

THE IMPACT OF DELIVERY RELIABILITY ON CUSTOMER RETENTION IN UBER EATS

A Systematic Literature Review

This study systematically reviews the existing literature to examine how delivery reliability influences customer satisfaction and customer retention within Uber Eats. The review identifies key factors, strategies, and gaps in the current research.



BACKGROUND

The rapid growth of online food delivery services has increased competition, making customer retention a critical challenge. Delivery reliability—delivering orders on time, accurately, and in good condition—is a key determinant of customer satisfaction and loyalty.

This systematic literature review explores how delivery reliability influences customer retention in Uber Eats and identifies strategies that can improve reliability and strengthen long-term customer relationships.



KEY RESEARCH QUESTIONS

- 1 How does delivery reliability influence customer satisfaction in Uber Eats?
- 2 How does delivery reliability impact customer retention and loyalty?
- 3 What factors influence customers' perception of delivery reliability?
- 4 What strategies can improve delivery reliability and customer satisfaction?
- 5 What gaps exist in the current literature regarding delivery reliability and customer retention in Uber Eats?



KEY FINDINGS



Delivery Reliability Drives Satisfaction

Timely delivery, order accuracy, and good condition of food significantly enhance customer satisfaction.



Satisfaction Leads to Retention

Satisfied customers are more likely to make repeat purchases and remain loyal to Uber Eats.



Trust Strengthens Loyalty

Consistent reliable delivery builds trust, which increases customer loyalty and reduces switching behaviour.



Technology Enhances Reliability

AI, real-time tracking, and route optimisation improve delivery performance and customer experience.



Service Recovery Restores Satisfaction

Prompt communication, refunds, discounts, and compensation can recover satisfaction after service failures.



Research Gap Identified

Limited studies specifically examine the direct relationship between delivery reliability and customer retention in Uber Eats.



MAJOR RECOMMENDATIONS



Improve Delivery Timeliness

Optimise delivery routes and use predictive analytics to reduce delays.



Ensure Order Accuracy

Strengthen quality checks and restaurant-platform communication to minimise errors.



Enhance Communication

Provide real-time updates and proactive notifications to keep customers informed.



Strengthen Service Recovery

Implement quick refunds, discounts, and compensation for service failures.



Invest in Driver Performance

Provide training, fair incentives, and performance monitoring to improve delivery reliability.



Leverage Technology

Use AI, machine learning, and real-time tracking to improve operational efficiency.



CONCLUSION

“The literature consistently shows that delivery reliability is a critical determinant of customer satisfaction and retention in online food delivery services. Reliable deliveries build trust, enhance satisfaction, and encourage repeat usage. Technology, effective operations, and strong communication play essential roles in improving delivery reliability. However, limited research specifically explores this relationship within Uber Eats. Future empirical studies should investigate this relationship directly to provide stronger evidence and practical insights for the platform.”



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