

F&B sector seeing more customers ordering takeaway



The sector scored 72.7/100 points in customer satisfaction in the Customer Satisfaction Index of Singapore.

The Singapore Management University Institute of Service Excellence (ISE) released the 2021 third quarter Customer Satisfaction Index of Singapore (CSISG) results for the food and beverage (F&B) and tourism sectors.

The F&B sector, made up of restaurants, fast food, and coffee houses scored 72.7 points out of 100 in customer satisfaction. In all three surveyed F&B sub-sectors, takeaway ordering had a statistically significant year-on-year increase.

However, customers of coffee houses were observed to be markedly less satisfied and loyal. This decline was driven by the segment of café customers who ordered through takeaway. They had a loyalty score of 64.3 points, compared to 67.9 points for dining-in and 73.1 points through food delivery.

ISE head of research and consulting Chen Yongchang said, "The rise in takeaways appears to be in response to the heightened safe management restrictions and concerns over the COVID-19 situation during the survey period. While the data indicates the majority of consumers still prefer dine-in when given a choice, takeaway orders are likely to remain elevated for some time."

Second in the survey is the tourism sector, which scored 75.4 points. Only local visitors were interviewed due to the pandemic.