Assessing the Effectiveness of Curbside Pickup Process in Sri Lankan Restaurant Industry

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Abstract: Pandemic situation pushed people to explore many different paths to fulfill their basic requirements. Generally pandemic did a considerable progress to enable ecommerce/online capabilities on almost every supplier/producer. People tried the benefit of contactless delivery services and pickup options. As a result, most of the western countries get used to help their grocery shopping and food ordering with curbside pickup. Existing research found some limitations in online delivery methods. This research used actual data collected through survey questionnaires from customers who are using online ordering applications and accordingly descriptive and inferential statistical data has been used to conduct the data analysis. Throughout the research findings, there were strong positive relationships identified in Efficiency, Time, and Convenience factors with curbside pickup. Also, moderate strong positive relationship between Cost and Curbside pickup. This research concludes that the effectiveness of curbside pickup method has positive influence with the variable factors. In future curbside pickup will illuminate the existing issues related to the ongoing online delivery methods.

Keywords: Cronbach alpha, Correlation analysis, Regression interpretation, Pearson correlation, Coefficients, R square

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