive and retain customers while taking into consideration the key dimensions of service quality.

Service quality refers to how well a service meets customer expectations across key aspects: assurance, reliability, tangibility, empathy, and responsiveness (Parasuraman et al., 1985). *Assurance* involves customers' confidence in the professionalism and trustworthiness of the service (Hung et al., 2019), while *reliability* is about consistently delivering orders accurately and on time (Chou et al., 2019). Moreover, *tangibility* includes the physical features of the service, such as the quality of packaging (Moon & Armstrong, 2020), while *empathy* reflects service providers' understanding and responsiveness to customers' needs (Murray et al., 2019). Lastly, *responsiveness* measures how quickly and effectively customer

inquiries or complaints are addressed (Teshome et al., 2020). Njelita and Opara (2023) suggested that implementing a feedback mechanism through post-order surveys or in-app ratings allows customers to provide real-time feedback on their experience. Moreover, a timely and courteous response to customer feedback, such as addressing a missing item in an order, can boost service quality, leading to higher customer satisfaction and retention.

Customer retention appeared as a critical component within the framework, highlighting the connection between service quality, customer satisfaction, trust, and reliability. *Service quality* shapes initial impressions and plays a critical role in maintaining long-term relationships. High-quality service leads to customer satisfaction, fostering trust and loyalty towards the brand (Ali, 2020). *Customer satisfaction*, rooted in the perceived quality of service, plays a key role in fostering repeat purchases and long-lasting relationships with customers (Mbango, 2019). *Trust* and *reliability* further contribute to customer retention, as customers are likely to remain loyal to a brand they see as trustworthy and reliable (Azizan & Yusr, 2019). Banerjee et al. (2019) claimed that well-trained delivery drivers who are polite, punctual, and knowledgeable about the menu can enhance overall customer satisfaction. Research has asserted that a delivery driver who surpasses expectations by ensuring orders are delivered hot and intact can significantly boost satisfaction and retention rates.

Additionally, *brand loyalty* represented the result of the framework, encompassing brand image, customer experience, and emotional connection. *Brand image* pertains to customers' perceptions of the food delivery brand's reputation and values, influenced by factors such as sustainability practices, ethical sourcing, and community involvement (Azizan & Yusr, 2019). Additionally, *customer experience* encompasses overall satisfaction derived from service interactions, including mobile application usability and order-tracking system efficiency (Molinillo et al., 2022). Lastly, *emotional connection* represents the attachment and resonance customers feel towards the brand, fostering loyalty and advocacy (Yadav, 2023). In a culturally rich city like Ozamiz, where family gatherings and celebrations are common, a food delivery service offering family meal bundles or special discounts for large orders during festive seasons may connect well with local customers, contributing to increased brand loyalty.

Essentially, these factors formed a thorough framework for understanding the service quality dimensions, customer retention, and brand loyalty in the food delivery sector in Ozamiz City. By explaining how these factors are connected, the framework provided valuable insights for businesses aiming to enhance their brand competitiveness and establish lasting customer relationships. Including examples in the framework enhanced its applicability to actual business operations and provides practical demonstrations of how businesses can effectively manage and utilize these factors to their advantage in the constantly changing food delivery market in Ozamiz City.

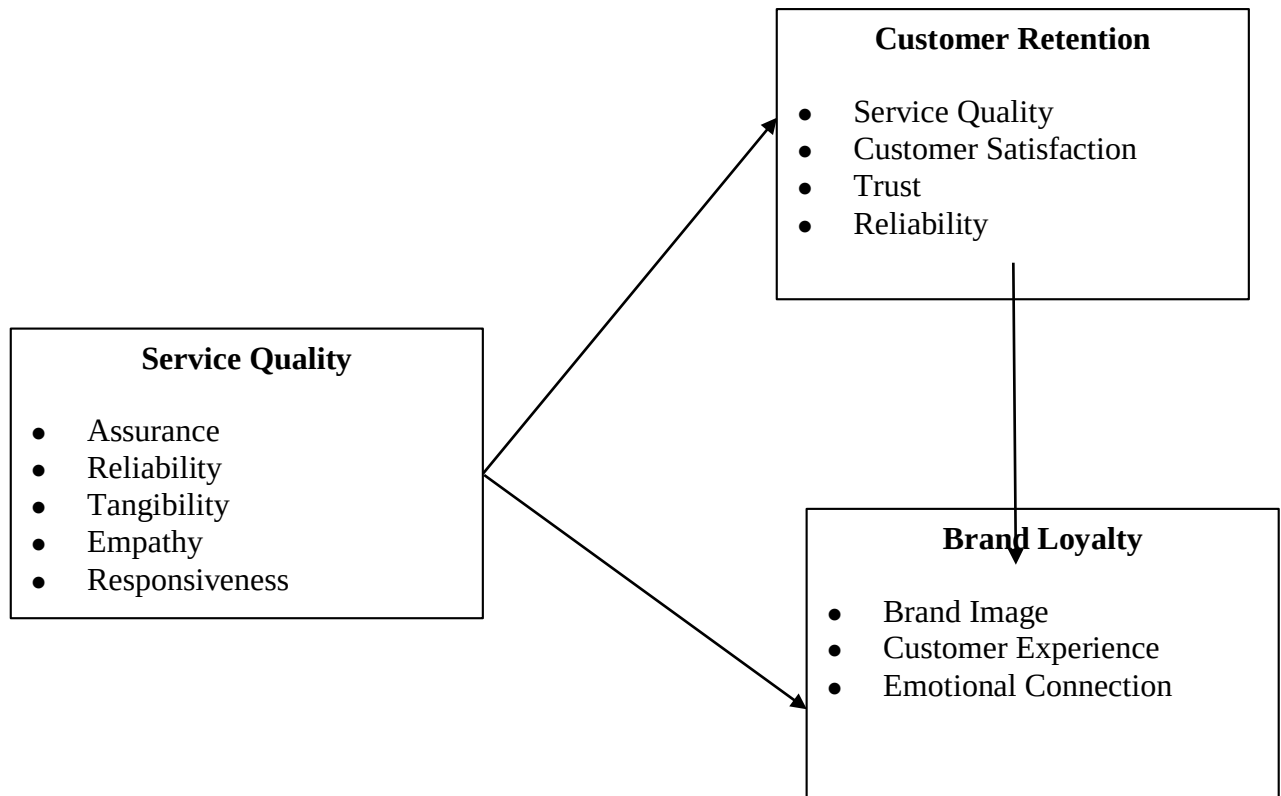


Figure 1. Schematic Diagram of the Study

Statement of the Research Problem

This study investigated service quality and its influence on customer retention and brand loyalty in the food delivery sector in Ozamiz City. Particularly, the researchers sought to answer the following questions:

1. What is the respondents' level of customer service quality in terms of assurance, reliability, tangibility, empathy, and responsiveness?
2. What is the respondents' level of customer retention in terms of service quantity, customer satisfaction, trust, and reliability?
3. What is the respondents' level of brand image in terms of brand image, customer experience, and emotional connection?
4. Is there a significant relationship between service quality and customer retention?
5. Is there a significant relationship between service quality and brand loyalty?
6. Is there a significant relationship between customer retention and brand loyalty?
7. Is there a significant effect of service quality toward brand loyalty when mediated with customer retention?

Null Hypothesis:

Ho1: There is no significant relationship between service quality and customer retention.

Ho2: There is no significant relationship between service quality and brand loyalty.

Ho3: There is no significant relationship between customer retention and brand loyalty.

Ho4: Customer retention has no mediating effect on brand loyalty.

RESEARCH METHODOLOGIES

Design

This study employed descriptive-correlational research, a methodological approach aimed at understanding the natural relationships between variables without any manipulation or intervention by the researcher. While descriptive-correlational research provides valuable perspectives into how variables connect, it does not establish causality. Instead, it offers a foundation for further exploration and hypothesis formulation (Limberg et al., 2021).

This approach enabled the systematic gathering of quantitative data through surveys, enabling researchers to evaluate the relationships between service quality, customer retention, and brand loyalty. Through statistical analysis, the study explored whether significant relationships exist between service quality and customer retention, service quality and brand loyalty, and customer retention and brand loyalty. By employing a descriptive-correlational design, the research endeavors provided insights into the intricate relationships of service quality, customer retention, and brand loyalty in the food delivery sector in Ozamiz City.

Setting

The study was executed in Ozamiz City, situated in the province of Misamis Occidental, Philippines. This city is highlighted by its diverse population and competitive food delivery market, making it an ideal setting for studying service quality, customer retention, and brand loyalty. With its urban landscape and growing economy, Ozamiz City hosts a variety of food delivery platforms, providing abundant research opportunities. Additionally, its manageable size allowed for focused investigations while still capturing diverse customer perspectives. With Ozamiz City's characteristics, it became a suitable and compelling location for research in the food delivery sector.

Respondents

This study employed Cochran's formula to ascertain the ideal sample size, particularly suitable for large populations, and used the Convenience Sampling technique to select 150 respondents who were readily accessible and had firsthand experience with food delivery services. To ensure the relevance of responses, specific

criteria were applied in choosing and qualifying participants: (1) respondents must have placed at least three orders from any food delivery platform within Ozamiz City, (2) all orders must have occurred within the past two months, and (3) respondents must have provided informed consent to contribute in the study. Individuals were excluded if they worked for or had direct affiliations with food delivery platforms to minimize potential biases or conflicts of interest that could affect their responses. Additionally, all respondents were willing to share their perceptions, behaviors, and preferences related to food delivery services.

Instruments

This study employed the following research tools in gathering data from the respondents.

A. Respondents' Perceptions on Food Delivery Service Questionnaire. This was a four-point Likert scale questionnaire. This was adapted and modified from Elvandari, Sukartiko, and Nugrahini (2018) and has 5 constructs: Assurance, Reliability, Tangibility, Empathy, and Responsiveness. It has 50 indicators. This was employed to understand respondents' perspectives on various aspects of food delivery service quality and helped researchers gain valuable insights into areas that contribute to overall customer satisfaction and loyalty in the food delivery sector in Ozamiz City.

In determining the respondents' level of customer service quality in terms of assurance, reliability, tangibility, empathy, and responsiveness, the following scale was used:

Responses	Continuum	Interpretation
4- Strongly Agree (SA)	3.25-4.0	Very High (VH)
3-Agree (A)	2.50-3.24	High (H)
2-Disagree (D)	1.75-2.49	Low (L)
1-Strongly Disagree (SD)	1.0-1.74	Very Low (VL)

B. Respondents' Perceptions on Customer Retention Questionnaire. This was a four-point Likert scale questionnaire that has 40 indicators. This questionnaire was adapted and modified from Khadka and Maharjan (2017) and was employed to gain insights into the factors influencing customer retention in the food delivery sector in Ozamiz City.

In determining the respondents' perceptions of customer retention in the food delivery sector in terms of service quantity, customer satisfaction, trust, and reliability, the following scale was used:

Responses	Continuum	Interpretation
4- Strongly Agree (SA)	3.25-4.0	Very High (VH)
3-Agree (A)	2.50-3.24	High (H)
2-Disagree (D)	1.75-2.49	Low (L)
1-Strongly Disagree (SD)	1.0-1.74	Very Low (VL)

C. Respondents' Perceptions on Brand Loyalty Questionnaire. This was a four-point Likert scale questionnaire that has 30 indicators. This questionnaire was adapted and modified from Almohaimmeed (2019) and was employed to gain insights into the factors influencing brand loyalty in the food delivery sector in Ozamiz City.

In determining the respondents' perceptions of brand loyalty in the food delivery sector in terms of brand image, customer experience, and emotional connection, the following scale was used:

Responses	Continuum	Interpretation
4- Strongly Agree (SA)	3.25-4.0	Very High (VH)
3-Agree (A)	2.50-3.24	High (H)
2-Disagree (D)	1.75-2.49	Low (L)

Data Collection

The data collection process commenced with the procurement of a consent letter from the Dean of the College of Business and Management, reviewed by the thesis adviser. Researchers distributed a structured questionnaire to potential respondents in various locations across Ozamiz City. They secured voluntary participation after thoroughly explaining the study's objectives and procedures, either through face-to-face interactions or online surveys. Once completed, the responses were compiled and entered into a secure database for analysis. The data were organized into a table format to facilitate analysis by assigning codes to responses.

The findings were then presented in a clear and organized manner, utilizing tables and graphs to illustrate important data. Interpretation of the results was shaped by research questions, providing invaluable perspectives into the relationships of service quality, customer retention, and brand loyalty in the food delivery sector in Ozamiz City.

Ethical Considerations

Before undertaking the study, the following research ethical procedures were observed. Participation was facilitated on a voluntary and informed basis. Respondents were given the option to discontinue participation at any point without facing repercussions. The researchers provided a clear explanation of the study and obtained consent from all respondents. The researchers maintained confidentiality of the respondents' information and ensured anonymity in reporting findings. Respondents had the opportunity to review and request changes to their information without consequence. The researchers adhered to transparency and honesty in reporting findings and crediting sources appropriately. They aimed to benefit respondents while minimizing harm and respecting cultural sensitivities. The researchers made sure that they conducted the study ethically and responsibly.

Data Analyses

The following statistical tools were used in this study:

Mean & Standard Deviation. These tools were used to determine the level of service quality, customer intention, and brand loyalty as perceived among customers. It helped the researchers to assess the perceptions and the degree of variability in these constructs among respondents.

Pearson Product Moment Correlation Coefficient. This statistical tool was used to examine the significant relationship between service quality, customer retention, and brand loyalty. It allowed researchers to identify how changes in service quality are associated with variations in customer retention and brand loyalty.

Regression Analysis. This tool was applied to analyze the connection between customer retention, brand loyalty, and different dimensions of service quality. It enabled the researchers to assess how various aspects of service quality influence customer retention and brand loyalty in Ozamiz City's food delivery sector.

RESULTS AND DISCUSSIONS

Level of Customer Service Quality

The level of customer service quality in the food delivery sector in Ozamiz City is shown in Table 1. Across all constructs, customer service quality was consistently rated as "very high." The standard deviations for these constructs range from 0.36 to 0.52, while the mean scores range from 3.63 to 3.66, with a 3.66 assurance score and 0.36 standard deviation. The average score for reliability is 3.63, with a standard deviation of 0.45. The average score for tangibility is 3.65, with a standard deviation of 0.41. The mean score for empathy is 3.66, with a standard deviation of 0.47. The mean score for responsiveness is 3.66, with a standard deviation of 0.52. The average mean of 3.65 and the standard deviation of the total customer service quality score are 0.44.

The assurance rating is aggregate with the mean score 3.66 and standard deviation of 0.36 which shows that customer feel sure with service & competency of service provides both [15]. Reliability regarding the service, with an average of 3.63 (0.45) reveals that consumers think the service is reliable and up to expectations in its features. Tangibility is largely about the physical attractiveness of delivery couriers and delivery vehicles appears to be in good condition, with mean and standard deviation values of 3.65, 0.41 respectively (Table 4). Services providers who care about and are dedicated to the needs of their customers, score some points on empathy (mean: 3.66; sd: 0.47). The first dimension of responsiveness had mean score of 3.66, SD = 0.52 indicating that the service providers are responsive to immediately attending to all needs and demands of their customers. A mean of 3.65 and standard deviation of 0.44 on 4-point scale in the overall customer service quality also confirms consumers have a very positive view of the service. The extremely low standard deviation fluctuation further indicates that customers are very happy with these attributes and means the company is providing consistent service across all aspects.

Results offer solid evidence supporting prior research identifying service quality as a mediator towards customer loyalty for food delivery services. As stated in the study, this backs up all research studies done on service quality which say that assurance, reliability, tangibles, empathy and responsiveness play a vital role seemingly when it comes to customer loyalty and satisfaction. The findings described here provide additional evidence that the SERVQUAL model remains relevant to the

food delivery industry. One of these is the SERVQUAL model designed by Parasuraman et al. (1985) which pointed these factors as indispensable in customers perceptions of service quality. This study also confirms the results by Karim et al. (2022) and found that great service quality tend to have an effect on the customer happiness as well as loyalty, especially in industries with service contacts and front personnel. Consistent with this study, Uzir et al. (2020) the responsiveness and empathy in food delivery is significant, as prompt service and customized attention enhance customer satisfaction (Luo et al. 2021). Likewise, Bungatang and Reynel (2021) reiterated that assurance and trustworthiness are needed to develop confidence in the service provider's reliability according to the findings of this study.

The implications of the findings were compelling--excellent service quality leads to customer loyalty, other research found that service quality alone may not ensure long-term retention. While service quality enhances loyalty, promotional offers, brand image, and competitive pricing can all have an impact on customer retention (Karim et al., 2022). Similarly, Cheng, Gaur, and Rezuan (2020) contended that even pleased customers may be influenced by other factors such as convenience and competitors' products, thereby limiting the long-term impact of service quality alone.

In Ozamiz City's food delivery sector, this study's findings reveal a consistently very high level of customer service quality. This rating reflect the sector's ability to meet customer expectations, fostering exceptional satisfaction and loyalty. The overall success of these services is attributed to strong customer trust, service reliability, attention to physical details, personalized care, and prompt service. Other factors that impact customer decisions include competitive price, promotional campaigns, and perceived ease. As a result, businesses in this industry need supplement their excellent service quality with effective marketing and price activities to sustain customer loyalty in a competitive landscape. While food delivery services in Ozamiz City excel in service quality, additional methods are required to enhance brand loyalty and maintain customer retention over time.

Table 1. Level of Customer Service Quality (n=150)

Constructs	M	SD	Interpretation
Assurance	3.66	0.36	Very High
Reliability	3.63	0.45	Very High
Tangibility	3.65	0.41	Very High
Empathy	3.66	0.47	Very High
Responsiveness	3.66	0.52	Very High
Customer Service Quality	3.65	0.44	Very High

Note: Customer Service Quality Scale: 3.25-4.0 (Very High); 2.50-3.24 (High); 1.75-2.49 (Low); 1.0-1.74 (Very Low)

Level of Customer Retention

The level of customer retention in the food delivery sector in Ozamiz City is shown in Table 2. According to the results, all components consistently rated the degree of customer retention as "very high." The mean scores for these constructs range from 3.57 to 3.61, with standard deviations of 0.42 to 0.51. Service quantity has an average score of 3.61 and a standard deviation of 0.42. Customer satisfaction has an average score of 3.57 and a standard variation of 0.51. Trust has an average score of 3.59 and a standard deviation of 0.44. Finally, reliability has an average score of 3.57 and a standard deviation of 0.43. The average customer retention score is 3.59, with a standard deviation of 0.45.

The relatively high mean score for service quantity (3.61) and a low standard deviation (0.42) imply that customers are very satisfied with the variety and frequency of services provided, such as the range of food selections, delivery times, and overall service availability. These findings indicate that food delivery companies are reaching or exceeding customer expectations in terms of the number and range of services they offer. Customer satisfaction, with a mean score of 3.57 and a standard deviation of 0.51, indicates that customers are usually happy with the service and are likely to use it again based on positive experiences. The somewhat increased variety in consumer satisfaction reflects changes in individual experiences, although average satisfaction remains high.

Trust, with a mean score of 3.59 and a standard deviation of 0.44, demonstrates consumers' strong belief in the reliability and honesty of service

providers, which is important for retention since it develops customer confidence and encourages repeat usage. Finally, reliability, with a mean score of 3.57 and a standard deviation of 0.43, indicates that customers see service providers to be trustworthy and consistent in achieving their delivery schedule, order accuracy, and overall service quality. The overall customer retention score, which has an average mean of 3.59 and a standard deviation of 0.45, reveals that service providers in this industry are good at retaining customers.

Moreover, the very low variance in standard deviations across all domains implies a steady and constant customer base with high satisfaction levels for quality, trustworthiness, and reliability, which contributes to strong customer loyalty and long-term retention.

These findings support previous studies demonstrating the importance of customer satisfaction, trust, reliability, and service quality in developing relationships with customers. According to Oliver's (2010) Customer Satisfaction Theory, when customers' expectations are fulfilled or exceeded, satisfaction levels increase, and customer loyalty builds over time. This theory was supported by the very high service quantity rating discovered in Ozamiz City's food delivery business, demonstrating that offering a diverse range of services may significantly boost customer retention and satisfaction. Furthermore, Marcos and Coelho (2022) stated that service diversity promotes customer happiness, which strengthens loyalty and retention. This aligns with the Customer Satisfaction Theory, which states that consistent satisfaction increases loyalty over time.

Other study has also shown that customer happiness is a proven component of client retention. Arslan (2020) noted that satisfied customers are more likely to develop long-term loyalty and make repeat purchases. Trust is also important for maintaining consumer interactions since it fosters long-term partnerships with service providers (Bungatang & Reynel, 2021). Furthermore, the SERVQUAL model identifies dependability as an essential aspect of service quality with a direct influence on customer retention. According to Parasuraman et al. (1985), reliability refers to a service provider's ability to fulfill obligations consistently and precisely. Customers are more likely to remain with organizations they can trust to meet their needs, thus this is important.

However, while these qualities are important for retention, other research imply that they may not ensure long-term customer loyalty. Other factors such as

competition and promotional offers might have an impact on customer decisions. Wilis and Nurwulandari (2020) contended that great happiness and trust may not always deter customers from seeking alternatives if competitors have more appealing solutions. Similarly, Marcos and Coelho (2022) discovered that even pleased consumers may switch providers if they see more value elsewhere. Despite excellent service reliability, customers may depart if competitors provide more convenience or savings. These perspectives suggested that, while service quantity, customer happiness, trust, and reliability are important for retention, organizations must also consider competition and evolving customer preferences.

In Ozamiz City's food delivery industry, the study's results ultimately showed a continuously very high degree of retention of customers. The rating reflected the strong capacity of these businesses to retain their customers. Low variability and high mean ratings indicate that these services are regularly meeting or surpassing customer demands, which promotes loyal customers and a loyal customer base. Even while these results confirmed the relationship between retention and service quality, they also made clear how important it is for companies to continue being flexible and sensitive to changing consumer demands and competition challenges. To further strengthen customer retention, it is recommended that businesses in the food delivery sector complement their high service standards with additional strategies such as personalized promotions and competitive pricing to cater to varying customer preferences. Additionally, in an increasingly competitive market, adopting innovation, such as improving the delivery process or providing environmentally friendly options, can help sustain long-term customer retention and loyalty. It should be noted that businesses can maintain a competitive edge by using statistical data to offer personalized experiences and staying up to date with market changes.

Table 2. Level of Customer Retention (n=150)

Constructs	M	SD	Interpretation
Service Quantity	3.61	0.42	Very High
Customer Satisfaction	3.57	0.51	Very High
Trust	3.59	0.44	Very High
Reliability	3.57	0.43	Very High
Customer Retention	3.59	0.45	Very High

Note: Customer Retention Scale: 3.25-4.0 (Very High); 2.50-3.24 (High); 1.75-2.49 (Low); 1.0-1.74 (Very Low)

Level of Brand Loyalty

Table 3 displays the degree of brand loyalty in Ozamiz City's food delivery industry. According to the results, all components are consistently rated in terms of brand loyalty as "very high." The standard deviations for these constructions range from 0.43 to 0.46, whereas the mean scores range from 3.54 to 3.57. In particular, the mean score for brand image is 3.57, and a standard deviation of 0.43. The average score for customer experience is 3.55, with a standard deviation of 0.46. Finally, the mean score for emotional connection is 3.54, with a standard deviation of 0.44. The average mean of 3.55 and the standard deviation of 0.44 indicate the overall brand image score.

Strong brand loyalty in the food delivery industry is indicated by the extremely high mean scores across all components. A mean score for brand image (3.57) and a low standard deviation (0.43) suggest that customers associate the brand with positive qualities such as trustworthiness, quality, and reliability and that most customers share similar views about the brand, reinforcing its strong reputation. With a mean score of 3.55 and a standard variation of 0.46, the customer experience indicates that consumers are generally satisfied with their interactions with delivery couriers. Furthermore, a strong personal relationship between consumers and service providers is shown by the emotional connection mean score of 3.54 and standard deviation of 0.44, which promotes advocacy and enduring loyalty. Because of this emotional connection, customers are more inclined to select the brand over competitors. The overall brand image score of 3.55, coupled with the low variation in standard deviations, suggests that most customers have similar positive experiences,

perceptions, and emotional ties to the brand, contributing to a strong, loyal customer base in Ozamiz City.

These findings were in unanimity with existing research that highlighted the crucial roles of brand image, customer experience, and emotional connection in developing customer loyalty. According to the Brand Loyalty Theory by Jacoby (1971), loyalty encompasses more than just repeat business, it is about fostering a deep-seated commitment, unwavering preference, and lasting affinity for a specific brand, which is usually driven by their perceptions and experiences with that brand. Customers who consistently view the brand's image as reliable and trustworthy play a crucial role in maximizing their loyalty to that specific brand (Zia et al., 2021). Nevertheless, even if brand image fosters loyalty, some studies suggest that loyalty may be influenced by other factors as well. Wilis and Nurwulandari (2020) argued that customer loyalty can be unstable, and affected by practical concerns like price sensitivity and convenience. This suggests that while brand image is important, customers may switch to other brands if they find more affordable or convenient options elsewhere.

Furthermore, Customer satisfaction is also an essential factor in loyalty., but it may differ. Burity (2021) pointed out that customer experiences can vary, especially in industries that rely on frequent interactions, where service issues like delivery delays could disrupt customer satisfaction. Although this study showed a very high rating for customer experience, there is potential for variability that could impact long-term loyalty. Importantly, emotional connection, which contributed significantly to loyalty, also has its limits. Numerous studies have underscored the importance of emotional bonds in sustaining customer relationships, but it was also noted that emotional connections can weaken as customers seek new or more fulfilling experiences (Nadeem et al., 2021). While customers in this study demonstrated strong emotional ties to the brands, shifting preferences may affect loyalty over time.

To put it succinctly, the findings of this study exhibit a consistently very high level of brand loyalty in the food delivery sector of Ozamiz City. It highlight a loyal customer base that feels positively about the food delivery brands and feels personally connected to them. However, while this brand loyalty is strong, multiple research suggested that it may be more complicated than these findings suggested, especially with factors like price and convenience that can potentially influence customer decisions. To maintain and strengthen customer loyalty, food delivery brands must go

beyond brand image and customer satisfaction. They should also focus on affordability, and convenience, and have continuous service improvements, such as addressing delivery issues, which is essential when adapting to changing customer preferences and ensuring lasting loyalty in a competitive market.

Table 3. Level of Brand Image (n=150)

Constructs	M	SD	Interpretation
Brand Image	3.57	0.43	Very High
Customer Experience	3.55	0.46	Very High
Emotional Connection	3.54	0.44	Very High
Brad Image	3.55	0.44	Very High

Note: Brand Image Scale: 3.25-4.0 (Very High); 2.50-3.24 (High); 1.75-2.49 (Low); 1.0-1.74 (Very Low)

Significant Relationship between Service Quality and Customer Retention

Table 4 shows the significant correlation between customer retention and service quality in Ozamiz City's food delivery industry. The results show that there was a very significant positive correlation between the two variables, as demonstrated by the computed r-value of 0.76. The r-value indicates a high correlation since it is between 0.61 and 1.00. Furthermore, the p-value of 0.00 confirm that the connection is statistically significant at the $p < 0.01$ level, indicating that there is very little probability that this correlation happened by accident.

A very significant positive connection is indicated by the r-value of 0.76, which indicates that customer retention increases as service quality does. Customers are more inclined to stay with a brand when it provides high-quality service, according to this. Better service quality, to put it simply, results in increased customer retention, suggesting that satisfied customers are more likely to stick around over time. This improved retention may show up as more positive recommendations, recurring business, and higher customer involvement, emphasizing the importance of service excellence in retaining customers. This relationship's reliability is strongly supported by the statistically significant p-value of 0.00, which shows that it is extremely unlikely to be the result of chance. These findings show how important it is to raise service quality in order to increase retention of customers, particularly in the competitive food delivery industry. Customers are more likely to stay around when

they perceive the service to be of excellent quality, which reduces loss of customers and boosts long-term retention.

These results support previous studies emphasizing how important service quality is to maintaining retaining customers. Customer satisfaction and loyalty are directly impacted by aspects of service quality, as shown by the SERVQUAL model developed by Parasuraman et al. (1985). This backed with the recent research showing that providing dependable and prompt service increases the likelihood of keeping customers. Furthermore, Endwia et al. (2021) found that raising the quality of services improves perceived value, which in turn promotes enduring relationships with customers. This was supported by the current study, which found a solid association between customer loyalty and greater service quality.

Moreover, Rane et al. (2023) found a strong relationship between service quality and customer retention, stating that excellent customer service not only improves loyalty but also strengthens customers' emotional bonds with the brand (Tech, 2020). However, some studies, like Cheng, Gaur, and Rezuan (2020), suggested that service quality alone may not be enough to ensure customer loyalty, as other factors, such as price and convenience, also influence customer retention. Having said that, service quality is an important factor in driving customer loyalty, particularly in competitive markets like food delivery.

Hence, the study confirmed a strong and statistically significant correlation among customer retention and service quality in the food delivery industry. These results emphasize the importance of delivering high-quality service to foster customer loyalty and minimize customer turnover. Supported by the SERVQUAL model and other studies, important service quality factors played a vital role in customer retention. However, while service quality is critical, it should not be the only focus. Other factors like price and convenience also affect loyalty. To maintain customer retention, food delivery businesses must take a comprehensive approach, consistently evaluating service quality, monitoring competitors, and ensuring that pricing and Efficiency meets the needs of the consumer. Achieving a balance between these factors enables businesses To survive in a competitive industry and create lasting relationships with customers.

Table 4. Significant Relationship between Service Quality and Customer Retention (n=150)

Variable	r-value	p-value	Interpretation
Service Quality and Customer Retention	0.76	0.00	Perfect Positive Correlation/Highly Significant

Note: 1). Perfect Negative Correlation (-0.61 to -1.00), Strong Negative Correlation (-0.31 to -0.60), Moderate Negative Correlation (-0.11 to -0.30), No Correlation (0.00), Weak Positive Correlation (0.01 to 0.10), Moderate Positive Correlation (0.11 to 0.30), Strong Positive Correlation (0.31 to 0.60), and Perfect Positive Correlation (0.61 to 1.00)

*2). ** $p < 0.01$ (Highly Significant); * $p < 0.05$ (Significant); $p > 0.05$ (Not Significant)*

Significant Relationship between Service Quality and Brand Loyalty

The significant relationship between service quality and brand loyalty in the food delivery sector in Ozamiz City is shown in Table 5. According to the results, there was a very significant positive relationship between the two variables, as demonstrated by the computed r-value of 0.71. The r-value indicates an important connection between brand loyalty and service quality, falling between 0.61 to 1.00. Furthermore, the p-value of 0.00 prove that this association is statistically significant at the $p < 0.01$ level, indicating that there is very little probability that this relationship happened by accident. As a result, there is a strong connection between brand loyalty, service excellence. and prosper in a competitive market.

Brand loyalty increases as service quality does, according to the r-value of 0.71, which indicates a very positive connection. This suggests that increased brand loyalty is a direct result of improved service quality. This relationship's reliability is further supported by the highly significant p-value of 0.00, which shows that it is extremely unlikely to have happened by accident. According to the results, improving service quality in the delivery food industry is not only beneficial but also important in making maintaining customer loyalty. Understanding these results highlights how important service quality is in affecting customer loyalty. Positive experiences like quick delivery, friendly customer support, and effective solving issues can be

perceived as developing customer satisfaction and trust, all of which are essential factors in establishing brand loyalty. Customers are more likely to stay with a brand, refer it to others, and even overlook minor issues in order to preserve their relationship with it when they receive reliable and excellent service.

The present study shows that providing good customer service is essential for establishing lasting relationships with customers, which is consistent with the important positive relationship found between service quality and brand loyalty. These findings are supported by previous studies, particularly the work of Jacoby (1971) on Brand Loyalty Theory, which emphasized that loyalty is not just a behavioral response but also a psychological commitment formed over time. Jacoby's theory complements the works of the SERVQUAL model, which was created by Parasuraman, Zeithaml, and Berry (1985), showing the essential part that service quality plays in creating positive customer experiences. Key customer service that affect customer perceptions were found by their model and contribute to stronger brand loyalty. Similarly, Rane et al. (2023) also noted that emotional connections that are built through consistent high-quality service, significantly enhance brand loyalty. Their works supported the idea that superior service leads to trust and attachment, which encourage customers to return to the brand and recommend it to others. This just means that service quality goes beyond transactions, it also creates long-lasting relationships that sustain loyalty over time. It should be well noted that brands that prioritize service quality are better situated to create emotional connections with their customers, causing higher retention and competitive advantages in the marketplace.

In essence, the study confirmed a strong and statistically significant relationship between loyalty to brands and service quality in the food delivery industry. These results show that improving lasting customer loyalty needs improving service. Delivering service that is reliable, responsive, and empathetic builds trust, meets customer needs, and cultivates lasting brand loyalty. Food delivery brands should focus on maintaining a balance between excellent service, affordability, and accessibility to ensure sustained customer loyalty and establish a distinctive market edge.

Table 5. Significant Relationship between Service Quality and Brand Loyalty (n=150)

Variable	r-value	p-value	Interpretation
Service Quality and Brand Loyalty	0.71	0.00	Perfect Positive Correlation/Highly Significant

Note: 1). Perfect Negative Correlation (-0.61 to -1.00), Strong Negative Correlation (-0.31 to -0.60), Moderate Negative Correlation (-0.11 to -0.30), No Correlation (0.00), Weak Positive Correlation (0.01 to 0.10), Moderate Positive Correlation (0.11 to 0.30), Strong Positive Correlation (0.31 to 0.60), and Perfect Positive Correlation (0.61 to 1.00)

*2). **p<0.01 (Highly Significant); *p<0.05 (Significant); p>0.05 (Not Significant)*

Significant Relationship between Customer Retention and Brand Loyalty

The significant relationship between customer retention and brand loyalty in the food delivery sector in Ozamiz City is shown in Table 6. Based on the findings, the calculated r-value of 0.83 indicate a very strong positive correlation between customer retention and brand loyalty. Since the r-value falls between 0.61 and 1.00, it suggests a strong connection, showing that when a business successfully retains its customers, those customers are likely to remain devoted to the brand. Additionally, the p-value of 0.00 confirme that this relationship is statistically significant at the $p<0.01$ level, meaning the probability that this correlation occurred by chance is extremely low.

The r-value of 0.83 demonstrates a very strong positive correlation, meaning that as customer retention improves, so does brand loyalty. This implies that as customers build a lasting relationship with a brand through repeated interactions, they become more inclined to make repeat purchases, share enthusiastic reviews, and advocate for the brand, highlighting customer retention as a key driver of enduring loyalty. The statistically significant p-value of 0.00 further reinforces the reliability of this relationship, indicating that improving customer retention strategies will have a direct and profound impact on brand loyalty. This highlights the significance of focusing on lifelong customer relationships, especially in the food delivery sector,

where businesses that effectively retain customers are likely to expect a significant boost in brand loyalty. Retention strategies like loyalty programs, high-quality customer service, and consistently delivering good experiences, play an important role in maintaining customer interest. When customers perceive value and experience consistent, exceptional service, their loyalty increases, and the likelihood of defection to competitors decreases. The strong positive correlation between customer retention and brand loyalty emphasizes the significance of creating positive customer experiences to foster loyalty. Businesses that prioritize customer retention not only maintain their customer base but also cultivate a loyal following, contributing to long-lasting success and growth.

The relationship between customer retention and brand loyalty is supported by numerous existing research. Several studies emphasized that customer retention is crucial in driving brand loyalty. This is supported by Cheng, Gaur, and Rezuhan (2020) who stated that companies that focused on customer retention not only lowered their customer acquisition costs but were also able to boost their profit through repeat business and customer advocacy. It also allows brands to build profound emotional bonds with their customers, which eventually leads to greater loyalty (Zhang et al., 2020). Their research promoted the idea that customers who stay involved with a brand over time tend to develop emotional loyalty, which is primarily based on trust and consistent experiences. However, Diebner et al. (2020) offered a different perspective, suggesting that while customer retention is critical, businesses must also innovate and adapt to meet changing customer expectations. This perspective adds complexity to the discussion as it urges companies to just not rely only on retention strategies but must also be able to evolve to maintain loyalty in the long term.

Overall, the study confirmed a strong and statistically significant correlation between customer retention and brand loyalty in the food delivery sector. This relationship is evident through positive word-of-mouth, brand advocacy, and repeat purchases. For businesses in this sector, the findings highlighted the critical role of customer retention strategies in building and cultivating brand loyalty. However, focusing solely on retention is not enough. To maintain loyalty over time, businesses must also adapt to evolving market trends and changing customer expectations. Businesses should implement personalized customer engagement initiatives, incorporate customer feedback into service enhancements, and use data analytics to anticipate customer needs to further strengthen loyalty. Importantly, businesses

should strike a balance between retention efforts and innovation to stay competitive and resilient as customer demands constantly change. By continuously innovating while fostering loyalty, businesses can better position themselves for long-term success.

Table 6. Significant Relationship between Customer Retention and Brand Loyalty (n=150)

Variable	r-value	p-value	Interpretation
Customer Retention and Brand Loyalty	0.83	0.00	Perfect Positive Correlation/Highly Significant

Note: 1). Perfect Negative Correlation (-0.61 to -1.00), Strong Negative Correlation (-0.31 to -0.60), Moderate Negative Correlation (-0.11 to -0.30), No Correlation (0.00), Weak Positive Correlation (0.01 to 0.10), Moderate Positive Correlation (0.11 to 0.30), Strong Positive Correlation (0.31 to 0.60), and Perfect Positive Correlation (0.61 to 1.00)

*2). . ** $p < 0.01$ (Highly Significant); * $p < 0.05$ (Significant); $p > 0.05$ (Not Significant)*

Significant Effect of Service Quality toward Brand Loyalty when Mediated with Customer Retention

The significant effect of service quality on brand loyalty when mediated with customer retention in the food delivery sector in Ozamiz City is shown in Table 7. The results show that service quality had a high and substantial impact on brand loyalty, with a total effect of 0.7692 when mediated by customer retention. The indirect impact, which looks at how customer retention and service quality affect brand loyalty, was computed to be 0.5807 with a t-statistic of 2.5241, indicating a significant mediating effect. Even when customer retention is taken into consideration, the direct relationship between service quality and brand loyalty is still statistically significant ($b=0.1885$, $p<0.0127$).

According to these results, brand loyalty greatly improves as service quality improves. The path from service excellence to brand loyalty is considerably enhanced by customer retention, as indicated by the indirect effect of 0.5807. This means that

although customer retention serves as a mediator, enhancing the relationship between service quality and brand loyalty, service quality's influence on brand loyalty remains independent. To put it another way, providing excellent service is an essential component in building brand loyalty, though its impact is notably amplified when customer retention is factored into the relationship. The strong direct effect underscores that service quality is important to brand loyalty, showing that consumers are more likely to stay with a brand based on their direct experiences with quality service.

The overall effect of 0.7692 illustrates the power of excellent service in creating brand loyalty. Meanwhile, the indirect result of 0.5807, along with a significant t-statistic of 2.5241, emphasizes the essential role of customer retention in mediating this relationship. This layered effect suggests that high-quality service directly affects brand loyalty and raises the possibility of keeping customers, which further strengthens brand loyalty. Customers are more likely to stay with a brand when they perceive great service quality, which feeds a cycle that gradually builds loyalty. Customer retention does not entirely reduce this connection, as evidenced by the statistically significant direct influence of service quality on brand loyalty ($b=0.1885$, $p<0.0127$). Rather, customer retention serves as a partial mediator, which means that although it improves the relationship between brand loyalty and service quality, retention is not the only factor that influences the relationship between service quality and loyalty. According to this research, providing great customer service immediately promotes loyalty, and maintaining customers adds another level of support for that loyalty.

To further elaborate on the clear relationship between brand loyalty and service excellence, supported by customer retention as a partial mediator, existing literature emphasizes the strong impact that high-quality service employed independently on brand loyalty. Madueke and Eyupoglu (2024) emphasized the idea that service quality strengthens brand loyalty directly by fulfilling customer expectations and promoting positive brand perceptions. This direct relationship emphasizes that when customers consistently experience high-quality service, their loyalty is often secured based on these positive interactions alone, independent of retention initiatives. Moreover, customer retention complements this direct effect, adding a layer of engagement that strengthens loyalty over time. A study by Chandramouli (2020) in the technology sector confirmed this layered effect, where

customer retention supports long-term loyalty by sustaining positive customer experiences. In this regard, customer retention does not replace the effect of service quality, but instead strengthens the loyalty that already exists because of positive service experiences, showing a partial mediation. The relationship between service quality and loyalty is further supported by Singh et al. (2023), who noted that improved customer satisfaction results from high-quality service, which not only directly increases loyalty but also encourages customers to stay with the company.

In industries like telecommunications, where customer retention has been demonstrated to boost the loyalty impact of service quality, the relationship between service quality and brand loyalty is also emphasized. Results from the Customer Satisfaction Theory (Oliver, 2010) reinforced that satisfied customers, who believe in high-quality service, are inherently inclined to stay devoted to a brand. While retention strategies like loyalty programs or personalized interactions contribute to strengthening the bond between the brand and its customers, these efforts work best in combination with a foundation of high service quality.

Consequently, this study demonstrates that in Ozamiz City's food delivery industry, brand loyalty is strongly impacted by service quality, with customer retention further strengthening this effect. While high-quality service independently drives loyalty, customer retention provides an additional layer of support, enhancing the relation between brand loyalty and service excellence. This mixture of direct influence and mediated effect suggests that businesses should prioritize excellent service and implement effective retention strategies like loyalty programs and personalized customer interactions, to maximize customer loyalty. By continuously adapting services to meet evolving customer demands, businesses may create an engaged customer base and motivate sustained growth.

Table 7. Significant Effect of Service Quality toward Brand Loyalty when Mediated with Customer Retention (n=150)

Relationship	Total Effect	Direct Effect	Indirect Effect	Confidence Interval		t-statistics	Conclusion
				Lower Bound	Upper Bound		
Service Quality > Customer retention > Brand Loyalty	.7692 (0.000)	.1885 (0.0127)	.5807	.3387	.8215	2.5241	Partial Mediation (Complimentary)

SUMMARY OF FINDINGS, CONCLUSIONS, AND RECOMMENDATIONS

Summary

The food delivery industry's explosive expansion in Ozamiz City and throughout the world has highlighted how important it is for businesses to put customer satisfaction first in order to keep customers and build brand loyalty. Service quality is essential in this driven by markets industry to guarantee consumer satisfaction, which is connected to brand loyalty and customer retention. By examining the relationship between service quality on customer retention as well as its effect on brand loyalty, this study, "Service Quality and Its Influence on Customer Retention and Brand Loyalty in the Food Delivery Sector in Ozamiz City," investigated these dynamics.

The study aimed to provide answers to important issues about food delivery customers' brand image, customer retention, and service quality in Ozamiz City. It also looked at how these elements related to one another and how customer retention influenced how service quality affected brand loyalty. In order to evaluate the connections between service quality, customer retention, and brand loyalty, the researchers used a descriptive-correlational research and collected data from 150 respondents via surveys. Statistical tools like mean, standard deviation, Pearson correlation, and regression analysis were used to analyze data.

Despite growing competition in Ozamiz City's food delivery market, the findings of the research offered perspectives on the aspects of service quality that consumers value most and gave useful advice to food delivery companies on how to increase customer satisfaction, retention rates, and brand loyalty.

Findings

1. The food delivery sector in Ozamiz City consistently received a "very high" rating in customer service quality. This suggests that customers feel a profound satisfaction with their experiences, which is crucial for fostering loyalty and positive feedback and recommendations.
2. The constructs, which include responsiveness, empathy, tangibility, assurance, and reliability, received a "very high" rating. This indicate that customers have confidence in the service, trust its reliability, appreciate the professionalism of

delivery couriers, feel valued, and find that their concerns are addressed promptly. Each of these factors contributed to an overall positive perception of the service.

3. Customer retention received a “very high” rating. This suggests that customers are happy and likely to use the service again, highlighting a stable and loyal customer base. It is found that retention is crucial for long-lasting business sustainability.
4. Brand loyalty received a “very high” rating, indicating that customers have a solid emotional bond with the brands in the food delivery sector. This connection implies that satisfied consumers are more likely to endorse these brands to others and remain committed to them, which eventually enhances brand reputation.
5. Customer retention and service quality have a strong positive relationship. This implies that customer retention rates rise in tandem with service quality improvement, highlighting the need to make investments in service improvements to maintain loyal customers.
6. There is a very strong positive correlation between service quality and brand loyalty. This indicated that higher service quality directly contributed to stronger emotional connections and loyalty from customers, making it crucial for businesses to prioritize service excellence.
7. There is a very strong positive correlation between customer retention and brand loyalty. This means that retaining customers significantly boosted their loyalty to the brand, emphasizing the need for effective retention strategies to nurture long-lasting relationships with customers.

Conclusions

1. Ozamiz City’s food delivery sector sets a high standard in customer service, exceeding expectations and serving as a model for others.
2. Customers feel satisfied with their experiences, which is pivotal for long-term success. Satisfied customers are inclined to return and contribute to business growth.
3. Customers exhibit a strong emotional connection to brands, and loyalty is influenced by positive experiences and perceptions.
4. Service quality is a critical factor driving both customer retention and brand loyalty in the food delivery sector. Businesses must prioritize service improvements to foster customer satisfaction and loyalty.

5. Service quality is crucial, and it is important to recognize that factors such as pricing and convenience also play crucial roles in customer loyalty. Businesses should regularly assess and enhance all aspects of their service offerings.
6. To sustain high retention and loyalty, businesses must adapt to competitive pressures and evolving customer needs. Agility in responding to market changes is crucial for long-term success.
7. High service quality, strategic marketing, and competitive pricing are essential to build lasting customer loyalty and a strong brand in a competitive market.

Recommendations

Based on the conclusions of this study, the following recommendations are proposed for further research:

1. Future research should investigate specific customer preferences and trends in the food delivery sector. This will help businesses better understand what their customers value most. It could be preferred meal options, delivery times, or even sustainable packaging. By identifying these trends, businesses can personalize their services to conform to customer preferences, making their offerings more attractive and increasing customer satisfaction.
2. For Ozamiz City's food delivery sector, sustaining high standards of customer service is essential for long-term success. The researchers recommend that businesses continuously focus on service quality, adjust offerings to meet changing customer needs, and stay competitive in pricing and convenience. Regularly evaluate and refine service areas to boost customer satisfaction and loyalty. Additionally, use strategic marketing to showcase a commitment to quality, strengthening emotional ties with customers. By staying agile and proactive, businesses can enhance customer retention and loyalty, driving sustainable growth in a competitive market.

REFERENCES

- Ahuja, K., Chandra, V., Lord, V., & Peens, C. (2021). Ordering in: The rapid evolution of food delivery. *McKinsey & Company*, 22, 1-13. Retrieved on March 29, 2024, from <https://bit.ly/3Nj7GeY>
- Akram, M. W., Abbas, A., & Khan, I. A. (2022). Effects of Perceived Value, Service Quality and Customer Trust in Home Delivery Service Staff on Customer Satisfaction: Evidence from Pakistan. *International Journal of Management Research and Emerging Sciences*, 12(4).
<https://doi.org/10.56536/ijmres.v12i4.351>
- Ali, F., Kim, W. G., Li, J., & Jeon, H. M. (2018). Make it delightful: Customers' experience, satisfaction and loyalty in Malaysian theme parks. *Journal of destination marketing & management*, 7, 1-11.
<https://doi.org/10.1016/j.jdmm.2016.05.003>
- Ali, O. M. (2020). The roles of relationships and service quality as drivers of customer loyalty: An empirical study. *Open Journal of Social Sciences*, 8(4), 14-32. <https://doi.org/10.4236/jss.2020.84002>
- Alketbi, S., Alshurideh, M., & Al Kurdi, B. (2020). The influence of Service Quality on Customer's retention and loyalty in the UAE Hotel sector with respect to the impact of customer's satisfaction, trust, and commitment: A Qualitative Study. *PalArch's Journal of Archaeology of Egypt/Egyptology*, 17(4), 541-561. Retrieved on March 25, 2024, from <https://bit.ly/3Yi4tCL>
- Arslan, I. K. (2020). The importance of creating customer loyalty in achieving sustainable competitive advantage. *Eurasian Journal of Business and Management*, 8(1), 11-20. <https://doi.org/10.1007/s43039-023-00075-2>
- Azhar, M., Husain, R., Hamid, S., & Rahman, M. N. (2023). Effect of social media marketing on online travel purchase behavior post-COVID-19: Mediating role

of brand trust and brand loyalty. *Future Business Journal*, 9(1), 1-13.
<https://doi.org/10.1186/s43093-023-00192-6>

Azizan, N. S., & Yusr, M. M. (2019). The influence of customer satisfaction, brand trust, and brand image towards customer loyalty. *International Journal of Entrepreneurship and Management Practices*, 2(7), 93-108.
<https://doi.org/10.35631/ijemp.270010>

Banerjee, S. P., Jain, D., & Nayyar, R. (2019). Measuring service quality of food delivery services: a study of generation Z. *African Journal of Hospitality, Tourism and Leisure*, 8(2), 1-12. Retrieved on March 23, 2024, from
<https://bit.ly/3TWwKfd>

Bungatang, B., & Reynel, R. (2021). The effect of service quality elements on customer satisfaction. *Golden Ratio of Marketing and Applied Psychology of Business*, 1(2), 107-118. <https://doi.org/10.52970/grmapb.v1i2.102>

Burity, J. (2021). The importance of logistics efficiency on customer satisfaction. *Journal of Marketing Development and Competitiveness*, 15(3).
<https://doi.org/10.33423/jmdc.v15i3.4537>

Chandramouli, A. (2020). Strategies and Impact of Customer Loyalty Programs in the Technology Sector: A Comprehensive Analysis. *Journal of Technological Innovations*, 1(2), 8-8. <https://doi.org/10.93153/e5dr8z22>.

Cheng, B. L., Gaur, S. S., & Rezuan, A. R. (2020). Factors leading to customer retention in the high volume-low volume service context: Evidence from the mobile service industry. *Asian Journal of Business Research*, 10(1).
<https://doi.org/10.14707/ajbr.200076>

Cheng, C. C., Chang, Y. Y., & Chen, C. T. (2021). Construction of a service quality scale for the online food delivery industry. *International Journal of Hospitality Management*, 95, 102938.
<https://doi.org/10.1016/j.ijhm.2021.102938>

- Chou, S. K., Kohsuwan, P., & Thanabordeekij, P. (2019). The Impact of Corporate Image, Service Quality, Trust, and Perceived Value on Chinese Customer Satisfaction and Loyalty: Medical Services in Thailand. *Human Behavior, Development & Society*, 20(3). Retrieved on April 18, 2024, from <https://bit.ly/3Yd17kd>
- Darzi, M. A., Islam, S. B., Khursheed, S. O., & Bhat, S. A. (2023). Service quality in the healthcare sector: a systematic review and meta-analysis. *LBS Journal of Management & Research*, 21(1), 13-29. <https://doi.org/10.1108/LBSJMR-06-2022-0025>
- Diebner, R., Silliman, E., Ungerman, K., & Vancauwenberghe, M. (2020). Adapting customer experience in the time of coronavirus. *McKinsey & Company*, 2. Retrieved on October 7, 2024, from <https://bit.ly/4eWLW42>
- Elvandari, C. D. R., Sukartiko, A. C., & Nugrahini, A. D. (2018). Identification of technical requirement for improving quality of local online food delivery service in Yogyakarta. *Journal of Industrial and Information Technology in Agriculture*, 1(2), 1-7. <https://doi.org/10.24198/jiita.v1i2.14573>
- Endwia, S. M., Kusumawati, N., & Irawan, A. (2021). Factors Influencing Customer Satisfaction and Loyalty of Online Educational Platform in Indonesia: Analysis of E-Service Quality Factors. *no. August*, 11-13. Retrieved on October 7, 2024, from <https://bit.ly/3ZTKBXL>
- Feng, Z., & Chen, M. (2022). Platformance-based cross-border import retail e-commerce service quality evaluation using an artificial neural network analysis. *Journal of Global Information Management (JGIM)*, 30(11), 1-17. <https://doi.org/10.4018/JGIM.306271>
- Fook, A. C. W., & Dastane, O. (2021). Effectiveness of loyalty programs in customer retention: a multiple mediation analysis. *Jindal Journal of Business Research*, 10(1), 7-32. <https://doi.org/10.1177/22786821211000182>

Goodman, J. (2019). Strategic customer service: Managing the customer experience to increase positive word of mouth, build loyalty, and maximize profits. Amacom. Retrieved on April 22, 2024, from <https://bit.ly/4eCeT5B>

Gowda, K. R., Kumar, A. A., Srinidhi, V. R., Gujrati, R., Uygun, H., & Gulati, U. (2023). A study on impact of service quality on customer satisfaction with low-cost carriers in India. <https://doi.org/10.47974/JIOS-1483>

Gunden, N., Morosan, C., & DeFranco, A. (2020). Consumers' intentions to use online food delivery systems in the USA. *International journal of contemporary hospitality management*, 32(3), 1325-1345. <https://doi.org/10.1108/IJCHM-06-2019-0595>

Gupta, M. (2019). A Study on Impact of Online Food delivery app on Restaurant Business special reference to zomato and swiggy. *International Journal of Research and Analytical Reviews*, 6(1), 889-893. Retrieved on March 23, 2024, from <https://bit.ly/48211zb>

Hung, S. W., Cheng, M. J., & Chiu, P. C. (2019). Do antecedents of trust and satisfaction promote consumer loyalty in physical and virtual stores? A multi-channel view. *Service Business*, 13, 1-23. <https://doi.org/10.1007/s11628-018-0364-y>

Jacoby, J. (1971). Model of multi-brand loyalty. *Journal of advertising research*, 11(3), 25-31. <https://doi.org/10.2307/3151103>

Karim, R. A., Sobhani, F. A., Rabiul, M. K., Lepee, N. J., Kabir, M. R., & Chowdhury, M. A. M. (2022). Linking fintech payment services and customer loyalty intention in the hospitality industry: The mediating role of customer experience and attitude. *Sustainability*, 14(24), 16481. <https://doi.org/10.3390/su142416481>

- Khadka, K., & Maharjan, S. (2017). Customer satisfaction and customer loyalty: Case trivsel städtjänster (trivsel siivouspalvelut). Retrieved on April 25, 2024, from <https://bit.ly/4h1jwI3>
- Larsson, A., & Broström, E. (2020). Ensuring customer retention: insurers' perception of customer loyalty. *Marketing Intelligence & Planning*, 38(2), 151-166. <https://doi.org/10.1108/MIP-02-2019-0106>
- Limberg, D., Gniska, P. B., & Broda, M. (2021). Advancing the counseling profession by examining relationships between variables. *Journal of Counseling & Development*, 99(2), 145-155. <https://doi.org/10.1002/jcad.12362>
- Ma, P., Yao, N., & Yang, X. (2021). Service quality evaluation of terminal express delivery based on an integrated SERVQUAL-AHP-TOPSIS approach. *Mathematical Problems in Engineering*, 2021, 1-10. <https://doi.org/10.1155/2021/8883370>
- Mady, S. A. (2020). The Effect of Entrepreneurial and Customer Orientation on Service Quality in Hotels. *Technology Reports of Kansai University*, 62(06), 3025-3056. Retrieved on April 29, 2024, from <https://bit.ly/4847s50>
- Madueke, C. J., & Eyupoglu, S. (2024). Sustaining Economic Growth: E-Service Quality's Role in Fostering Customer Loyalty in Nigeria SMEs. *Sustainability*, 16(21), 9175. <https://doi.org/10.3390/su16219175>
- Marcos, A. M. B. D. F., & Coelho, A. F. D. M. (2022). Service quality, customer satisfaction and customer value: holistic determinants of loyalty and word-of-mouth in services. *The TQM Journal*, 34(5), 957-978. <https://doi.org/10.1108/TQM-10-2020-0236>
- Mbango, P. (2019). The role of perceived value in promoting customer satisfaction: Antecedents and consequences. *Cogent Social Sciences*, 5(1), 1684229. <https://doi.org/10.1080/23311886.2019.1684229>

- Miao, R., Zhang, H., Wu, Q., Zhang, J., & Jiang, Z. (2019). Using structural equation modeling to analyze patient value , satisfaction , and loyalty: a case study of healthcare in China. *International Journal of Production Research*.
<https://doi.org/10.1080/00207543.2019.1598595>
- Molinillo, S., Aguilar-Illescas, R., Anaya-Sanchez, R., & Carvajal-Trujillo, E. (2022). The customer retail app experience: Implications for customer loyalty. *Journal of Retailing and Consumer Services*, 65, 102842.
<https://doi.org/10.1016/j.jretconser.2021.102842>
- Moon, Y., & Armstrong, D. J. (2020). Service quality factors affecting customer attitudes in online-to-offline commerce. *Information Systems and e-Business Management*, 18(1), 1-34. <https://doi.org/10.1007/s10257-019-00459-y>
- Murray, J., Elms, J., & Curran, M. (2019). Examining empathy and responsiveness in a high-service context. *International Journal of Retail & Distribution Management*, 47(12), 1364-1378. <https://doi.org/10.1108/IJRDM-01-2019-0016>
- Nadeem, W., Tan, T. M., Tajvidi, M., & Hajli, N. (2021). How do experiences enhance brand relationship performance and value co-creation in social commerce? The role of consumer engagement and self brand-connection. *Technological Forecasting and Social Change*, 171, 120952.
<https://doi.org/10.1016/j.techfore.2021.120952>
- Naini, N. F., Santoso, S., Andriani, T. S., & Claudia, U. G. (2022). The effect of product quality, service quality, customer satisfaction on customer loyalty. *Journal of consumer sciences*, 7(1), 34-50. <https://doi.org/10.29244/jcs.7.1.34-50>
- Nguyen, D. T., Pham, V. T., Tran, D. M., & Pham, D. B. T. (2020). Impact of service quality, customer satisfaction and switching costs on customer loyalty. *The Journal of Asian Finance, Economics and Business*, 7(8), 395-405.
<https://doi.org/10.13106/jafeb.2020.vol7.no8.395>

Nguyen, M. (2019). How food delivery services in Vietnam accommodate millennials and generation Z: Case company: Delivery now. Retrieved on April 20, 2024, from <https://bit.ly/4eHacYA>

njelita, c. i., & opara, p. c. (2023). influence of reliability and responsiveness to service quality on commuters' satisfaction in a road transportation firms in anambra state, nigeria. *Nnadiesube Journal of Social Sciences*, 4(2), 76-121. Retrieved on May 12, 2024, from <https://bit.ly/3NgBg4L>

Oliver, R. L. (2010). Customer satisfaction. Wiley international encyclopedia of marketing. <https://doi.org/10.1002/9781444316568.wiem03008>

Parasuraman, A., Zeithaml, V. A., & Berry, L. L. (1985). A conceptual model of service quality and its implications for future research. *Journal of marketing*, 49(4), 41-50. <https://doi.org/10.1177/002224298504900403>

Poncin, I., & Walter-Malcurat, J. (2021). Online customer experience in service settings: Analysing the customer expectations gap: a focus on the food delivery sector. Retrieved on May 10, 2024, from <https://bit.ly/4eUDKBB>

Puspasari, A., Nurhayaty, E., Riftiasari, D., Yuniarti, P., Suharyadi, D., Martiwi, R., & Adawia, P. R. (2022). The Effect Of Service Quality Perception And Company Image On Customer Satisfaction And Their Impact On Customer Loyalty Indihome. *International Journal of Social and Management Studies*, 3(2), 220-233. Retrieved on May 4, 2024, from <https://bit.ly/4ezgMQx>

Ramachandran, S., & Balasubramanian, S. (2020). Examining the moderating role of brand loyalty among consumers of technology products. *Sustainability*, 12(23), 9967. <https://doi.org/10.3390/su12239967>

Rane, N. L., Achari, A., & Choudhary, S. P. (2023). Enhancing customer loyalty through quality of service: Effective strategies to improve customer satisfaction, experience, relationship, and engagement. *International Research Journal of*

Modernization in Engineering Technology and Science, 5(5), 427-452.
<https://doi.org/10.56726/IRJMETs38104>

Singh, V., Sharma, M. P., Jayapriya, K., Kumar, B. K., Chander, M. A. R. N., & Kumar, B. R. (2023). Service quality, customer satisfaction and customer loyalty: A comprehensive literature review. *Journal of Survey in Fisheries Sciences*, 10(4S), 3457-3464. <https://doi.org/10.53555/sfs.v10i4S.2218>

Suhartanto, D., Dean, D., Leo, G., & Triyuni, N. N. (2019). Millennial experience with online food home delivery: A lesson from Indonesia.
<https://doi.org/10.28945/4386>

Suhartanto, D., Helmi Ali, M., Tan, K. H., Sjahroeddin, F., & Kusdibyo, L. (2019). Loyalty toward online food delivery service: the role of e-service quality and food quality. *Journal of foodservice business research*, 22(1), 81-97.
<https://doi.org/10.1080/15378020.2018.1546076>

Suttikun, C., & Meeprom, S. (2021). Examining the effect of perceived quality of authentic souvenir product, perceived value, and satisfaction on customer loyalty. *Cogent Business & Management*, 8(1), 1976468.
<https://doi.org/10.1080/23311975.2021.1976468>

Tech, J. E. T. (2020). The influence of online food delivery service quality on customer satisfaction and customer loyalty: the role of personal innovativeness. *Journal of Environmental Treatment Techniques*, 8(1), 6-12.
Retrieved on October 1, 2024, from <https://bit.ly/4gYij4b>

Teshome, Z., Belete, B., Gizaw, G., & Mengiste, M. (2020). Customer satisfaction and public service delivery: The case of Dire Dawa Administration. *Public Policy and administration research*, 10(7). <https://doi.org/10.7176/JCSD/60-01>

- Uvet, H. (2020). Importance of logistics service quality in customer satisfaction: An empirical study. *Operations and Supply Chain Management: An International Journal*, 13(1), 1-10. <https://doi.org/10.31387/oscm0400248>
- Uzir, M. U. H., Al Halbusi, H., Thurasamy, R., Hock, R. L. T., Aljaberi, M. A., Hasan, N., & Hamid, M. (2021). The effects of service quality, perceived value and trust in home delivery service personnel on customer satisfaction: Evidence from a developing country. *Journal of Retailing and Consumer Services*, 63, 102721. <https://doi.org/10.1016/j.jretconser.2021.102721>
- Vidyanata, D. (2022). The Mediating Role of Customer Satisfaction on the Relationship between Service Quality and Consumer Loyalty on the Hospitality Industry. *E-Bisnis: Jurnal Ilmiah Ekonomi dan Bisnis*, 15(1), 179-185. <https://doi.org/10.51903/e-bisnis.v15i1.768>
- Vo, M. D., & Van Nguyen, S. (2022). Enhancing store brand equity through relationship quality in the retailing industry: evidence from Vietnam. *Cogent Business & Management*, 9(1), 2149150. <https://doi.org/10.1080/23311975.2022.2149150>
- Wilis, R. A., & Nurwulandari, A. (2020). The effect of E-Service Quality, E-Trust, Price and Brand Image Towards E-Satisfaction and Its Impact on E-Loyalty of Traveloka's Customer. *Jurnal Ilmiah Manajemen, Ekonomi, & Akuntansi (MEA)*, 4(3), 1061-1099. <https://doi.org/10.31955/mea.v4i3.609>
- Yadav, N. (2023). *ROLE OF EMOTIONAL BRANDING ON CUSTOMER LOYALTY* (Doctoral dissertation). <https://doi.org/10.32535/ijthap.v7i1.2901>
- Zhang, S., Peng, M. Y. P., Peng, Y., Zhang, Y., Ren, G., & Chen, C. C. (2020). Expressive brand relationship, brand love, and brand loyalty for tablet pcs: Building a sustainable brand. *Frontiers in psychology*, 11, 231. <https://doi.org/10.3389/fpsyg.2020.00231>

Zia, A., Younus, S., & Mirza, F. (2021). Investigating the impact of brand image and brand loyalty on brand equity: the mediating role of brand awareness. *International Journal of Innovation, Creativity and Change*, 15(2), 1091-1106. Retrieved on September 27, 2024, from <https://bit.ly/4dCks2J>

APPENDICES

APPENDIX A

(Sample Questionnaire)

RESPONDENTS' PERCEPTIONS ON FOOD DELIVERY SERVICE QUALITY IN OZAMIZ CITY QUESTIONNAIRE

Adapted and Modified from Elvandari, Sukartiko, and Nugrahini (2018)

Directions: Carefully read each statement and mark a check (✓) on the corresponding statement that matches your answer. Please refer to the following scale for guidance:

4 – Strongly Agree

3 – Agree

2 –Disagree

1 – Strongly Disagree

Preferred food delivery service: _____

STATEMENT	RESPONSES			
	4 (SA)	3 (A)	2 (D)	1 (SD)
A. Assurance				
1. The information on the website/application should be regularly updated.				
2. Having a complete listing of outlet partners is important.				
3. The business should offer different payment methods.				
4. The food should be delivered in a timely manner.				
5. It should be easy to place an order through the website/application.				
6. The orders should be received exactly as ordered.				
7. Providing compensation for any wrong orders is important.				
8. Accurate price calculation is important.				
9. Change money should be readily available.				
10. The business should be ready to take and meet all customer orders.				
B. Reliability				
1. Having complete and factual information on the website/application is important.				
2. The ordered foods should arrive in good condition.				
3. The delivery cost should be affordable.				
4. The prices of the listed outlet partners should be affordable.				

5. The business should cover a wide area.				
6. The food delivery service should maintain consistent quality across all orders.				
7. The delivery service should be available at all promised times.				
8. The business should have a reliable system for tracking orders.				
9. The delivery service should have a low rate of errors.				
10. The food delivery service should handle peak times efficiently.				
C. Tangibility				
1. The courier's appearance should be neat and clean.				
2. The website/application should have an attractive display.				
3. The food box used by the courier should be clean.				
4. The website/application should be user-friendly for placing an order.				
5. The website/application should be visually appealing and professional.				
6. The branding on the food packaging should be clear and attractive.				
7. The vehicles used for delivery should be clean and well-maintained.				
8. The food packaging should ensure the food remains intact and presentable.				
9. The website/application should load quickly and run smoothly.				
10. The physical materials (like menus or flyers) should be high quality and informative.				
D. Empathy				
1. Having rewards and discounts for loyal customers is important.				
2. The courier should be friendly and polite.				
3. Having customer-oriented working hours is important.				
4. Customer service should be easily accessible and helpful.				
5. The food delivery brands should provide personalized recommendations based on customer preferences.				
6. The food delivery brands should remember and use customer names during interactions.				
7. The food delivery brands offer tailored promotions based on order history.				
8. The food delivery brands should show genuine concern for customer feedback.				
9. The food delivery brands should handle special requests with care and attention.				
10. The food delivery brands should create a sense of				

community among its customers.				
E. Responsiveness				
1. Receiving clear explanations from the courier is important.				
2. The business should respond quickly to customer complaints.				
3. It should be easy to track the courier's position.				
4. Having reliable information on estimated delivery times is important.				
5. Customer inquiries should be answered promptly.				
6. The food delivery brands should have a quick processing time for order preparation.				
7. The food delivery brands should provide real-time updates on order status.				
8. The food delivery brands should be proactive in communicating any delays or issues.				
9. The customer support should be available through multiple channels (phone, chat, email).				
10. The food delivery brands should be open to feedback and willing to make improvements based on it.				

RESPONDENTS' PERCEPTIONS ON CUSTOMER RETENTION IN THE FOOD DELIVERY SECTOR IN OZAMIZ CITY QUESTIONNAIRE

Adapted and Modified from Khadka and Maharjan (2017)

Directions: Carefully read each statement and mark a check (✓) on the corresponding statement that matches your answer. Please refer to the following scale for guidance:

4 – Strongly Agree

3 – Agree

2 –Disagree

1 – Strongly Disagree

STATEMENT	RESPONSES			
	4 (SA)	3 (A)	2 (D)	1 (SD)
A. Service Quality				
1. The convenience and reliability of food delivery services make me want to remain a customer.				
2. I find the overall experience with food delivery brands to be worth the cost, encouraging me to continue using them.				
3. The food delivery service provides accurate and complete orders.				
4. The food delivery service offers a wide variety of menu options.				
5. The food delivered is of consistent quality.				
6. The food delivery service offers timely updates on				

the status of my order.				
7. The food delivery platform is user-friendly and easy to navigate.				
8. The delivery drivers follow safety and hygiene protocols.				
9. The food delivery service handles special requests or dietary restrictions effectively.				
10. The food delivery service provides a good value for the price.				
B. Customer Satisfaction				
1. I am satisfied with my overall experience using food delivery services.				
2. I am satisfied with the level of customer service provided by the food delivery brands, which makes me more likely to stay.				
3. My complaints or issues with the food delivery service are resolved quickly and effectively.				
4. I am satisfied with the promotions and discounts offered by the food delivery brands.				
5. The food delivery service exceeds my expectations.				
6. I feel valued as a customer by the food delivery brands.				
7. The food delivery service provides personalized recommendations based on my preferences.				
8. I am satisfied with the payment options available on the food delivery platform.				
9. The food delivery service provides an enjoyable overall experience.				
10. I rarely experience problems with the food delivery service.				
C. Trust				
1. I trust food delivery brands to consistently meet my expectations, which makes me want to continue using their services.				
2. The satisfaction I receive from my preferred food delivery brand makes me unlikely to switch to another service.				
3. I believe my personal information is secure with food delivery brands.				
4. The food delivery brands in Ozamiz City are transparent about its pricing and fees.				
5. I trust food delivery brands to handle my orders with care.				
6. The food delivery brands in Ozamiz City consistently delivers on its promises.				
7. I believe food delivery brands act in my best interest.				
8. Food delivery brands are reliable even during peak hours.				
9. I have confidence in the service quality from food				

delivery brands.				
10. I believe food delivery brands value my feedback and use it to improve.				
D. Reliability				
1. I have a strong intention to continue using food delivery services in the long term.				
2. I plan to continue my relationship with food delivery brands in the future.				
3. I have built a habit of ordering from food delivery brands regularly.				
4. My orders are consistently delivered on time.				
5. Food delivery brands rarely make mistakes with my orders.				
6. Food delivery brands provide consistent service quality.				
7. I can rely on food delivery brands during emergencies or busy times.				
8. Food delivery brands maintain high standards even during peak times.				
9. Food delivery brands offer reliable customer support.				
10. I rely on my preferred food delivery brand.				

RESPONDENTS' PERCEPTIONS ON BRAND LOYALTY IN THE FOOD DELIVERY SECTOR IN OZAMIZ CITY QUESTIONNAIRE

Adapted and Modified from Almohaimmeed (2019)

Directions: Carefully read each statement and mark a check (✓) on the corresponding statement that matches your answer. Please refer to the following scale for guidance:

4 – Strongly Agree

3 – Agree

2 –Disagree

1 – Strongly Disagree

STATEMENT	RESPONSES			
	4 (SA)	3 (A)	2 (D)	1 (SD)
A. Brand Image				
1. I am willing to speak positively about the food delivery service in Ozamiz City to other people.				
2. I recommend to my friends and colleagues to use food delivery service.				
3. I trust the food delivery brands to consistently provide quality service.				
4. I am proud to be associated with my preferred food delivery brand.				
5. The food delivery brands have a good reputation among my friends and family.				

6.	I feel that my preferred food delivery brand is superior to its competitors.				
7.	The branding and advertising of my preferred food delivery brand positively influence my perception of it.				
8.	I believe that food delivery brands in Ozamiz City is committed to high standards of quality and service.				
9.	The social media presence of food delivery brands enhances my trust in the brand.				
10.	I consider food delivery brands in Ozamiz City to be innovative and forward-thinking.				
B. Customer Experience					
1.	I intend to continue using food delivery services for a long time.				
2.	The rewards and loyalty programs offered by food delivery brands encourage me to keep using their services.				
3.	I will continue using food delivery services in Ozamiz City.				
4.	The ordering process on food delivery brands is easy and convenient.				
5.	My orders are always delivered on time by food delivery brands in Ozamiz City.				
6.	The food I receive from food delivery brands always meet my expectations in terms of quality and freshness.				
7.	Customer service of food delivery brands is responsive and helpful.				
8.	The delivery drivers are professional and courteous.				
9.	The packaging of the food from food delivery brands ensure it arrives in good condition.				
10.	The variety of food options available on food delivery brands satisfies my needs.				
C. Emotional Connection					
1.	I feel a sense of attachment to my preferred food delivery brand.				
2.	Even if other options are available, I would choose my preferred food delivery brand for my future orders.				
3.	I feel a sense of belonging to the community of customers who use food delivery services in Ozamiz City.				
4.	I feel emotionally connected to food delivery brands in Ozamiz City.				
5.	Using food delivery service brings me joy and satisfaction.				
6.	I would feel a sense of loss if I could no longer use food delivery service.				
7.	I am loyal to my preferred food delivery brand				

because it aligns with my values.				
8. I feel that my preferred food delivery brand understands my preferences and needs.				
9. I am excited to see new offerings from food delivery brands.				
10. I feel personally valued as a customer by food delivery brands.				

APPENDIX B

(Sample Filled out Questionnaire)

Appendix A

RESPONDENTS' PERCEPTIONS ON FOOD DELIVERY SERVICE QUALITY IN OZAMIZ CITY QUESTIONNAIRE

Adapted and Modified from Elvandari, Sukartiko, and Nugrahini (2018)

Directions: Carefully read each statement and mark a check (✓) on the corresponding statement that matches your answer. Please refer to the following scale for guidance:
4 – Strongly Agree 3 – Agree 2 – Disagree 1 – Strongly Disagree

Preferred food delivery service: foodpanda

STATEMENT	RESPONSES			
	4 (SA)	3 (A)	2 (D)	1 (SD)
A. Assurance				
1. The information on the website/application should be regularly updated.	✓			
2. Having a complete listing of outlet partners is important.	✓			
3. The business should offer different payment methods.	✓			
4. The food should be delivered in a timely manner.	✓			
5. It should be easy to place an order through the website/application.	✓			
6. The orders should be received exactly as ordered.	✓			
7. Providing compensation for any wrong orders is important.	✓			
8. Accurate price calculation is important.	✓			
9. Change money should be readily available.	✓			
10. The business should be ready to take and meet all customer orders.	✓			
B. Reliability				
1. Having complete and factual information on the website/application is important.	✓			
2. The ordered foods should arrive in good condition.	✓			
3. The delivery cost should be affordable.	✓			
4. The prices of the listed outlet partners should be affordable.	✓			
5. The business should cover a wide area.	✓			
6. The food delivery service should maintain consistent quality across all orders.	✓			
7. The delivery service should be available at all promised times.	✓			

8. The business should have a reliable system for tracking orders.	/			
9. The delivery service should have a low rate of errors.	/			
10. The food delivery service should handle peak times efficiently.	/			
C. Tangibility				
1. The courier's appearance should be neat and clean.	/			
2. The website/application should have an attractive display.	/			
3. The food box used by the courier should be clean.	/			
4. The website/application should be user-friendly for placing an order.	/			
5. The website/application should be visually appealing and professional.	/			
6. The branding on the food packaging should be clear and attractive.	/			
7. The vehicles used for delivery should be clean and well-maintained.	/			
8. The food packaging should ensure the food remains intact and presentable.	/			
9. The website/application should load quickly and run smoothly.	/			
10. The physical materials (like menus or flyers) should be high quality and informative.	/			
D. Empathy				
1. Having rewards and discounts for loyal customers is important.	/			
2. The courier should be friendly and polite.	/			
3. Having customer-oriented working hours is important.	/			
4. Customer service should be easily accessible and helpful.	/			
5. The food delivery brands should provide personalized recommendations based on customer preferences.	/			
6. The food delivery brands should remember and use customer names during interactions.	/			
7. The food delivery brands offer tailored promotions based on order history.	/			
8. The food delivery brands should show genuine concern for customer feedback.	/			
9. The food delivery brands should handle special requests with care and attention.	/			
10. The food delivery brands should create a sense of community among its customers.	/			
E. Responsiveness				

1. Receiving clear explanations from the courier is important.	/			
2. The business should respond quickly to customer complaints.	/			
3. It should be easy to track the courier' s position.	/			
4. Having reliable information on estimated delivery times is important.	/			
5. Customer inquiries should be answered promptly.	/			
6. The food delivery brands should have a quick processing time for order preparation.	/			
7. The food delivery brands should provide real-time updates on order status.	/			
8. The food delivery brands should be proactive in communicating any delays or issues.	/			
9. The customer support should be available through multiple channels (phone, chat, email).	/			
10. The food delivery brands should be open to feedback and willing to make improvements based on it.	/			

Appendix B

RESPONDENTS' PERCEPTIONS ON CUSTOMER RETENTION IN THE FOOD DELIVERY SECTOR IN OZAMIZ CITY QUESTIONNAIRE

Adapted and Modified from Khadka and Maharjan (2017)

Directions: Carefully read each statement and mark a check (✓) on the corresponding statement that matches your answer. Please refer to the following scale for guidance:

4 – Strongly Agree 3 – Agree 2 – Disagree 1 – Strongly Disagree

STATEMENT	RESPONSES			
	4 (SA)	3 (A)	2 (D)	1 (SD)
A. Service quality				
1. The convenience and reliability of food delivery services make me want to remain a customer.	✓			
2. I find the overall experience with food delivery brands to be worth the cost, encouraging me to continue using them.	✓			
3. The food delivery service provides accurate and complete orders.	✓			
4. The food delivery service offers a wide variety of menu options.	✓			
5. The food delivered is of consistent quality.	✓			
6. The food delivery service offers timely updates on the status of my order.	✓			
7. The food delivery platform is user-friendly and easy to navigate.	✓			
8. The delivery drivers follow safety and hygiene protocols.	✓			
9. The food delivery service handles special requests or dietary restrictions effectively.	✓			
10. The food delivery service provides a good value for the price.	✓			
B. Customer satisfaction				
1. I am satisfied with my overall experience using food delivery services.	✓			
2. I am satisfied with the level of customer service provided by the food delivery brands, which makes me more likely to stay.	✓			
3. My complaints or issues with the food delivery service are resolved quickly and effectively.	✓			
4. I am satisfied with the promotions and discounts offered by the food delivery brands.	✓			
5. The food delivery service exceeds my expectations.	✓			
6. I feel valued as a customer by the food delivery brands.	✓			
7. The food delivery service provides personalized recommendations based on my preferences.	✓			
8. I am satisfied with the payment options available on	✓			

the food delivery platform.				
9. The food delivery service provides an enjoyable overall experience.	/			
10. I rarely experience problems with the food delivery service.	/			
C. Trust				
1. I trust food delivery brands to consistently meet my expectations, which makes me want to continue using their services.	/			
2. The satisfaction I receive from my preferred food delivery brand makes me unlikely to switch to another service.	/			
3. I believe my personal information is secure with food delivery brands.	/			
4. The food delivery brands in Ozamiz city are transparent about its pricing and fees.	/			
5. I trust food delivery brands to handle my orders with care.	/			
6. The food delivery brands in Ozamiz city consistently delivers on its promises.	/			
7. I believe food delivery brands act in my best interest.	/			
8. Food delivery brands are reliable even during peak hours.	/			
9. I have confidence in the service quality from food delivery brands.	/			
10. I believe food delivery brands value my feedback and use it to improve.	/			
D. Reliability	/			
1. I have a strong intention to continue using food delivery services in the long term.	/			
2. I plan to continue my relationship with food delivery brands in the future.	/			
3. I have built a habit of ordering from food delivery brands regularly.	/			
4. My orders are consistently delivered on time.	/			
5. Food delivery brands rarely make mistakes with my orders.	/			
6. Food delivery brands provide consistent service quality.	/			
7. I can rely on food delivery brands during emergencies or busy times.	/			
8. Food delivery brands maintain high standards even during peak times.	/			
9. Food delivery brands offer reliable customer support.	/			
10. I rely on my preferred food delivery brand.	/			

Appendix C

RESPONDENTS' PERCEPTIONS ON BRAND LOYALTY IN THE FOOD DELIVERY SECTOR IN OZAMIZ CITY QUESTIONNAIRE

Adapted and Modified from Almohaimmed (2019)

Directions: Carefully read each statement and mark a check (✓) on the corresponding statement that matches your answer. Please refer to the following scale for guidance:

4 – Strongly Agree 3 – Agree 2 –Disagree 1 – Strongly Disagree

STATEMENT	RESPONSES			
	4 (SA)	3 (A)	2 (D)	1 (SD)
A. Brand image				
1. I am willing to speak positively about the food delivery service in Ozamiz city to other people.	✓			
2. I recommend to my friends and colleagues to use food delivery service.	✓			
3. I trust the food delivery brands to consistently provide quality service.	✓			
4. I am proud to be associated with my preferred food delivery brand.	✓			
5. The food delivery brands have a good reputation among my friends and family.	✓			
6. I feel that my preferred food delivery brand is superior to its competitors.	✓			
7. The branding and advertising of my preferred food delivery brand positively influence my perception of it.	✓			
8. I believe that food delivery brands in Ozamiz city is committed to high standards of quality and service.	✓			
9. The social media presence of food delivery brands enhances my trust in the brand.	✓			
10. I consider food delivery brands in Ozamiz city to be innovative and forward-thinking.	✓			
B. Customer experience				
1. I intend to continue using food delivery services for a long time.	✓			
2. The rewards and loyalty programs offered by food delivery brands encourage me to keep using their services.	✓			
3. I will continue using food delivery services in Ozamiz city.	✓			
4. The ordering process on food delivery brands is easy and convenient.	✓			
5. My orders are always delivered on time by food	✓			

delivery brands in Ozamiz City.				
6. The food i receive from food delivery brands always meet my expectations in terms of quality and freshness.	/			
7. Customer service of food delivery brands is responsive and helpful.	/			
8. The delivery drivers are professional and courteous.	/			
9. The packaging of the food from food delivery brands ensure it arrives in good condition.	/			
10. The variety of food options available on food delivery brands satisfies my needs.	/			
C. Emotional connection				
1. I feel a sense of attachment to my preferred food delivery brand.	/			
2. Even if other options are available, I would choose my preferred food delivery brand for my future orders.	/			
3. I feel a sense of belonging to the community of customers who use food delivery services in Ozamiz city.	/			
4. I feel emotionally connected to food delivery brands in Ozamiz city.	/			
5. Using food delivery service brings me joy and satisfaction.	/			
6. I would feel a sense of loss if i could no longer use food delivery service.	/			
7. I am loyal to my preferred food delivery brand because it aligns with my values.	/			
8. I feel that my preferred food delivery brand understands my preferences and needs.	/			
9. I am excited to see new offerings from food delivery brands.	/			
10. I feel personally valued as a customer by food delivery brands.	/			

APPENDIX C
(Sampling Computation)

Cochran's Sampling

$$n_0 = \frac{Z^2 pq}{e^2}$$

Where:

e is the desired level of precision (i.e. the margin of error),

p is the (estimated) proportion of the population which has the attribute in question,

q is $1 - p$.

The z-value is found in a Z table.

$$e = 0.05$$

$$p = 0.4$$

$$q = 0.06$$

$$Z = 1.96 \text{ (95\%)}$$

$$N_0 = \frac{1.96^2 (0.4) (0.06)}{0.05^2}$$

$$= \frac{3.8416 \times 0.24}{0.0025}$$

$$= \frac{0.921984}{0.0025}$$

$$N_0 = 368.7936$$

$$= 369$$

APPENDIX D (Informed Consent)



MISAMIS UNIVERSITY
Ozamiz City
College of Business and Management



INFORMED CONSENT FORM (PORMA SA NASABTAN NGA PAGTUGOT)

Researcher/Investigator (Nagtuon):

Name (Ngalan): _____
Course: Bachelor of Science in Business Administration
College: Business and Management
Email / Contact Number: _____

Thesis Title: **SERVICE QUALITY AND ITS INFLUENCE ON CUSTOMER RETENTION AND BRAND LOYALTY IN THE FOOD DELIVERY SECTOR IN OZAMIZ CITY**

PART I. INFORMATION SHEET

Introduction (Pasiuna)	Good day! I am Llyrica May Astillero, the principal researcher of the study entitled "SERVICE QUALITY AND ITS INFLUENCE ON CUSTOMER RETENTION AND BRAND LOYALTY IN THE FOOD DELIVERY SECTOR IN OZAMIZ CITY". I am an undergraduate student under the program Bachelor of Science in Business Administration at Misamis University in Ozamiz City. I am to conduct the research with those people who ordered food in online delivery services as respondents. In this vein, I am respectfully seeking your voluntary participation, being qualified to give your informed consent to take part in this study. Before you decide whether to participate or not in this study, please read the succeeding information about the study and feel free to ask questions anytime should there be anything you do not understand or want to clarify. If you agree to answer the interview, you will be asked to affix your name and signature on this form for which you will be given a copy. (Maayong adlaw! Ako si Llyrica May Astillero, ang nagpahigayon sa pagtuon kabahin sa "SERVICE QUALITY AND ITS INFLUENCE ON CUSTOMER RETENTION AND BRAND LOYALTY IN THE FOOD DELIVERY SECTOR IN OZAMIZ CITY". Ako usa ka estudyante sa Bachelor of Science in Business Administration Major in <u>Marketing Management</u> sa Misamis University, Ozamis City. Ako nagapili kanimo nga mamalitay niini nga muhatod ug mga pagkaon nga isip participante nga maoy mutubag sa gikinahagnglang impormasyon niining gihimong pagtuon. Ako matinahurong naghangyo sa inyong
---------------------------	---

	<i>bulontaryo nga pag-apil niini nga pagtuon. Gikinahanglan nga ikaw naa sa saktong edad ug naay kakayahan nga mohatag sa pagtugot aron makaapil niini nga pagtuon. Sa dili pa ka mohukom sa pag-tubag sa questionnaires, palihug sa pagbasa sa mga impormasyon sa ubos ug gawasnon ka nga makapangutana kon adunay wala nimo nasabtan o gusto nimong iklaro. Kung motugot ka sa pagahimoon nga interview, papirmahon ka niini nga porma ug tagaan usab ka ug imong kaugalingong kopya.</i>
Purpose (<i>Katuyoan</i>)	The purpose of this study is to provide valuable insights and practical recommendations to food delivery businesses, empowering them to improve their services, enhance customer satisfaction, and strengthen brand loyalty amidst intensifying competition in Ozamis City. This in Ozamis City. This research study can help equip the hospital administrators of Ozamis City with the knowledge and skills needed to effectively lead their employees, by identifying effective leadership practices, associated with higher levels of employee morale and work productivity. <i>(Ang katuyuan niini nga pagtuon mao ang pagsuta sa pamaagi sa tigpamuno sa iyang pagdumala sa ospital ug ang kalabotan niini sa moral ug pagka produktibo sa mga empleyado sa mga ospital sa ciudad sa Ozamis). Kini nga pagtuon maka hatag ug dugang nga kaalam sa mga tigpamuno sa ospital sa mga maayong pamaagi sa pagdumala nga naay kalabotan sa pag alsa sa morale ug pagka produktibo sa mga empleyado.</i>
Type of Research Intervention (<i>Matang sa Interbensyon sa Pagtuon</i>)	This study will be conducted through the researcher-made questionnaires. The gathering of data will be conducted in person. <i>(Kining pagtuon pagabuhaton pinaagi sa questionnaires nga binuhat sa nagtuon (researcher). Personal ang pagkuha sa datos.)</i>
Selection of Participants (<i>Pagpili sa mga Partisipant</i>)	This study will select 120 respondents. The selection is based on the following inclusion criteria: full-time and part-time hospital employees from the nursing dept., emergency dept., clinical lab dept., x-ray dept., and dialysis dept. in which you are one of those selected through stratified purposive sampling.

	(Ang mga partisipante niini nga pagtuon mao ang indibidwal nga naga-angkon sa mosunod: full-time ug part-time nga empleyado sa ospital, nga nahiapil sa nursing dept., emergency dept., clinical lab dept., x-ray dept., ug sa dialysis dept. diin ikaw usa sa mga pinili pinaagi sa stratified purposive sampling.
Voluntary Participation (Boluntaryo nga Partisipasyon)	Your participation has to be voluntary and will not affect your situation or status in any way, including your relationship with the researcher. You are free to decide if you will take part or not. If you decide to participate, you are free not to answer any questions that you do not prefer to answer. (Boluntaryo ang imong pag-apil ug kini dili makaapekto sa imong sitwasyon o estado apil na imong relasyon sa nagtuon. Gawasnon ka nga modesisyon kung kung moapil ka niini nga pagtoon o dili. Kung mo-decision ka nga moapil, gawasnon ka nga dili motubag sa bisan asa nga pangutana nga dili nimo gusto nga tubagon.)
Procedure (Pamaagi)	The distribution and retrieval of the questionnaires will be done in your hospital, and the researcher will personally distribute and retrieve the research instruments. To ensure your understanding of the statements indicated in the questionnaires, the statements will be translated into the Bisayan language. In case you will have questions, such will be answered fully. The respondents will be given ample time to complete the questionnaires. The researcher will get your responses for data analysis and interpretation. The information and data provided by you as a respondent will be utilized for this study alone and will be treated with the utmost confidentiality. (Ang pag-apod-apod sa questionnaires pagabuhaton sa imong ospital, ug ang nagtuon ang personal nga mohatag ug mokuha pagbalik sa mga instrumento sa pagtuon. Aron masiguro ang imong pagsabot sa mga pahayag sa questionnaires, ang mga pahayag kay hubaron sa Binisaya nga pinulungan. Kung ugaling adunay kay mga pangutana, tubagon kini sa hingpit). (Ang mga respondente pagahatagan og igong panahon sa pagtubag sa questionnaires. Ang nagtuon mokuha sa mga tubag sa mga respondente para sa pag-analisa sa datos ug para sa interpretasyon. Ang mga impormasyon ug datos nga makuha gikan kanimo isip respondente gamiton lamang niining pagtuon ug

	<i>hatagan og tumang pag-ampingan aron dili mabutyag.)</i>
Duration (Gidugayon)	Answering the questionnaires will last for 10 to 15 minutes. <i>(Ang pagtubag sa questionnaires mo kabat sa 10 ngadto sa 15 minutos).</i>
Risks and Discomforts (Risgo ug Kahasol)	The respondents will be protected from physical, social, or economic risks. In case the items in the questionnaires are too personal and make you feel uncomfortable, you may decline to answer any or all questions and may terminate your involvement at any time you choose. <i>(Ang mga partisipante ginaprotektahan sa pisikal, sosyal o ekonomikanhong risgo. Kung pananglitan adunay mga pangutana nga personal ra kaayo o kung dili ka komportable, mamahimong dili ka motubag o mobalibad sa pagtubag sa bisan asa o sa tanang mga pangutana ug moatras sa pag-apil sa bisan unsang panahon nga imong gusto.)</i>
Benefits (Kaayohan)	This study is beneficial to you because the researcher may be able to provide an understanding of the relationship between hospital administrators' transformational leadership to employees' morale and work productivity in your workplace. Thus, your responses shall be highly valued being deemed important in the field of hospital and healthcare administration. <i>(Kini nga pagtuon makapahimo kanimo paghatag og katin-awan o pagpasabot kabahin sa pamaagi sa tigpamuno sa iyang pagdumala sa ospital ug ang kalabot niini sa moral ug pagka produktibo sa mga empleyado sa ospital. Ang imong mga tubag hatagan og dakong bili nga giisip nga importante sa linya sa pagtuon sa pagdumala sa ospital).</i>
Reimbursements (Hulip nga bayad)	There will be no monetary expenses or costs on your part as a respondent, nor any monetary compensation for your participation in this study. However, a small token of appreciation in the form of a light snack may be provided during the gathering of the research data. <i>(Wala kay magasto sa imong pag-apil niini nga pagtuon ug dili usab ka bayaran ug kwarta sa imong pag-apil niini nga pagtuon. Apan adunay ginagmay</i>

	<i>nga pameryenda nga pwede mahatag sa panahon sa pagkuha sa mga datos).</i>
Confidentiality of Data (<i>Pag-amping sa Datos</i>)	Only the researcher will have access to the information and responses of the participants. The personal identifying information of the participants will only be used for research analysis and will be treated with the utmost confidentiality. During the study, all data will be kept in a locked, secure filing cabinet, which will be discarded 6 months after the publication of the results. <i>(Ang nagtuon lamang ang makakita sa mga impormasyon ug tubag sa mga respondente. Ang mga datos nga makuha i-analisa ug hatagan og tumang pag-amping aron dili ibutyag. Sa panahon sa pagtuon, ipahimutang sa usa ka selyadong aparador ang tanang datos nga pagagub-on human sa 6 kabulan gikan sa pag-publika sa resulta.)</i>
Sharing of Findings (<i>Pagpaambit sa Nakaplagan</i>)	The results of this study will be presented during the thesis final defense of the researcher. Also, the research findings may be shared through publications and conferences with the assurance that the identities of the respondents will remain confidential. A printed copy of the completed study will be provided to the participants. <i>(Ang mga resulta niini nga pagtuon ipresenta sa panahon sa final defense sa thesis sa nagtuon. Ang mga nakaplagan sa pagtuon posible nga ipaambit pinaagi sa mga publications ug conferences nga adunay kapanigurohan nga dili mabutyag ang pagkatawo sa mga partisipante. Pagahatagan og isa ka giimprinta nga kopya sa kumpleto nga pagtuon ang mga partisipante.)</i>
Rights to Refuse or Withdraw (<i>Katungod sa Pagpalibabad o Pag-undang</i>)	You are free to withdraw or terminate participation at any stage of the study, without the need to give any reason. You will not be penalized in case of termination of participation. <i>(Gawasnon ka nga moatras or moundang sa pag-apil sa bisan asa nga punto sa pagtuon nga dili na magkinahanglan pa ug rason. Dili ka ipamulta sa pag-atras o pag-undang.)</i>
Who to Contact	Should there be any queries as a respondent, you can contact the researcher through the following details:

(Kinsa ang
Kontakon)

(Kung adunay mga pangutana, mahimo nga mokontak pinaagi aning mga detalye:)

Name of the Researcher (Ngalan sa Nagtuon): Llyrica May Astillero

Cellphone Number/s: 09704485156

E-mail add: llyastillero@gmail.com

STATEMENT BY THE RESEARCHER

(PAGPADAYAG SA NAGTUON)

I will read the Information sheet to the potential respondent. With the best of my ability, I make sure that the respondent will understand the statements of the questionnaires.

(Akong pagabasahon ang mga nasulat niining Information Sheet ngadto sa potensyal nga respondent. Kutob sa akong mahimo siguroon nako nga masabtan sa respondent ang mga pahayag sa questionnaires.)

I can assure that the participant will be given an opportunity to ask questions about the study, and all the questions raised will be answered fully. I can likewise assure that the participant will not be coerced into giving consent that must be free and voluntary.

(Gisiguro ko nga ang partisipante mahatagan og panahon sa pagpangutana kabahin niining pagtuon og ang tanang pangutana nga iyang gihatag matubag sa hingpit. Siguroon ko usab ang maong partisipante dili mapugos sa paghatag sa pagtugot nga kinahanglan nga gawasnon og boluntaryo.)

A copy of this Informed Consent Form will be provided to the participant.

(Ang kopya sa niining Informed Consent Form ihatag ngadto sa respondent.)

	Print Name of Researcher (Ngalan sa Nagtuon): <u>Llyrica May Astillero</u>

PART II. CERTIFICATE OF CONSENT

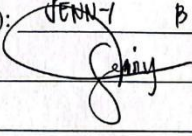
This research entitled "SERVICE QUALITY AND ITS INFLUENCE ON CUSTOMER RETENTION AND BRAND LOYALTY IN THE FOOD DELIVERY SECTOR IN OZAMIZ CITY" by Llyrica May Astillero with the aim of gathering information and data pertaining to the administrators' leadership styles and employees' morale and work productivity has been presented and explained to me clearly. Since the study involves hospital employees, I am chosen as one of the participants.

(Kini nga pagtuon gititulohan, "Hospital Administrators' Transformational Leadership in Relation to Employee Morale and Work Productivity" ni Ruthie M. Balasabas, nga adunay tumong sa pagkuha og impormasyon ug datos kabahin sa pamaagi sa pagdumala sa ospital ug ang kalabotan niini sa moral or pagka produktibo sa mga empleyado sa ospital, gipresenta ug gipasabot og klaro kanako. Tungod kay ang pagtuon kay kabahin sa mga empleyado sa ospital, ako napilian isip usa sa mga partisipante.

I have read the foregoing Informed Consent Form, or it has been read to me. I had the opportunity to ask questions, which were subsequently answered fully. I consent voluntarily to be a participant of this study.

(Akong nabasa ang nauna nga Informed Consent Form, o gibasa kini kanako. Natagaan ako og higayon nga makapangutana nga natubag sa hingpit. Ako mosugot nga boluntaryo nga mahimong participant sa niining pagtuon.)

Print Name of Participant (Ngalan sa Partisipante): Jenny B. NAVALES

Signature of Participant (Pirma sa Partisipante): 

Date: [MM/DD/YYYY] _____

If Illiterate (Kung dili makasulat ug makabasa)

If the respondent is illiterate, a witness who is literate will sign. The respondent will choose him/ her and who is without connection with the researcher or the research group to attest to this undertaking. The respondent will affix his thumbprint.

[Kung ang participant kay dili makabasa o makasulat, mopirma ang usa ka makabasa ug makasulat nga testigo. Ang respondent ang mopili kaniya nga walay koneksyon sa nagtuon o sa iyang grupo para mopamatuod sa gimbuhaton. Ang respondent mobutang sa iyang tamla (thumb print)].

Thumb mark

Name and Signature of the Witness

(Ngalan ug Pirma sa Testigo)

APPENDIX E
(Approved Letters of Consent)

Dear Dr. Efren J. Barillo, CPA, DM:

Greetings!

We are the students in the Bachelor of Science in Business Administration program Major in Marketing Management at Misamis University in Ozamiz City. We are pursuing our thesis entitled "SERVICE QUALITY AND ITS INFLUENCE ON CUSTOMER RETENTION AND BRAND LOYALTY IN THE FOOD DELIVERY SECTOR IN OZAMIZ CITY." The study was approved by the Thesis Committee last May 9, 2024.

In this vein, we would like to ask for permission for the conduct of the study at Ozamiz City, Misamis Occidental. The study aims to provide valuable insights and practical enhance customer satisfaction and strengthen brand loyalty amidst intensifying competition in Ozamis City. The target respondents will be those people who ordered food in online delivery services, selected through convenience sampling technique. Questionnaires/An Interview Guide will be used in gathering the data. Be assured that ethical considerations will be duly observed in the conduct of the study and that the data to be gathered will be used solely for research purposes.

We earnestly hope for your approval of this request.

Truly,

CHRISTHOPER RUBIO

Noted:


EFREN J. BARILLO, CPA, DM
Dean, College of Business and Management

Approved:



Misamis University



Ozamiz City, Philippines 7200
Tel. No. +63 88 521 0367 / Telefax No. +63 88 521 2917
Website : <http://www.mu.edu.ph>

CERTIFIED: ISO 9001:2015 Quality Management System DNV-GL, Australia
ACCREDITED: Philippine Association of Colleges and Universities Commission on Accreditation (PACUCOA)

CERTIFICATION

This is to certify that **MS. LLYRICA MAY ASTILLERO; CHRISTHOPER RUBIO and so on** are bonafide students of Misamis University College of Business and Management and are currently enrolled in **Bachelor of Science in Business Administration**

Furthermore, their proposed study entitled **"SERVICE QUALITY AND ITS INFLUENCE ON CUSTOMER RETENTION AND BRAND LOYALTY IN THE FOOD DELIVERY SECTOR IN OZAMIZ CITY"** has been approved by the Thesis Committee. They are likewise granted permission by the Office of the College of Business and Management to gather data to substantiate her research paper.

Issued this 10th day of July 2024 at MISAMIS UNIVERSITY, Ozamiz City.


EFREN J. BARILLO, CPA, DM
Dean, College of Business and Management

APPENDIX F
(Statistical Computation)

1. What is the respondents' level of customer service quality in terms of assurance, reliability, tangibility, empathy, and responsiveness?

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
ASSURANCE	150	2.4	4.0	3.655	.3637
RELIABILITY	150	2.4	6.3	3.631	.4504
TANGIBILITY	150	2.1	4.0	3.653	.4112
EMPATHY	150	2.6	6.9	3.655	.4713
RESPONSIVENESS	150	2.6	7.9	3.661	.5228
PERCEPTIONS ON FOOD DELIVERY SERVICE QUALITY	150	2.6	4.6	3.651	.3686
Valid N (listwise)	150				

2. What is the respondents' level of customer retention in terms of service quantity, customer satisfaction, trust, and reliability?

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
SERVICE QUALITY	150	1.9	4.0	3.609	.4191
CUSTOMER SATISFACTION	150	2.4	6.9	3.570	.5088
TRUST	150	2.0	4.0	3.587	.4388
RELIABILITY	150	2.0	4.0	3.567	.4345
PERCEPTIONS ON CUSTOMER RETENTION IN THE FOOD DELIVERY SECTOR	150	2.1	4.5	3.583	.4098
Valid N (listwise)	150				

3. What is the respondents' level of brand image in terms of brand image, customer experience, and emotional connection?

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
BRAND IMAGE	150	1.9	4.0	3.568	.4320
CUSTOMER EXPERIENCE	150	2.0	4.0	3.554	.4574
EMOTIONAL CONNECTION	150	2.3	6.5	3.539	.4439
PERCEPTIONS ON BRAND LOYALTY IN THE FOOD DELIVERY SECTOR	150	2.1	4.7	3.554	.4006
Valid N (listwise)	150				

4. Is there a significant relationship between service quality and customer retention?

Correlations

			PERCEPTIONS ON FOOD DELIVERY SERVICE QUALITY	PERCEPTIONS ON CUSTOMER RETENTION IN THE FOOD DELIVERY SECTOR
Spearman's rho	PERCEPTIONS ON FOOD DELIVERY SERVICE QUALITY	Correlation Coefficient	1.000	.793**
		Sig. (2-tailed)	.	.000
		N	150	150
	PERCEPTIONS ON CUSTOMER RETENTION IN THE FOOD DELIVERY SECTOR	Correlation Coefficient	.793**	1.000
		Sig. (2-tailed)	.000	.
		N	150	150

**, Correlation is significant at the 0.01 level (2-tailed).

5. Is there a significant relationship between service quality and brand loyalty?

Correlations

			PERCEPTIONS ON FOOD DELIVERY SERVICE QUALITY	PERCEPTIONS ON BRAND LOYALTY IN THE FOOD DELIVERY SECTOR
Spearman's rho	PERCEPTIONS ON FOOD DELIVERY SERVICE QUALITY	Correlation Coefficient Sig. (2-tailed) N	1.000 . 150	.745** .000 150
	PERCEPTIONS ON BRAND LOYALTY IN THE FOOD DELIVERY SECTOR	Correlation Coefficient Sig. (2-tailed) N	.745** .000 150	1.000 . 150

** . Correlation is significant at the 0.01 level (2-tailed).

6. Is there a significant relationship between customer retention and brand loyalty?

Correlations

			PERCEPTIONS ON BRAND LOYALTY IN THE FOOD DELIVERY SECTOR	PERCEPTIONS ON CUSTOMER RETENTION IN THE FOOD DELIVERY SECTOR
Spearman's rho	PERCEPTIONS ON BRAND LOYALTY IN THE FOOD DELIVERY SECTOR	Correlation Coefficient Sig. (2-tailed) N	1.000 . 150	.822** .000 150
	PERCEPTIONS ON CUSTOMER RETENTION IN THE FOOD DELIVERY SECTOR	Correlation Coefficient Sig. (2-tailed) N	.822** .000 150	1.000 . 150

** . Correlation is significant at the 0.01 level (2-tailed).

7. Is there a significant effect of service quality toward brand loyalty when mediated with customer retention?

Run MATRIX procedure:

***** PROCESS Procedure for SPSS Version 4.1

Written by Andrew F. Hayes, Ph.D. www.afhayes.com
Documentation available in Hayes (2022).
www.guilford.com/p/hayes3

Model : 4
Y : BRALLOY
X : SERQUAL
M : CUSRET

Sample
Size: 150

OUTCOME VARIABLE:
CUSRET

Model Summary

	R	R-sq	MSE	F	df1	df2
p	.7611	.5793	.0711	203.8330	1.0000	
	148.0000	.0000				

Model

	coeff	se	t	p	LLCI
ULCI					
constant	.4928	.2176			
2.2650	.0250	.0628	.9227		
SERQUAL	.8464	.0593			
14.2770	.0000	.7293	.9636		

Standardized coefficients

	coeff
SERQUAL	.7611

OUTCOME VARIABLE:
BRALLOY

Model Summary

	R	R-sq	MSE	F	df1	df2
p	.8414	.7080	.0475	178.2014	2.0000	
	147.0000	.0000				

Model

	coeff	se	t	p	LLCI
ULCI					

constant	.4069	.1808	
2.2503	.0259	.0496	.7643
SERQUAL	.1885	.0747	
2.5241	.0127	.0409	.3362
CUSRET	.6860	.0672	
10.2132	.0000	.5533	.8188

Standardized coefficients

	coeff
SERQUAL	.1735
CUSRET	.7018

***** TOTAL EFFECT MODEL

OUTCOME VARIABLE:
BRALOE

Model Summary

	R	R-sq	MSE	F	df1	df2
p						
	.7077	.5008	.0807	148.4623	1.0000	
	148.0000	.0000				

Model

	coeff	se	t	p	LLCI
ULCI					
constant	.7450	.2317	3.2158	.0016	.2872
1.2028					
SERQUAL	.7692	.0631			
12.1845	.0000	.6445	.8940		

Standardized coefficients

	coeff
SERQUAL	.7077

***** TOTAL, DIRECT, AND INDIRECT EFFECTS OF X ON Y

Total effect of X on Y

	Effect	se	t	p	LLCI	ULCI
c_cs						
	.7692	.0631				
12.1845	.0000	.6445	.8940	.7077		

Direct effect of X on Y

	Effect	se	t	p	LLCI	ULCI
c'_cs						
	.1885	.0747				
2.5241	.0127	.0409	.3362	.1735		

Indirect effect(s) of X on Y:

	Effect	BootSE	BootLLCI	BootULCI
CUSRET	.5807	.1242	.3387	.8215

Completely standardized indirect effect(s) of X on Y:

	Effect	BootSE	BootLLCI	BootULCI
CUSRET	.5342	.1112	.3192	.7431

***** ANALYSIS NOTES AND ERRORS

Level of confidence for all confidence intervals in output:
95.0000

Number of bootstrap samples for percentile bootstrap confidence
intervals:
5000

----- END MATRIX -----

APPENDIX G (Documentation)

Proposal Defense



Conducting Survey



Final Defense



APPENDIX H (Plagiarism Test)

 **turnitin**

Similarity Report ID: oid:28447:71637813



PAPER NAME

Llyrica May Astillero.docx

WORD COUNT

12523 Words

CHARACTER COUNT

74242 Characters

PAGE COUNT

53 Pages

FILE SIZE

86.9KB

SUBMISSION DATE

Nov 19, 2024 2:44 PM GMT+8

REPORT DATE

Nov 19, 2024 2:44 PM GMT+8

● 23% Overall Similarity

The combined total of all matches, including overlapping sources, for each database.

• 6% Internet database

• 7% Publications database

• Crossref database

• Crossref Posted Content database

• 23% Submitted Works database

● Excluded from Similarity Report

• Manually excluded sources

APPENDIX I (Grammarly Test)

 Report: SERVICES QUALITY AND ITS INFLUENCE ON CUSTOMER RETENTION AND BRAND LOYALTY IN THE FO...

SERVICES QUALITY AND ITS INFLUENCE ON CUSTOMER RETENTION AND BRAND LOYALTY IN THE FOOD DELIVERY SECTOR IN OZAMIZ CITY

by Misamis University

General metrics

86,442	12,108	756	48 min 25 sec	1 hr 33 min
characters	words	sentences	reading time	speaking time

Score

98

This text scores better than 98%
of all texts checked by Grammarly

Writing Issues

136	16	120
Issues left	Critical	Advanced

Plagiarism

This text hasn't been checked for plagiarism

CURRICULUM VITAE

CHRISTHOPER S. RUBIO

BSBA- MARKETING MANAGEMENT

Poblacion, Tubod, Lanao del Norte, Philippines

09071809747

Student ID: 1802421

christhoper.rubio3962@gmail.com



PERSONAL INFORMATION

DATE OF BIRTH	Dec. 23, 2000
PLACE OF BIRTH	Dalama, Tubod, Lanao del Norte
AGE	23 years old
RELIGION	Bible Baptist
SEX	Male
CIVIL STATUS	Single
LANGUAGE/S SPOKEN	Bisaya, Filipino, and English

EDUCATIONAL ATTAINMENT

TERTIARY	Misamis University Bachelor Science in Business Administration 2024 – Present
SENIOR HIGH SCHOOL	Lanao Norte National Comprehensive HS Accountancy, Business, and Management 2017 – 2019
JUNIOR HIGH SCHOOL	Lanao Norte National Comprehensive HS 2013– 2016
PRIMARY SCHOOL	Dalama Elementary School 2006-2012

CURRICULUM VITAE

AYESSA LALAIN GANUHAY TOLEDO

BSBA 3- Human Resource Management

Lala, Lanao del Norte, Philippines

0935 126 0545

Student ID: 2020701

Yessatoledo@gmail.com



PERSONAL INFORMATION

DATE OF BIRTH	July 31, 2002
PLACE OF BIRTH	Lala, Lanao del Norte
AGE	22 years old
RELIGION	Roman Catholic
SEX	Female
CIVIL STATUS	Single
LANGUAGE/S SPOKEN	Bisaya, Filipino, and English

EDUCATIONAL ATTAINMENT

TERTIARY	Misamis University Bachelor Science in Business Administration 2024 – Present
SENIOR HIGH SCHOOL	Christ the King College de Maranding Accountancy, Business, and Management 2018 – 2020
JUNIOR HIGH SCHOOL	St. Peregrine Institute 2014 – 2018
PRIMARY SCHOOL	Pedro B. Baliwag Memorial School 2008 – 2014

CURRICULUM VITAE

JOHANN B. TAHUD

BSBA- MARKETING MANAGEMENT

P-1 Brgy Sta. Cruz, Maigo, Lanao del Norte, Philippines

09624619590

Student ID:



PERSONAL INFORMATION

DATE OF BIRTH	June 08, 2003
PLACE OF BIRTH	P-1 Brgy Sta. Cruz, Maigo, Lanao del Norte
AGE	21 years old
RELIGION	INC
SEX	Male
CIVIL STATUS	Single
LANGUAGE/S SPOKEN	Bisaya, Filipino, and English

EDUCATIONAL ATTAINMENT

TERTIARY	Misamis University Bachelor Science in Business Administration 2024 – Present
SENIOR HIGH SCHOOL	Holy Cross High School Accountancy, Business, and Management 2020 – 2021
JUNIOR HIGH SCHOOL	Mindanao State University- Maigo School of Arts and Trade 2018– 2019
PRIMARY SCHOOL	Claro M. Recto Elementary School 2014-2015

CURRICULUM VITAE

LLYRICA MAY ASTILLERO ***BSBA- MARKETING MANAGEMENT***

Molave, Zamboanga del Sur, Philippines
09704485156
Student ID: 2100972
Llyastillero@gmail.com



PERSONAL INFORMATION

DATE OF BIRTH	May 05, 2003
PLACE OF BIRTH	Molave, Zamboanga del Sur
AGE	21 years old
RELIGION	Roman Catholic
SEX	Female
CIVIL STATUS	Single
LANGUAGE/S SPOKEN	Bisaya, Filipino, and English

EDUCATIONAL ATTAINMENT

TERTIARY	Misamis University Bachelor Science in Business Administration 2024 – Present
SENIOR HIGH SCHOOL	Sacred Heart Diocesan School, Inc. Humanities and Social Science 2020 – 2021
JUNIOR HIGH SCHOOL	Sacred Heart Diocesan School, Inc. 2018– 2019
PRIMARY SCHOOL	Molave Bliss Elementary School 2014-2015