Analysis of important factors influencing customer satisfaction from food delivery personnel's perspective during COVID-19 in Thailand

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ABSTRACT

Food delivery services became an essential solution for consumers and restaurants to minimize contact during the COVID-19 pandemic. To help food delivery services adapt and survive, this study aimed to evaluate the perspectives of food delivery personnel on the crucial factors affecting customer satisfaction with food delivery services in Thailand amidst the outbreak. The questionnaires derived from SERVQUAL included tangibles, reliability, responsiveness, assurance, and empathy. Descriptive analysis, analysis of importance scores, and comparison of service quality aspects across different platforms were conducted from the food delivery personnel's point of view. The results indicated that the assurance aspect had a higher mean score than all the other aspects. From the perspective of both food couriers and users, knowledge of COVID-19 prevention measures was the most crucial factor during the pandemic. However, the cleanliness of the food delivery personnel's attire and the correct delivery of the ordered food were critical factors that differed between customers and food delivery personnel. Therefore, food delivery service providers should focus on other attributes, especially those that are important from the customer's perspective, to ensure effective management and control. In summary, the collaboration of all parties involved in food delivery services, including food courier providers, customers, and the government, is crucial for enhancing food delivery services in Thailand.

Keywords: COVID-19; food delivery personnel; importance analysis; service quality (SERVQUAL)

1. INTRODUCTION

During the COVID-19 pandemic, food delivery services played a vital role in connecting customers with eateries. The pandemic, which caused a rapid and widespread outbreak of the coronavirus, disrupted societies and the economies through many industrial sectors, including public health, airlines and tourism, and food industries. To contain the outbreak, governments worldwide implemented various measures and introduced self-defense practices, such as social distancing, business closures, lockdowns, and curfews in specific areas, to slow the spread of the virus. As a consequence, many industries were significantly impacted (Ozili & Arun, 2020). Due to

the impact of the pandemic on people's daily lives, several sectors in Thailand needed to adjust their operations to continue functioning. For instance, in many dining establishments, clients were unable to enjoy their meals due to the situation. Therefore, more customers were opting for online meal delivery services, as they could not dine in restaurants. In response to the challenges faced by restaurants, many restaurants modified their business models and were prioritizing online delivery services (Gavilan et al., 2021). As customers' behavior and lifestyles changed, food delivery services became a crucial channel for restaurants to reach their customers. Consumer satisfaction with these services determines customers' choice and use. Therefore, it is vital to measure service quality and rank the important factors of customer satisfaction using SERVQUAL and importance–satisfaction (IS) analyses. They were used in this research to measure customer satisfaction with food delivery services, identify important attributes, and assess customer satisfaction. However, food delivery services involve not only customers but also food delivery personnel and restaurants, making them key players in the food supply chain. Therefore, to enhance the service quality of food delivery services and establish a good standard for food delivery services in Thailand, this study examined the perspectives of both food delivery personnel and customers on the critical factors that impacted customer satisfaction with food delivery services during the COVID-19 pandemic. The objectives of this research were to determine the important attributes from the food delivery rider's perspective, to compare the significant scores of each service quality aspect from the food delivery rider's standpoint between various platforms, and to survey the food delivery provider's viewpoints on the critical factors influencing customer satisfaction with food delivery services in Thailand.

2. MATERIALS AND METHODS

2.1 Design of a questionnaire and survey method
The study started by designing a questionnaire for food delivery personnel, which consisted of 18 attributes. These attributes were derived from previous research on users of food delivery services in Thailand during the COVID-19 pandemic. Additionally, we developed a client questionnaire to evaluate satisfaction and importance scores of the five dimensions of SERVQUAL (tangibles, reliability, responsiveness, assurance, and empathy) based on a literature review and expert opinions. The attributes studied are based on the SERVQUAL dimensions (Suksrimuang & Ongkunaruk, 2022), as shown in Table 2.

The study's query was developed using the 18 attributes identified earlier. A questionnaire was created consisting of three parts to evaluate the importance scores of factors affecting customer satisfaction with food delivery services from the perspective of food delivery personnel during the COVID-19 pandemic. The first part collected food delivery personnel's information, including gender, age, education level, income, and food delivery platform. The second part evaluated the importance scores of 18 attributes using a five-point Likert scale rating. The third part gathered comments from food delivery personnel. The questionnaire was created using Google Forms and a paper format, and it was pretested with 30 food delivery personnel in the Bangkok Metropolitan

Region. The questionnaire survey was conducted via two channels to make it easier for respondents to fill out and submit the survey, suitable for the COVID-19 situation. The pretest was conducted from December 28, 2021, to January 3, 2022. The questionnaire's reliability was assessed using Cronbach's alpha. Finally, the data were gathered between January 10, 2022, and June 13, 2022.

2.2 Data analysis
A descriptive statistical analysis was first conducted, taking into account the respondents' categories. Mean values, standard deviations (SD), and coefficients of variation (CV) were calculated for all importance scores. Five levels of interpretation were then applied to the scores: (1) [1, 1.8] indicates unimportance/unsatisfaction, (2) [1.8, 2.6] denotes minor importance/minor dissatisfaction, (3) [2.6, 3.4] indicates moderate importance/neutral, (4) [3.4, 4.2] signifies importance/satisfaction, and (5) [4.2, 5] implies very important/very satisfied. Next, an independent paired t-test was used to determine whether there was a statistical difference in the means of the importance scores between consumers and riders. The hypothesis was set as follows:

$$H0: \mu1 = \mu2$$

$$H1: \mu1 \neq \mu2$$

where $\mu1$ and $\mu2$ denote the importance scores of consumers and riders, respectively. With a confidence interval (CI) of 95%, the null hypothesis (H0) would be accepted, that there is no difference in the importance scores between consumers and riders.

3. RESULTS AND DISCUSSION

3.1 Descriptive analysis
During data collection, we administered a questionnaire to food delivery personnel working in the Bangkok Metropolitan Region. The pretest of the questionnaire was conducted with 30 food delivery personnel, and Cronbach's alpha for the importance score was 0.900, indicating good reliability. The survey was conducted with 415 respondents, but after removing irregular questionnaire responses in which the same score was given for all questions, 324 usable questionnaires were obtained. Descriptive analysis results are presented in Table 1. The majority of respondents were male, accounting for 75.31%, while 24.07% were female, and 0.62% did not specify their gender. The highest percentage of respondents (44.75%) fell within the 18 to 25 age group. The majority of respondents had senior high school education, and the percentage of those with a bachelor's degree was 30.86%, while 36.32% of the respondents reported earning between 10,000 and 15,000 Thai baht (THB). Finally, 42.23% of respondents worked for the GrabFood platform.

Based on the food delivery personnel's perspective, all 18 attributes were considered very important criteria, with an average importance score of 4.47. The top three most important attributes were knowledge of COVID-19 prevention measures (A3), with a mean score of 4.88, followed by the correctness of food ordered and delivered (R2), with a mean score of 4.76, and cleanliness of the food rider's attire (T2), with a mean score of 4.70. The least important attributes were the state of the vehicle used to deliver food (T4), the number of eateries participating in

the platform (S5), and the availability of platform usage guidance (S3). Knowledge of preventive measures against COVID-19 was the most significant factor, with the highest average importance score. Food delivery service providers needed to follow strict policies and practices, such as maintaining social distancing and wearing surgical masks at all times, to ensure customer satisfaction. Additionally, the correctness of the ordered and delivered food items and the cleanliness of the food service personnel's attire were important factors in creating customer satisfaction.

Table 1. Profiles of food delivery personnel

Profile	Classification	Frequency (%)
Gender	Male	75.31
	Female	24.07
	Not specified	0.62
Age	18–25	44.75
	26–35	38.27
	36–45	13.27
	46–55	1.85
	56–60	1.85
	> 60	0.00
Educational level	Primary school	2.16
	Junior high school	6.48
	Senior high school	30.86
	Vocational certificate high vocational certificates	29.63
	Bachelor's degree	30.86
	Others	0.00
Income level (THB)	< 10,000	4.94
	10,001–15,000	55.86
	15,001–20,000	35.18
	20,001–25,000	3.70
	25,001–30,000	0.31
	30,001–40,000	0.00
	> 40,001	0.00
Food delivery platform	Lineman	23.77
	GrabFood	33.33
	Foodpanda	8.95
	Robinhood	20.99
	AirAsia Food	0.00
	ShopeeFood	11.42
	Others	1.54

Table 2 provides a comparison of the mean scores for each attribute. The coefficients of variation (CV) of importance scores ranged between 0.07 and 0.19, with the highest CV values for the number of eateries participating in the platform, affordable service charges, and the number of ongoing specials. This indicates differences in respondents' opinions on these attributes. Food delivery service providers reported that the COVID-19 pandemic heightened public awareness and caution around health and safety. People were taking more precautions in their daily lives, including following social distancing guidelines and staying at home to prevent the spread of the virus. As a result, the number of users of food delivery platforms significantly increased. In addition, food delivery personnel expressed their desire for increased compensation. The pricing strategy should benefit both food providers and customers, as it reduces the need for long waits at restaurants and prevents spillage during transportation. Furthermore, there were issues with contacting customers, which need to be addressed to improve the overall service quality. The outcome of the independent paired t-test revealed that, out of 18 attributes, 14 displayed significant differences (thus rejecting H0). This suggests that consumers and riders hold contrasting opinions on the importance of these attributes. Moreover, it was observed that food delivery personnel and consumers shared similar views on the significance of S1, S4, S5, and E2.

3.2 Analysis of quality of each aspect of food delivery service

Computing the average of each aspect revealed that the assurance attribute obtained the highest score (4.67), whereas the responsiveness attribute received the lowest score (4.26). Remarkably, this is consistent with the perspective of consumers. The overall average of the importance scores was 4.47, as illustrated in Figure 1.
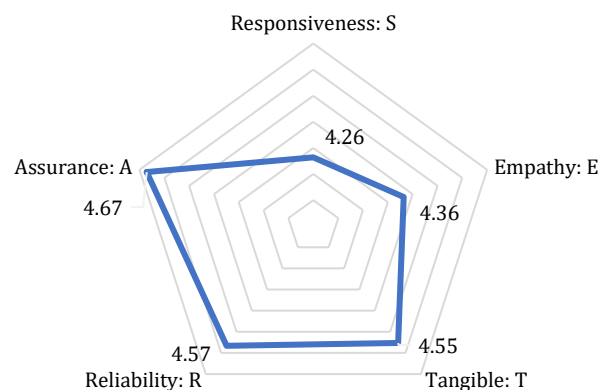

Figure 1. Importance scores for each dimension of service quality

3.2.1 Tangibles

The average importance score was evaluated for each aspect of service quality for food delivery services from the perspective of the food delivery personnel across various platforms, including Lineman, GrabFood, Foodpanda, Robinhood, AirAsia Food, and ShopeeFood. The tangible dimension comprised four attributes: (T1) the amiability and good manners of the food rider, (T2) the cleanliness of the food rider's attire, (T3) keeping courier containers/boxes in good condition and clean, (T4) and the state of the vehicle used to deliver food. The results indicate that all respondents from different platforms rated this dimension as highly important. The top three highest average scores were obtained by the "other" platform category, Robinhood's food delivery service provider, and GrabFood's food delivery service provider, with average scores of 4.70, 4.67, and 4.62, respectively, as shown in Figure 2.

Table 2. The mean, standard deviation (SD), and coefficient of variation (CV) of the importance scores of 18 attributes of food delivery personnel (FDP).

Dimension	Attribute	Importance score from FDP			Importance score from consumers			p-value
		Average	SD	CV	Average	SD	CV	
Tangible: T	T1: The amiability and good manners of the food rider	4.67	0.55	0.12	4.32	0.73	0.17	0.000*
	T2: The cleanliness of the food rider's attire	4.70	0.49	0.10	4.18	0.81	0.19	0.000*
	T3: Keeping containers in good condition and clean	4.64	0.51	0.11	4.40	0.76	0.17	0.000*
	T4: The state of the vehicle used to deliver food	4.20	0.74	0.18	4.05	0.82	0.20	0.008*
Subtotal		4.56	4.55	0.61	4.24	0.78	0.18	
Reliability: R	R1: Credence, renown, and platform quality	4.41	0.66	0.15	4.25	0.75	0.18	0.002*
	R2: The correctness of the food ordered and delivered	4.76	0.43	0.09	4.47	0.75	0.17	0.000*
	R3: The correctness of billing and paying for the ordered food	4.69	0.55	0.12	4.49	0.71	0.16	0.000*
	R4: The correctness of the delivery location	4.41	0.76	0.17	4.29	0.77	0.18	0.040*
Subtotal		4.57	4.57	0.63	4.37	0.75	0.17	
Respon-siveness: S	S1: A short delivery time	4.30	0.63	0.15	4.23	0.77	0.18	0.125
	S2: Ease of use of the platform	4.36	0.58	0.13	4.23	0.79	0.19	0.008*
	S3: Availability of platform usage guidance	4.21	0.66	0.16	4.02	0.84	0.21	0.001*
	S4: Exposition of the order status on the platform	4.24	0.71	0.17	4.31	0.77	0.18	0.197
	S5: The number of eateries participating in the platform	4.20	0.78	0.19	4.22	0.74	0.18	0.755
Subtotal		4.26	4.26	0.68	4.20	0.78	0.19	
Assurance: A	A1: The user's personal information is kept private and secure	4.56	0.66	0.15	4.35	0.81	0.19	0.000*
	A2: Handling and control of food safety and food hygiene during the delivery process	4.57	0.66	0.15	4.40	0.77	0.17	0.001*
	A3: Knowledge of COVID-19 prevention measures	4.88	0.33	0.07	4.37	0.78	0.18	0.000*
Subtotal		4.67	4.67	0.59	4.38	0.78	0.18	
Empathy: E	E1: Comprehension of the customers' needs	4.41	0.61	0.14	4.27	0.76	0.18	0.004*
	E2: Affordable service charges and ongoing incentives	4.32	0.74	0.17	4.21	0.87	0.21	0.059
Subtotal		4.36	4.36	0.68	4.24	0.81	0.19	
Total		4.47	4.47	0.66	4.28	0.78	0.18	

*There is a significant difference in the importance scores between consumers and riders
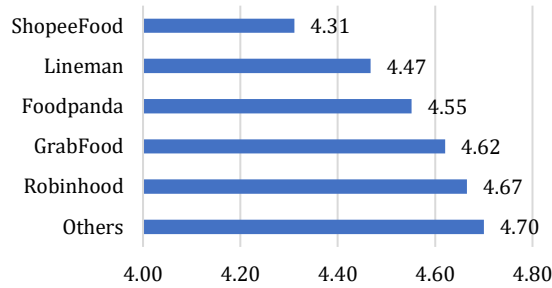
Figure 2. Importance scores of the tangible dimension

3.2.2 Reliability

The dimension of reliability consists of four attributes, which are (R1) the credibility, reputation, and quality of the platform, (R2) the accuracy of food orders and deliveries, (R3) the accuracy of billing and payment processing, and (R4) the accuracy of delivery tracking. The results indicate that all respondents from the food delivery platforms rated this dimension as highly important. The top three highest mean scores were obtained by Robinhood, Foodpanda, and the "other" platform category, with mean values of 4.83, 4.64, and 4.60, respectively, as shown in Figure 3.
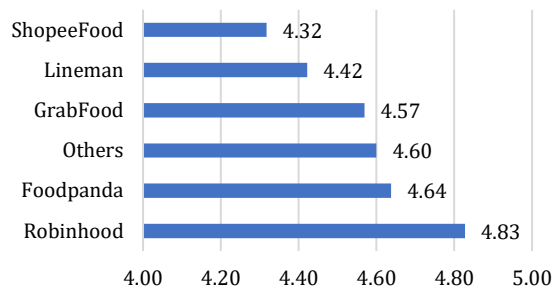

Figure 3. Importance scores of the reliability dimension

3.2.3 Responsiveness

The responsiveness dimension of food delivery services includes five attributes: (S1) timely delivery, (S2) ease of platform usage, (S3) availability of platform guidance, (S4) clarity of order status on the platform, and (S5) the number of participating restaurants on the platform. The majority of respondents rated these attributes as highly important. Based on the results, the food delivery personnel with the highest average importance scores were from Robinhood, GrabFood, and Foodpanda, with scores of 4.48, 4.31, and 4.24, respectively, as shown in Figure 4.
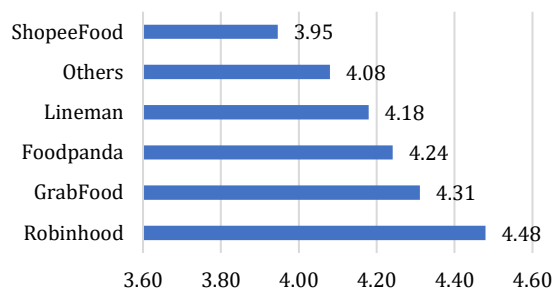

Figure 4. Importance scores of the responsiveness dimension

3.2.4 Assurance

The dimension of assurance is composed of three attributes: (A1) protection of the user's personal information, (A2) maintenance of food safety and hygiene throughout the delivery process, and (A3) knowledge of COVID-19 prevention measures. All respondents from the platform providers rated this dimension as highly important. The top three providers with the highest average scores were Robinhood, GrabFood, and Foodpanda, with mean values of 4.83, 4.71, and 4.68, respectively, as shown in Figure 5.
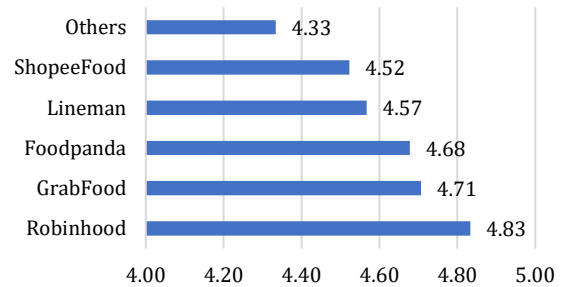

Figure 5. Importance scores of the assurance dimension

3.2.5 Empathy

The empathy dimension is composed of two attributes: (E1) understanding the customers' needs and (E2) offering affordable service charges and ongoing incentives. The majority of respondents rated this dimension as very important. The top three highest average importance scores were obtained by Robinhood, GrabFood, Foodpanda, and Lineman, with average scores of 4.52, 4.38, and 4.36, respectively, as shown in Figure 6.
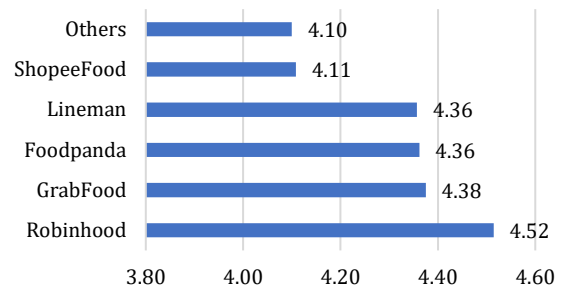

Figure 6. Importance scores of the empathy dimension

Compared with the other food delivery service providers, Robinhood scored the highest in various dimensions of service quality, based on the average score from the point of view of the providers themselves. The Robinhood website is user-friendly and provides easy access to the application process—key aspects that are emphasized in the in-service training with Robinhood. This helps the food delivery personnel to understand and be aware of the service guidelines and the importance of their service duties. Moreover, the terms, conditions, and rules for being a Robinhood deliverer are clearly stated, including penalties and point deductions. The topics covered include (1) applying and registering for service requests; (2) dress code and equipment regulations, including the proper use of containers and masks; (3) operation-related matters, such as the rider, the vehicle,

and contact with the customer, including damage during transportation; and (4) other behaviors and actions.

Compared with most other food delivery service providers that offer training through video clips, Robinhood provides onsite training for its food riders, which may contribute to a deeper level of understanding. Additionally, Robinhood's website provides clear explanations of penalties, enhancing the awareness and caution of its food delivery personnel in their operations. Another factor is that the number of Robinhood's food delivery personnel is still small, which enables better control and understanding of various practices.

3.3 Discussion

This study provides important insights into how food delivery personnel in Bangkok evaluate key service quality attributes during the COVID-19 pandemic. Overall, the results demonstrate that both delivery personnel and consumers assign notably high importance to the assurance dimension, reflecting heightened concerns regarding hygiene, safety, and trust in digital food delivery services during the pandemic period. This aligns with global findings showing that consumer expectations around safety protocols significantly increased during COVID-19 (Dsouza & Sharma, 2021; Hopkins & Potcovaru, 2021; Kitz et al., 2022). Our results further show that riders themselves perceive COVID-19 knowledge (A3) as the most important attribute, which reinforces the idea that frontline workers view disease prevention not only as a service requirement but also as personal protection.

The finding that correctness of food orders and deliveries (R2) ranks among the most important service attributes aligns well with prior SERVQUAL-based studies on online food delivery (OFDS). Evidence from research in India and Jordan shows that order accuracy strongly influences customer satisfaction and subsequently shapes behavioral outcomes (Alalwan, 2020; Ray et al., 2019). Moreover, recent empirical work demonstrates that delivery delays significantly reduce the likelihood of repeat orders, whereas faster-than-expected delivery does not meaningfully increase future ordering (Mao et al., 2025). This asymmetry implies that late delivery carries a more substantial negative impact than the marginal benefits of fast delivery. Such insights are consistent with our result indicating that short delivery lead time (S1) is relatively less critical compared to other service attributes.

Interestingly, attributes related to *platform functionality* (e.g., number of eateries (S5), availability of guidance (S3), clarity of order status (S4)) showed higher variation in responses, indicating more divergent perceptions among riders. This suggests that platform usability is still uneven across providers in Thailand, particularly among newer or smaller platforms. Prior research (Liu et al., 2025) reported substantial variation in riders' digital literacy, which affects their ability to follow order-processing steps and delivery instructions accurately. Their findings—framed around core delivery challenges in China—highlight the importance of minimal-text, highly visual training materials and in-app knowledge sharing.

A Particularly notable finding is the consistently high ratings for Robinhood across multiple service quality dimensions. Robinhood's requirement for onsite training may help explain this advantage. Past studies emphasize that structured online or blended training can effectively build knowledge and support adherence to best practices,

especially when interactive elements and peer learning are included. However, fully developing facilitation or live delivery skills often requires face-to-face components or real-time practice with feedback. Online formats work well for participants with strong digital skills, whereas those with lower IT literacy or heavier workloads may need additional support to achieve comparable outcomes. (Hein et al., 2021). Thus, Robinhood's approach may serve as a best-practice model for rider preparation, especially in contexts where hygiene and consistent service standards are critical.

The comparison between riders and consumers reveals substantial perceptual gaps, with 14 of the 18 attributes differing significantly. This pattern is consistent with SERVQUAL research, which often identifies expectation–perception gaps between providers and customers (Luk & Layton, 2002; Özispa, 2025). In our study, riders assigned greater importance to food safety-related attributes, whereas consumers placed higher priority on order accuracy and billing accuracy. This divergence in evaluative emphasis reflects fundamentally different role-based expectations between providers and users. Such misalignment underscores the need for platforms to enhance communication mechanisms and systematically harmonize service standards to ensure that operational practices more effectively accommodate the expectations of both stakeholder groups.

The patterns observed during the pandemic also demonstrate a reconfiguration of roles within food delivery ecosystems. Riders effectively became frontline essential workers, tasked with minimizing physical contact and safeguarding the integrity of food transfer—responsibilities that elevated hygiene and safety considerations above conventional service attributes such as courtesy or ease of platform use.

Overall, these findings highlight the necessity of comprehensive and standardized training, supervision, and quality assurance mechanisms to reduce performance variability and promote consistent service quality across platforms. They also point to the importance of coordinated efforts between platform operators and government agencies to strengthen rider safety, food hygiene practices, and digital service reliability, particularly under crisis conditions such as public health emergencies.

3.4 Guidelines for improving quality of food delivery services

The analysis of the important factors of food delivery from the perspective of both food delivery personnel and consumers during the COVID-19 pandemic revealed that the consumers gave the assurance dimension the highest score. This dimension includes the privacy and security of the user's personal information, the management and control of food safety and hygiene throughout the delivery process, and the knowledge of preventive measures against COVID-19. All three attributes had higher importance scores than the overall importance score, but their satisfaction scores were lower than the overall satisfaction average. This suggests that food delivery service providers were not performing well, possibly due to the outbreak in Thailand.

As a result, consumers were placing more importance on the assurance of various attributes, and fulfilling their expectations can lead to satisfaction. Food delivery personnel also gave the highest importance to the assurance dimension, particularly in pandemic-related features. Food delivery personnel believed that knowledge of COVID-19

prevention measures was crucial during the pandemic. With the increasing demand for food delivery services, the correctness of food orders, the accuracy of deliveries, and the cleanliness of the food rider's attire were also critical from the provider's perspective. Therefore, improving the quality of food delivery services in Thailand should be a collaborative effort between food delivery providers and the government. The guidelines are outlined in Table 3.

Table 3. Guidance for the development of standards for food couriers

Important factors	Guidelines for the development of food safety and food delivery standards for food couriers
Food delivery personnel (food riders)	• While working, food delivery personnel must wear clean clothes with sleeves and follow all relevant rules and regulations. They must also wear a surgical mask at all times and undergo regular health check-ups as per the terms and conditions of their work. They should take care of their personal hygiene and maintain a healthy body to prevent the spread of germs to consumers. It is important to wash hands frequently, cover wounds completely, and avoid work that involves potential contact with food. If they are sick with a disease that can be transmitted to consumers through food and water, they should stop working until they are cured. • Food delivery personnel should understand their duties and operations and be able to plan their work effectively. They must know and understand the factors that can make food unclean and unsafe for consumers, including people, food, utensils, equipment, places, and animals and insects that carry disease. They should pay attention to opportunities to prevent food insecurity, such as maintaining cleanliness. They should be aware of the dangers caused by unclean food and water, including physical hazards from foreign matter in food that can cause injury or harm to consumers' health when ingested, as well as chemical and biological hazards. • Food delivery personnel should not allow anyone else to use their work privileges. They should follow food safety practices such as temperature and time controls to prevent cross-contamination.
Food delivery containers/ boxes	• When working, use food delivery containers/boxes that comply with regulations. They should be in good condition and not cause food contamination. • Check for cleanliness and leftover food debris or dirt before, during, and after work every day. Regularly clean the food delivery containers/boxes with appropriate methods and frequencies to prevent microbial growth and contamination from animals and insects that carry diseases, such as rats, flies, cockroaches, etc., that can make consumers sick. • Use containers/equipment that follow established food safety practices for temperature and time control, as well as the prevention of cross-contamination. • Do not use containers/boxes for delivering packaged food from multiple sources or for receiving various tasks at the same time to avoid possible contamination and deterioration.
Vehicle	• Regularly clean and inspect the condition of the vehicle to ensure its proper functioning. • Ensure the vehicle is ready for use before accepting a job and receiving the product.
Provider's service system	• Implement an annual employee training program to ensure food delivery service providers have a basic understanding of food safety and delivery standards. • Establish guidelines for auditing and quality assurance of food delivery, including regular inspections of shipping containers, recording of cleaning inspection results, and determination of cleaning chemicals used. • Provide advice on proper cleaning methods and steps for shipping containers and vehicles. • Conduct random inspections of food containers and vehicles to ensure cleanliness and compliance with food safety standards. • Establish a channel for food delivery service users to contact and follow up on the delivery process. • Verify the accuracy of items ordered by service users, ensuring that the correct quantity is delivered to the right location. • Check temperature and time between deliveries to ensure food quality and safety. • Promote food safety knowledge and good management practices among staff and provide training on hygiene and management systems. • Allow food delivery users to evaluate services and providers through various channels.

4. CONCLUSION

The COVID-19 outbreak has led to an increase in food delivery services as a way for consumers and providers to avoid contact. A study of food delivery personnel found that their knowledge of COVID-19 prevention measures was the most important factor for customer satisfaction during the pandemic. Providers from various platforms and applications implemented strict policies and practices to address this concern. The accuracy of orders and the cleanliness of food delivery personnel were also ranked as very important factors for customer satisfaction.

However, there were some differences between the perspectives of food delivery personnel and customers regarding the importance of certain attributes. This may result in food delivery personnel not focusing on areas that are important to customers, potentially affecting service quality. To address this, all parties involved, including the government, food delivery personnel, and customers, should work together to establish relevant agencies and safety standards, provide feedback channels for consumers, and encourage cooperation from service providers in adhering to best practices. Customers can also participate in evaluations or provide feedback to help improve food safety and delivery standards in Thailand.

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