ACCEPTANCE OF CUSTOMER ON USING ONLINE FOOD DELIVERY APPLICATIONS

By

ALICIA CHYE SHEN LI H18A0039
GELORY GREANCHEY MAJIKOL H18A0131
NUR ZIANA BINTI MUHAMMAD ZAMRI H18A0435
IZNI ZULAIKHA BINTI KAMAREZAMAN H18A0690

Bachelor of Entrepreneurship (Hospitality)

A report submitted in partial fulfilment of the
requirements for the degree of
Bachelor of Entrepreneurship (Hospitality)

Faculty of Hospitality, Tourism and Wellness
UNIVERSITI MALAYSIA KELANTAN

2021

DECLARATION

I hereby certify that the work embodied in this report is the result of the original research and has not been submitted for a higher degree to any other University or Institution.

☑	**OPEN ACCESS**	I agree that my report is to be made immediately available as hardcopy or on-line open access (full text).
☐	**CONFIDENTIAL**	(Contains confidential information under the Official Secret Act 1972). *
☐	**RESTRICTED**	(Contains restricted information as specified by the organization where research was done). *

I acknowledge that University Malaysia Kelantan reserves the right as follow.
1) The report is the property of University Malaysian Kelantan.
2) The library of University Malaysia Kelantan has the right to make copies for the purpose of research only.
3) The library has the right to make copies of the report for academic exchange.

Certified by

Alicia Chye

Nur Hafizah Muhammad

_____   _____

Signature   Signature of Supervisor

Group Representative: Alicia Chye Shen Li   Name: Dr. Nur Hafizah Binti Muhammad
Date: 19 June 2021   Date: 19 June 2021

Note: * If the report is CONFIDENTIAL OR RESTRICTED, please attach the letter from the organization stating the period and reasons for confidentiality and restriction.

ACKNOWLEDGEMENT

TABLE OF CONTENTS

LIST OF TABLES

LIST OF FIGURES

ABSTRACT

Nowadays, there has been a rise of online food delivery applications as it is now widely used, especially in this time of COVID-19 pandemic. Food businesses and restaurants alike are expected to provide food delivering services now in hopes to keep the business alive. Research has shown that there are a few important factors that influence the public in using online food delivery applications. This study aims to determine three main factors that play a role in the acceptance of using online food delivery applications. These three factors are performance expectation, social influence and perceived trust. For the purpose of gathering information and data, an online questionnaire has been distributed through social media. The results of the study shows that performance expectation, social influence and perceived trust have a significant relationship to customers' acceptance of using online food delivery applications. Based on Pearson Correlation Coefficient analysis, it is said that there are positive correlations between all these factors and the acceptance of customers on using online food delivery applications. The most influential factor of customer acceptance is performance expectation with the highest average mean of 4.07. In Malaysia, it can be said that majority of online food delivery application users prioritised both performance expectation and perceived trust more compared to social influence.

Keywords: Customer acceptance, online food delivery application, performance expectations, perceived trust, social influence.

ABSTRAK

Pada masa kini, terdapat peningkatan penggunaan aplikasi penghantaran makanan dalam talian terutama pada waktu pandemik COVID-19. Perniagaan makanan dan restoran diharapkan dapat menyediakan perkhidmatan penghantaran makanan pada waktu kini dengan harapan dapat menstabilkan perniagaan ini. Penyelidikan telah menunjukkan bahawa terdapat beberapa faktor penting yang mempengaruhi masyarakat dalam penggunaan aplikasi penghantaran makanan dalam talian. Kajian ini bertujuan untuk menentukan tiga faktor utama yang berperanan dalam penerimaan penggunaan aplikasi penghantaran makanan dalam talian. Ketiga-tiga faktor ini adalah jangkaan prestasi, pengaruh sosial dan kepercayaan yang dirasai. Untuk tujuan pengumpulan data dan maklumat, borang soal selidik dalam talian telah diedarkan melalui media sosial. Hasil kajian menunjukkan bahawa jangkaan prestasi, pengaruh sosial dan kepercayaan yang dirasakan mempunyai hubungan yang signifikan dengan penerimaan pelanggan untuk menggunakan aplikasi pengiriman makanan dalam talian. Berdasarkan analisis pekali korelasi Pearson, dikatakan bahawa terdapat korelasi positif antara semua faktor ini dan penerimaan pelanggan terhadap penggunaan aplikasi penghantaran makanan dalam talian. Faktor penerimaan pelanggan yang paling berpengaruh adalah jangkaan prestasi dengan purata purata tertinggi 4.07. Di Malaysia, dapat dikatakan bahawa majoriti pengguna aplikasi pengiriman makanan dalam talian lebih mengutamakan harapan prestasi dan kepercayaan yang lebih berbanding pengaruh sosial.

Kata kunci: Penerimaan pelanggan, aplikasi penghantaran makanan dalam talian, harapan prestasi, kepercayaan yang dirasakan, pengaruh sosial.

CHAPTER 1

INTRODUCTION

1.1 INTRODUCTION

The study will be introduced in different parts in this chapter. It consists of the background of the study, problem statement, research questions, research objectives, scope of the study, significance of the study, definition of terms and summary at the end of the chapter. Each part will be explaining the importance of this study and explore more in detail the essence of the main objective to investigate the use of online food delivery applications among Malaysian's customers.

1.2 BACKGROUND OF THE STUDY

The definition of the food industry encompasses a range of industrial activities related to the production, conversion, preparation, storage and packaging of foodstuffs. Over the decades, the food industry has altered and evolved to meet customer expectations and consumer behaviour. According to Sadiku, Musa and Ashaolu (2019), the food industry underwent the greatest transformation in its history during the twentieth

century, especially in the food service industry. This industry is distinguished by a complex system of activities across the world relating to the supply, consumption and delivery of food products. Food distributors began searching for simpler and more convenient ways to manufacture their products to be succeeded in terms of standardization, concentration, automation and simplification (Sadiku et al., 2019). It can be said that the food industry is one of the greatest contributions to each country.

One of the major contributions of the food industry of any country is foodservice. Foodservice is the growing aspect of the industry. The food service industry encompasses all of the activities, services, and business functions involved in preparing and serving food to people eating away from home. This includes all types of restaurants from fine dining to fast food. It also includes institutional food operations at locations such as schools and hospitals, as well as other specialty vendors such as food truck operators and catering businesses (Egan, 2015). In the forecast period, the foodservice industry in Malaysia grew positively as rising market sophistication and affluence led to the increase in foodservice sales in Malaysia (UKEssays, 2018). According to Stanton, Emms and Sia (2011), Malaysia's economy is continuing to grow, and the food service industry is also rapidly growing. Food service consumer growth is likely to be closely related to the Malaysian economy growth, as consumers are expected to spend more on food service as their disposable incomes rise over the forecast period (UKEssays, 2018). The health and safety aspects of the food service industry should not be overlooked in the production process, especially in the production of high-quality and healthy food. To achieve high quality product standards, efficiency and compliance with basic criteria such as good hygiene practices and procedures must be met (Hayati & Khairul, 2009). In every restaurant or even street stalls, foodservice plays the main role in preparing food which

2

starts from cooking, packing and then delivering food. It must be done with good hygiene practices because it will determine whether the food is in good quality or not.

There is an emerging new wave which is the online food delivery service, within the food and beverage industry in Malaysia. According to Li, Mirosa & Bremer (2020), due to the changing consumer lifestyle, online food delivery is spacing out the growth rate of the dine-in restaurant industry. Because of their choice over menus, rates and also with flexible modes of payment, consumers who are living in metropolitan cities are more inclined towards online food delivery platforms. Consumers tend to buy food online and have it delivered to their doorsteps. This is because of the increasing working population along with longer working days and longer driving hours. By using online food delivery applications, they could save more of their time. Some people tend to purchase hot packaged meals compared to frozen food from food stores all the time. With the growth of online food delivery platforms in the coming years, there will be a greater competition between domestic services and third-party delivery services of companies that offer both healthy and high-quality food options (Johnson, 2019). There are numerous food distribution companies in Malaysia, with many providing online food delivery services. Foodpanda, the first distribution company to be actively introduced in Malaysia, is among the firms. Corporations such as DeliverEat, GrabFood, Honestbee, Running Man Delivery, FoodTime, Dahmakan, Mammam and Shogun2U are others on the market (Chai & Yat, 2019).

Food delivery is a courier service in which food is distributed to a client by a restaurant, supermarket, or independent food delivery company. Usually, an order is made either via the website or phone of a restaurant or grocer, or through a food ordering platform. Food or grocery goods may be included in the shipped items and are usually delivered in boxes or bags (Li et al., 2020). Normally, the delivery person will deliver the

3

order to the given address and clients can choose to either pay online or in person, with the option of cash or card. A flat rate shipping fee is also paid for what the client has ordered (Li et al., 2020). Before this pandemic, only certain restaurants use this food delivery service. For example, only most fast-food restaurants use this service, but due to the pandemic, online food delivery services became a must-have for every restaurant. Online food delivering platforms are increasing choice and convenience, enabling consumers with a single tap on their mobile phone to order from a wide variety of restaurants (Carsten et al., 2016). Some online food delivery services in Malaysia are as shown in Figure 1.1 below.
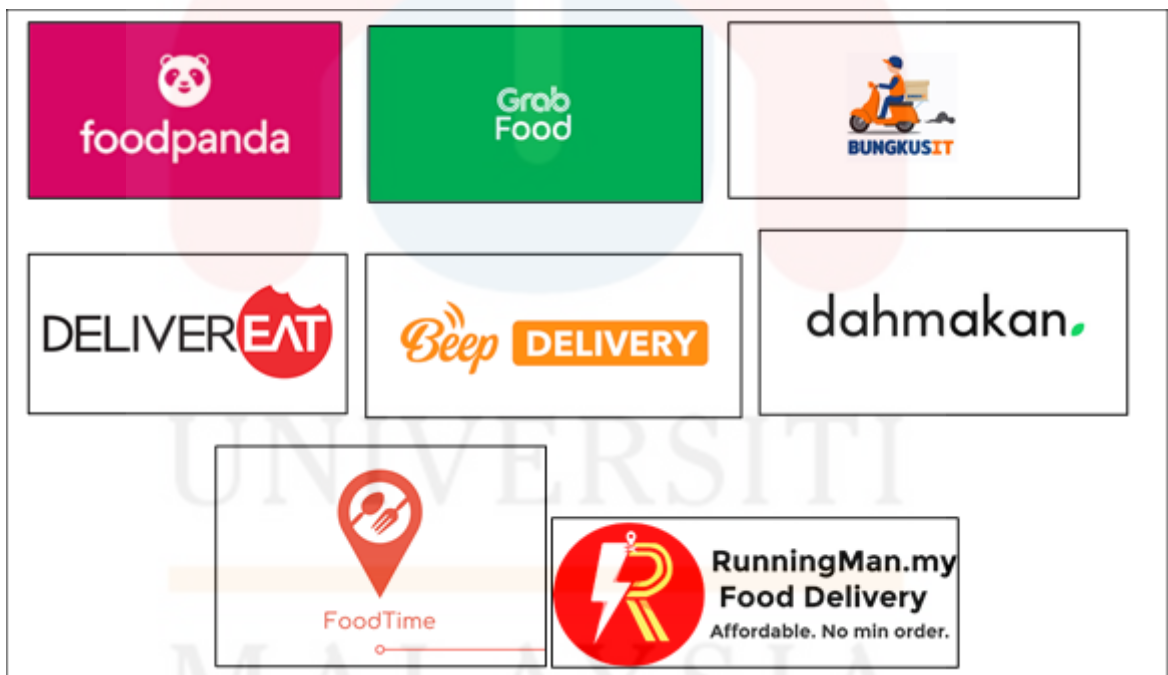
Figure 1.1: Online food delivery applications available in Malaysia (from left: Foodpanda, GrabFood, Bungkusit, DeliverEat, Beep Delivery, dahmakan, FoodTime and RunningMan.my)

With a merchant-partner base to rival GrabFood, Foodpanda is another established online food delivery service that offers its customers a wide variety of choice.

GrabFood and Foodpanda are the most popular food delivery applications used compared to others in Malaysia. This is because these two applications cover majority of areas in the country. There are some online food delivery applications which are only available in some areas such as dahmakan, DeliverEat and RunningMan Delivery. These three online food delivery applications are only available in Selangor and Kuala Lumpur. Therefore, most people who uses the mentioned online food delivery applications are those who only live in the area or are nearby.

Beep Delivery can be classed as one of the least popular online food delivery application even though their services are made available all over Malaysia including Sabah and Sarawak. This is because Beep Delivery was launched only 48 hours after the announcement of the Movement Control Order (MCO). So, most people do not know about this online food delivery application. Bungkusit covers all states, however at the moment, Sabah, Sarawak and Kelantan are minimally covered due to the small volume of orders. Even when this application is available in all states, only a small percentage of the public knows about it. Bungkusit is not as comprehensive as Foodpanda and GrabFood. The least popular food delivery application is FoodTime when compared to the others. This is because FoodTime is not made available in all the states.

According to Iyer (2020), a ground-breaking shift in what the world viewed as 'natural' was triggered by the humongous outbreak of the dreaded coronavirus. The COVID-19 pandemic sent ripples of terror through the masses, damaging not only lives, but also the economies of most countries, with an estimated 3,820,737 positive cases globally, as claimed by the World Meter, given the strict implementation of lockdowns across the globe. The issues were particularly disruptive in industrialized areas where large proportions of entire categories of food are typically imported using just-in-time logistics. According to Ivanova (2020), when governments shut down restaurants and

5

bars to slow down the spread of the virus, it greatly impacted the global food industry. Compared to the period in 2019, the regular traffic of restaurants worldwide fell swiftly. The food industry is one of the sectors that was impacted and greatly affected economies during this pandemic. People are not able to eat at restaurants due to the pandemic, and most restaurants started adopting the practice of online food delivery services. Restaurants and eateries started handling the business again by doing this online food delivery technique to ensure customers need not go to the restaurant to buy food. Instead of the customers coming to the restaurant, the food will be delivered to their doorsteps using online food delivery applications and services.

1.3 PROBLEM STATEMENT

Food delivery in Malaysia has been expanding throughout the years. Online food delivery applications are strongly accepted by restaurants, eateries and customers as they provide benefits to both restaurants and customers (Zhao & Bacao, 2020). It is predicted that by the year 2022, the expected growth size of the food delivery market would be to an annual revenue of USD$956 million which happens to be one of the fastest growing sectors in the market (Daleen, 2018). A few of the popular and frequently used delivery service applications in Malaysia would be Foodpanda, DeliverEat, Dahmakan, and GrabFood. Customer options are increasing with online food delivery platforms as it allows customers to order from a wide selection of eateries from the convenience of their mobile phones (Hirschberg et al., 2016).

As technology progresses and innovative ideas are being pursued, online food delivery services have advanced. To a certain degree, customers believe that by using a particular technology, it will facilitate their performance in a certain activity (Venkatesh et al., 2003). In a modern world where online food delivery services and e-restaurants are in demand, the obstacles and issues faced by the industry are no longer simple and would need special attention to avoid such problems (Dua, 2017). One of the few issues that online food delivery services face is performance expectations such as delayed deliveries (Daleen, 2018), wrong orders (NUSnews, 2020) and inconsistency in food quality (Dua, 2017). One of the problems is the constant wrong orders. Within the food delivery service application, there would be a given time of delivery as to allow customers when to anticipate their arrival. Even so, there are times when these time trackers are of no use as there might be delays and unexpected issues that arise. In rarer cases, these deliveries do not even get delivered (Quek, 2020) and it is a problem as payment has been made after orders are confirmed. These orders could be either getting incorrect orders or having missing items in the order (NUSnews, 2020). Spillage and accidents do happen when delivering food. This is caused by the inappropriate style of packaging when it comes to these delivery services. Besides that, bumpy roads are also one of the main causes for spillage especially when it comes to drinks. It has been suggested that special cups be used by eateries that could avoid spillage during delivery (Zainalabiden, 2020).

Trust is also another important aspect when it comes to the level of acceptance of customers. Customers would usually either dine-in or have their food packed-to-go. With the emergence of online food delivery services, there is a need of a certain degree of trust from customers. As customers proceed to use online food delivery services, customers are no longer in full control of the outcomes anymore as they are allowing a third party to manage the orders and payments. When using software agents such as online food

7

delivery applications, trust would mean no longer having control directly and permitting the process to act on and also accepting all the risks that might entail (Patrick, 2002).

Human preferences are influenced by what other people prefer (Cialdini & Goldstein, 2004). Human attitudes and preferences can be potently influenced by other people (Abelson et al., 1968). Social influence is influenced by the likings of other people but it also depends critically on how strongly the relationship with those individuals are for them to be able to have a say (Izuma & Adolphs, 2013). Social influence can also be defined as the level of users with their willingness from others' encouragement that they should be using a certain or specific type of technology (Zhao & Bacao, 2020).

1.4 RESEARCH OBJECTIVES

1. To identify the relationship between performance expectation and the acceptance of using online food delivery applications.

2. To examine the relationship between perceived trust and the acceptance of using online food delivery applications.

3. To identify the relationship between social influence and the acceptance of using online food delivery applications.

4. To identify the factors that affect the most on customers' acceptance of using online food delivery applications.

1.5 RESEARCH QUESTIONS

1. What is the relationship between performance expectation and the acceptance of using online food delivery applications?
2. What is the relationship between perceived trust and the acceptance of using online food delivery applications?
3. What is the relationship between social influence and the acceptance of using online food delivery applications?
4. Which of the factors affect the most on customers' acceptance on using online food delivery applications?

1.6 SIGNIFICANCE OF THE STUDY

The study will contribute to the expectation of customers' and consumers' behaviour in online food delivery services in Malaysia. These days, there are many online food delivery services meant for ordering food using online applications. Thus, the satisfaction of customers is really important to the business. There are some factors such as taking good control of the delivery process in order to make sure that the food is delivered to the customers in time range. Besides that, it may result in increasing customer expectation and loyalty. Hence, this study is conducted to know how customers perceive online food delivery services. Other than that, this study provides benefits to the hospitality industry, entrepreneurs and future researchers.

The hospitality industry will have the benefits from this study in order to plan new marketing strategies or to sustain their market. This is because the industry may encounter many challenges and try to solve any of the dissatisfaction problems from customers while improving their services. The industry can also explore the influence of online food delivery service quality on customer satisfaction and customer loyalty. They will learn that the perception of customers may vary under different circumstances. Everyone has a different idea on online food delivery applications, and it will affect the purchase rate. From the study, it would help the industry better understand consumers and improve customer needs and wants by making the right choice regarding online food delivery applications and its services.

For entrepreneur's benefits, this study is helpful for those looking for an opportunity to invest or start-up in online food delivery services. Entrepreneurs may also consider starting an online food delivery business when they can see the bigger chance of growth in the market. This because the findings from this study will provide preliminary data for the entrepreneur in terms of the main choices of consumers satisfaction and acceptance.

In addition, this study also benefits future researchers. Future researchers can find out consumers' perception regarding online food delivery services and will know the variables that can affect the perception in these online food delivery services. Therefore, these findings may help future studies to work upon these variables to fill up the gaps in the mind-set of customers and consumers. Thus, this study will help future researchers to further improve the quality of their research.

Lastly, these findings are important to analyse online food delivery applications by users and to study the satisfaction level based on many different variables in online food delivery services in Malaysia.

1.7 DEFINITION OF TERMS

1.7.1 PERFORMANCE EXPECTATIONS

Performance expectation can be defined as the level of expectations from a user's perspective to how using a certain technology will assist in facilitating their performance in a certain activity (Lu, Zhao, & Wang, 2009).

1.7.2 PERCEIVED TRUST

Perceived trust can be defined as an expression of a certain expectation towards a future behaviour of an individual. Trust can be classified as the expectation and willingness of the trusting party which is engaging in the transaction. (Roca, Garcia, & Vega, 2009).

1.7.3 SOCIAL INFLUENCE

Social influence can be defined as the impact of others to have a say in one's preferences. It also refers to the degree to which an individual is deemed important

11

enough to the individual that they should use the new system (Venkatesh et al., 2003). Social influence reflects on the behaviour of users which can be influenced by the opinions and perspectives of friends or people considered to be of hierarchical positions (Afonso et al., 2012).

1.7.4 FOOD ACCEPTANCE

Food acceptance possesses a significant cognitive component where food has been defined as a part of the day when they will be eaten and other parts when they are not customarily eaten. Appropriateness and eating context are merging as an important aspect of food acceptance (Moskowitz, 2003). It can also be defined as the level of liking for a particular food (Macfie & Meiselman, 1996). Food acceptance can be defined as picking up food with or without using the utensils, opening the mouth and placing the food in the mouth within 5 seconds of the verbal instruction (Ahearn et al., 2001).

Retail food delivery is a courier service in which a restaurant, store, or independent food delivery company delivers food to a customer. An order is typically made either through a restaurant or grocer's website or phone, or through a food ordering company. The delivered items can include entrees, sides, drinks, desserts, or grocery items and are typically delivered in boxes or bags. The delivery person will normally drive a car, but in bigger cities where homes and restaurants are closer together, they may use bikes or motorized scooters. Consumers and businesses around the globe have been more connected than ever before with the presence of the Internet (Rudresha, Manjunatha & Chandrashekarappa, 2018). Customers can, depending on the delivery company,

12

choose to pay online or in person, with cash or card. A flat rate delivery fee is often charged with what the customer has bought. Tips are often customary for food delivery service.

1.8 SUMMARY

This chapter described the acceptance of using food delivery applications from different aspects. These aspects are performance expectation, perceived trust and social influence. As COVID-19 pandemic has affected many industries, food and catering industries are no exception. The effect of the pandemic is that there is an increase of customers using online food delivery services. Even though online food delivery services are now so common and widely used, there are still different motivations that would encourage the acceptance of it among the public.

CHAPTER 2

LITERATURE REVIEW

2.1 INTRODUCTION

This chapter is dedicated to analysing and exploring existing understandings, helping to recognise hypotheses, approaches and limitations in current research that are relevant. It summarised, clarified, evaluated and described the important elements of this study on the technology adoption of online food delivery applications. The information given are the revision results of unpublished or published research articles in the related studies.

2.2 ACCEPTANCE OF USING ONLINE FOOD DELIVERY APPLICATIONS

2.2.1 ONLINE FOOD DELIVERY APPLICATIONS

Online food delivery applications are a medium whereby consumers can place their orders online and the food gets delivered to them. These applications such as GrabFood, Foodpanda, DeliverEat and Dahmakan are the middle party in between

14

eateries and consumers. The online platform provided by these companies also provide delivery services to complete the business transactions (Ray et al., 2019).

As the e-commerce market has been rapidly building up in the past years, a large number of consumers have been bringing their business from offline to online. It is no doubt that online food delivery services are also on the rise. According to Statista (2021), an increase from US$248.0 billion (2020) to US$449.0 billion by 2025 for the worldwide revenue of the online food delivery market is to be expected.

There are two types of delivery platforms available for usage which are restaurant-to-consumer delivery and platform-to-consumer. The number of users in Malaysia this year for both restaurant-to-consumer and platform-to-consumer are 5.24 million and 2.41 million respectively (Statista, 2021). The number of users for these two platforms are forecasted to rise in the coming years.

2.2.2 CONSUMER ACCEPTANCE OF ONLINE FOOD DELIVERY APPLICATIONS

When it comes to having meals, consumers could either dine in at the place or have it as a takeaway. Now, with the emergence of technology, consumers are given the third choice of ordering food online and having it delivered to their location (Chai & Yat, 2019). It has been recorded that there has been a rise in the number of users on online food delivery since 2017. This proves that more and more consumers have begun using and is continuing using online food delivery applications.
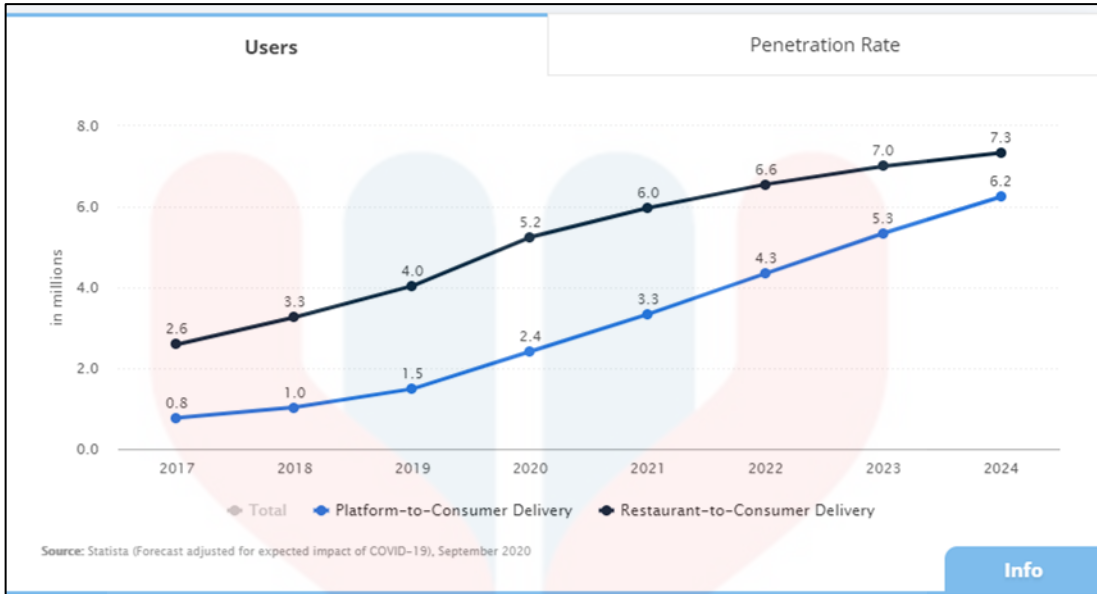
Figure 2.1: Number of users for platform-to-consumer delivery and
restaurant-to-consumer delivery

Based on the figure above, there has been a steady rise of users for platform-to-consumer delivery. Examples of these platforms are GrabFood, Foodpanda, DeliverEat and Dahmakan. From 2017 to 2020, there has been a gradual growth and statistics predicted that growth will continue in the years to come. For prediction purposes, data has been forecasted until 2024 only. On average, there is an increase of 0.77 million users of platform-to-consumer delivery.

The demand for the food delivery market has been growing in Southeast Asia. The reason for this is because it is a win-win situation for all parties involved (Chai & Yat, 2019). Another reason that causes the rising of food delivering services is due to the ever-changing nature of urban consumers. An increasing number of people are opting for online food delivery applications and its services in the recent years due to the fast pace of life along with the many opportunities to discover new eateries that allows delivery services within the application (Chai & Yat, 2019). Therefore, online food delivery applications such as GrabFood, Foodpanda and DeliverEat come in handy and provide various alternatives to choose from. Being an urban consumer, one would try to avoid the

16

hassle of traffic congestion as well as parking difficulties. These reasons further support the usage of online food delivery applications.

2.3 UNIFIED THEORY OF ACCEPTANCE AND USE OF TECHNOLOGY (UTAUT)

Unified Theory of Acceptance and Use of Technology is a theory which aims to combine usage models by analysing eight competing models which tries to explain technology acceptance by users' and usage intention. UTAUT has four main factors which are performance expectancy, social influence, effort expectancy and facilitating conditions (Ayaz & Yanartaş, 2020). A previous study was based on UTAUT where it assisted researchers gain a better understanding about the predictors of behavioural intentions to use automated teller machines (ATMs) with fingerprint authentication in Ugandan Banks (Catherine et al., 2018). Afonso et al. (2012) has also used UTAUT on a study on users of Electronic Document Management Systems. UTAUT has been continuously used to evaluate the use of information systems as well as information technology in public institutions (Ayaz & Yanartaş, 2020).

2.3.1 PERFORMANCE EXPECTANCY

Performance expectancy can be defined as the degree of belief of an individual that when using the system, will help him or her to attain the gains in job performance. A few constructs that concern performance expectancy are perceived usefulness, job-fit, relative advantage and outcome expectations (Venkatesh et al., 2003).

Perceived usefulness can be defined as a belief that by using a particular system, his or her job performance would be enhanced. The items that would be associated with this construct is that tasks would be accomplished more quickly, job performance would improve, job productivity would increase, job effectiveness would be enhanced, and job would be easier. The second construct is job-fit which is defined as the system's capabilities to enhance an individual's job performance. The items under this construct are that performance of the job will be affected, effectiveness of performing job tasks can be increased and quantity of output can be increased with the same amount of effort. The third construct under perceived usefulness is relative advantage. This can be defined as the extent of which using an innovation is believed to be better than using its precursor. There are five items under this construct which are tasks can be accomplished more quickly, quality of work improves, job would be easier, effectiveness on the job would be enhanced and productivity would increase (Venkatesh et al., 2003).

2.3.2 SOCIAL INFLUENCE

Social influence can be defined as the degree on how an individual perceives the importance of others that believes he or she should use a specific new system. Social influence comes in many forms such as subjective norm, social factors and image (Venkatesh et al., 2003). An individual's subjective norm can be fixed by the perception that his or her people of importance think that he or she should or should not perform a particular behaviour (Vallerand et al., 1992). An individual is somehow motivated to comply with the people of importance even though he or she does not approve of the decision (Catherine et al., 2018). The people of importance could be family, friends, colleagues or people that the individuals admire.

On the other hand, social factors can be defined by the individual's internalization of an individual or group's subjective culture and particular interpersonal decisions that have been made with others in specific social circumstances (Venkatesh et al., 2003). When compared to subjective norms where individuals are influenced by word-of-mouth, social factors are when an individual is presented with an environment where they are influenced by actions. Another form that social influence comes in is image. Image is an individual's belief that one's image and status is higher ranking in one's social system with the use of an innovation.

2.3.3 PERCEIVED TRUST

The term 'trust' can be characterized as the expectancy and readiness of the trusting party which is engaging in the transaction. When using e-services such as online food delivery applications, it is of utmost importance that user's trust is present as the virtual environment has its uncertainty and users might feel susceptible (Roca et al., 2009). Empirical study has proved that intention to use vendors' web sites increases when there is trust. There are a few antecedents to trust which can be identified. Based on Mukherjee and Nath (2007), trust has five main antecedents which are shared values, communications, opportunistic behaviour, privacy and security.

Shared value is the degree of beliefs that are in common about the behaviours, goals, policies which are important or not, appropriateness of it and right or wrong (Morgan & Hunt, 1994). A key aspect of shared value is ethics. A study by Morgan and Hunt (1994) have theorized shared values through the level to which ethics is compromised and the consequences of unethical behaviour. A hypothesis has been made that when the perception of shared values is higher, it will lead to increased trust when it comes to online retailing such as ordering food online using online food delivery applications.

The next antecedent is communication. Communication is defined as both formal and informal methods of sharing meaningful and timely information (Anderson & Narus, 1990), nurtures trust by assisting in solving problems and issues, provides accurate information on order processing and aligning perceptions as well as expectations (Etgar, 1979). Consumers using online food delivery applications will solely depend on the application. This dependent includes ordering food from eateries and restaurants,

20

payment processes and tracking the food delivery. Therefore, the application must be able to communicate well and clearly with consumers with the absence of a salesperson. When shopping online, the lack of an actual physical product and physical interaction with buyer and seller puts online retailing in a unique environment whereby trust is important. Therefore, the application must have the three key aspects of communication which are openness, quality of information and quality of response. An aspect of excellent business morality and that builds trust is openness. It can be considered as being transparent with customers that would increase trust from customers. The aspect of trust is conveyed through communication and open interaction. The belief that the man-machine communication or system has characteristics of social presence is a critical aspect when nurturing online customer trust. Quality of information is measured in terms of the authenticity, relevance and completeness of it while quality of response is seen by the speed of response and response frequency when using online platforms for shopping (Mukherjee & Nath, 2007). Good communication from online shopping platforms can increase the level of trust from customers.

Opportunistic behaviour can be defined as the extent of violation of rules and information that are distorted (Mukherjee & Nath, 2007). Customers' determinants of trusting online shopping majorly depends on the integrity of online sellers and the likelihood of violation of rules, regulation and obligation (Lee & Turban, 2001). During the processing of online information, customers can assess the probability and also the likely extent of retailer's opportunistic behaviour. Based on a study by Clay and Strauss (2000), it is proven that customers have lower levels of trust in online transactions due to the higher risk of opportunistic behaviour by online retailers. Customers are in doubt whether the online retailers would deliver the goods, or would the goods be of lower quality than what was shown (Klang, 2001). There could also be fake websites and

platforms as forging online identities could be easily done. Therefore, a customer's level of trust would be based on whether he or she would believe that these online retailers would complete their obligations. Klang (2001) also mentioned that customers would assess retailer's interests and make a judgement on their integrity. In online retailing, when it is believed that the retailer is showing opportunistic behaviour, this will lead to a reduction of trust from customers.

The last two antecedents of trust are privacy and security. Privacy regards the issue of protection of individually identifiable information on the internet. Consumers on online retailing would be more inclined to trust when there is the adoption and implementation of a privacy policy, notice, disclosure and consent of consumers (Bart et al., 2005). Security is also in the thoughts of online retail customers besides privacy that can affect consumer trust. Security that is provided by an online retailer is regarding the safety of the technology used to access the platform as well as the credit card or financial information that is being given for payment (Bart et al., 2005). Consumers do believe that internet payment platforms are not always secured and could always be intercepted anytime (Jones & Vijayasarathy, 1998). This would most likely reduce consumer's level of trust and also discourage them from providing personal information and making online purchases. But Klang (2001) argues that the level of uncertainty and risk that consumers perceive during online transactions is not fully dependent if the transactions are actually secured or not. Even with secured transactions, a consumer's perceived sense of privacy and security would be a necessary aspect for them to continue with the online transactions.

2.4 HYPOTHESES

The hypothesis of the research is made based on the factors which are performance expectations, perceived trust and social influence that affect the acceptance of using online food delivery applications. Based on the study, the hypothesis had been created and to be tested:

1. H_{0a} – There is no relationship between performance expectations and the acceptance of using online food delivery applications.

   H_{1a} – There is a relationship between performance expectations and the acceptance of using online food delivery applications.

2. H_{0b} – There is no relationship between perceived trust and the acceptance of using online food delivery applications.

   H_{1b} – There is a relationship between perceived trust and the acceptance of using online food delivery applications.

3. H_{0c} – There is no relationship between social influence and the acceptance of using online food delivery applications.

   H_{1c} – There is a relationship between social influence and the acceptance of using online food delivery applications.

23

2.5 CONCEPTUAL FRAMEWORK
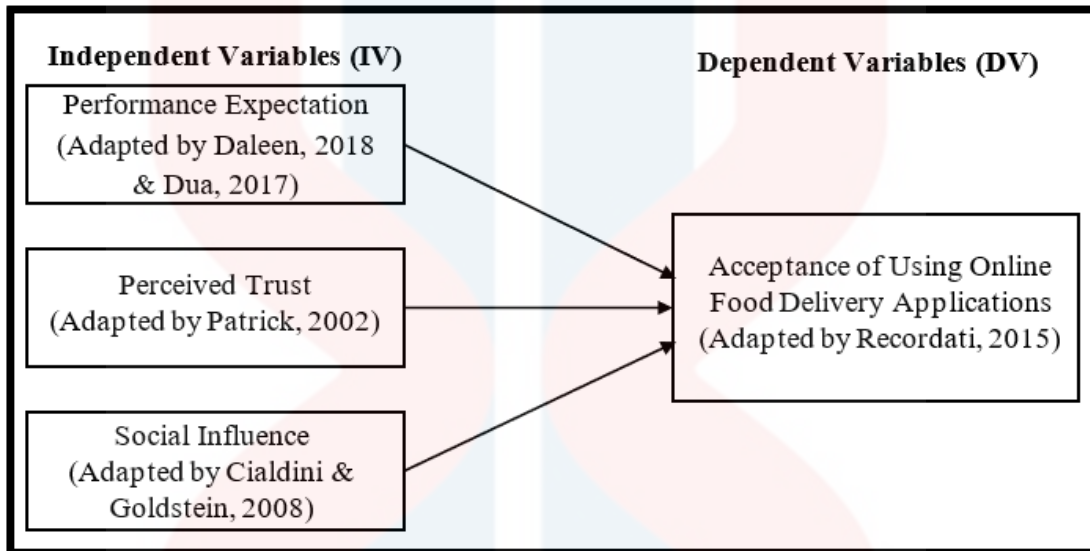
Figure 2.2: Conceptual Framework

Figure 2.2 indicates the independent variables (IV) and dependent variable (DV) of this research. The figure shows the relationship between performance expectations, perceived trust, social influence and the acceptance of customers on using online food delivery service applications.

The independent variables are the factors which could affect the satisfaction of consumers. On the other hand, the dependent variable (DV) is the acceptance of customers on using food delivery service applications. There are three independent variables (IV) that have been determined in this study which are performance expectations, perceived trust and social influence. Performance expectancy in this study measures the presumption and belief of an online food delivery user; while perceived trust is responsible to measure the degree of reliance of online food delivery users towards the service. Lastly, the social influence covers the degree on how an individual

24

perceives the importance of an online food delivery application and influences them towards the service.

2.6 SUMMARY

In short, three independent variables had been chosen to achieve this study aim on the acceptance of consumers on using online food delivery applications. It shown that perceived trust, performance expectation and social influence are the most significant factors that driven the use of online food application. With that, it is reasonable for this study to implement the framework to investigate the acceptance of online food delivery applications among Malaysian consumers.

CHAPTER 3

RESEARCH METHODOLOGY

3.1 INTRODUCTION

The main point of the study is to investigate the acceptance of customers on perceived trust, performance expectations and social influence using online food delivery applications in Malaysia. The methodology in this study is a quantitative method. The quantitative approach is used when one begins with a hypothesis and takes a look at for confirmation or disconfirmation of that hypothesis. Quantitative methodology emphasizes objective measurement and the statistical, mathematical or numerical evaluation of data amassed through polls, questionnaires and surveys. This methodology focuses on gathering numerical facts and generalizing it throughout a group of people or to explain a specific phenomenon. The analysis obtained will provide the information acceptance of customers using online food delivery applications towards performance expectations, perceived trust and social influence. This chapter will also discuss more on research design, population, sample size, sampling method, data collection method, research instruments and data analysis.

3.2 RESEARCH DESIGN

Research design is a process that gives an appropriate framework to a study. A critical decision in research design is the right choice of conducting a research approach since it determines how to get useful information from a review (Sileyew, 2019). A very significant decision in the research design process is the choice to be made regarding the research approach since it determines how relevant information for a study will be obtained. The importance of research design is to make sure that evidence generated from the data would be able to answer the research question confidently and convincingly (Vaus, 2001). It can be broadly classified into qualitative and quantitative research design.

There are two types of study which are quantitative and qualitative. Quantitative research design highlights the detachment in describing and measuring phenomena. As such, the research design maximizes the objectivity by using data, control, and statistics. The similarity among the two has momentous implications for the character of the design, and the types of conclusions that can be pulled. Quantitative research design, however, applies methods that are discrete from those used in qualitative design. There are four core forms of quantitative research designs which are descriptive, correlation, quasi-experimental and experimental. The dissimilarity between the four types primarily relates to the level the researcher designed for control of the variable in the experiment (Marcyzk, DeMatteo & Festinger, 2021).

This research makes use of a quantitative research strategy in the sense that there will be numeric data, continuous and distinct. Quantitative data is being known as the numerical form. The following are general types of quantitative data, which is sensors, measurements, counts, quantification, calculations, estimates and prediction. In this

study, a quantitative approach is applied because the main objective of the study is to find the acceptance of customers using online food delivery applications. It will describe the phenomena of using those applications and how far Malaysians make use of the new technologies in the foodservice sector. Lastly, this quantitative descriptive study is significantly seen to identify the main factor that controls the customer's urges to accept and apply the applications particularly in Malaysia context.

3.3 POPULATION

Population refers to the entire group of people, events or things of interest that researchers wish to investigate (Khalid, Hilman & Kumar, 2012). Reid (2001) described the population in a research as all units possessing certain features, which are of the awareness of researchers' study. From the meaning, population can be stated as the targeted society or group of citizens which is implicated or chosen for the research.

The target population of this research focuses on smartphones users who are using online food delivery applications during the ongoing COVID-19 pandemic period in Malaysia because usually people who use online food delivery applications will access the applications through their smartphones. The vast majority of online food delivery demand comes from the age group of 18-40 years where 65% of the target market is under 35 years old (Rajamanickam, 2019). Men seem to outnumber women in this composition (Li et al, 2020). The target generation is the millennials who are better at using the internet, selective, confident and impatient.

The online food ordering and delivery service is one of the fastest growing industries in Malaysia. This sector has seen a tremendous growth over the past few years ever since the first online food order, which was pizza by Pizza Hut. A number of factors have contributed to this growth. The general public plays a huge role. The convenience of the consumers, the growing use of smartphones, the spending capacity of the public have contributed a lot towards the establishment of this business (PJ, Mohan & Gowda, 2020).

This population is selected because they are busy adult Malaysians that are experiencing time constraints to go out to buy food or to cook up their own meals. Factors involved when they use online food delivery applications are social influence, performance expectations and more importantly perceived trust. This study is conducted in Malaysia as there are limited studies and research regarding the acceptance of customers using online food delivery applications.

Based on the Figure 3.1 below, this study can get more respondents because of the high population in Malaysia.

Malaysia Online Food Delivery Market, 2015-2025 (USD Million)

66.3

2015 2016 2017 2018 2019 2020 2021 2022 2023 2024 2025

Adroit Market Research © 2019
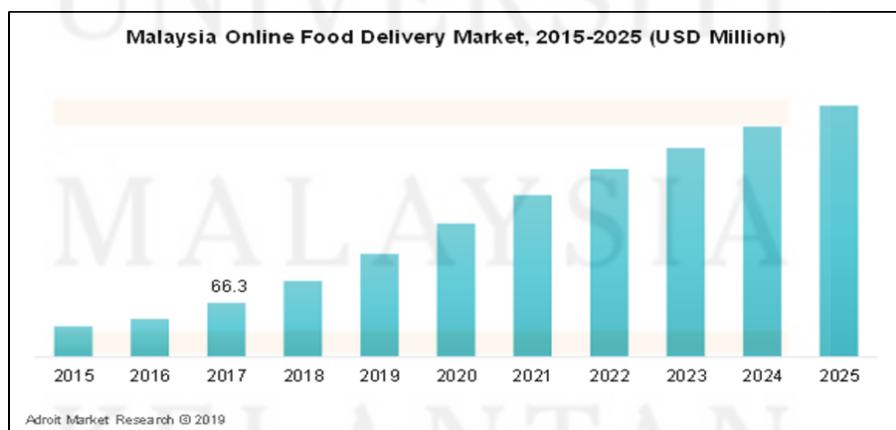
Figure 3.1: Malaysia Online Food Delivery Market, 2015-2025 (USD MILLION)

3.4 SAMPLE SIZE

Sample size is the subset of a population (Khalid et al., 2012). The samples for this study would be online food delivery users. When conducting questionnaires, the table shown below can be used to determine sample size based on a given population. As this research has a large population and the total users of smartphones are unknown, a minimum target of 384 samples have been decided to be collected in this study.

Table 3.1: Sample Size for a Given Population

Table for Determining Sample Size for a Given Population

N	S	N	S	N	S	N	S	N	S
10	10	100	80	280	162	800	260	2800	338
15	14	110	86	290	165	850	265	3000	341
20	19	120	92	300	169	900	269	3500	246
25	24	130	97	320	175	950	274	4000	351
30	28	140	103	340	181	1000	278	4500	351
35	32	150	108	360	186	1100	285	5000	357
40	36	160	113	380	181	1200	291	6000	361
45	40	180	118	400	196	1300	297	7000	364
50	44	190	123	420	201	1400	302	8000	367
55	48	200	127	440	205	1500	306	9000	368
60	52	210	132	460	210	1600	310	10000	373
65	56	220	136	480	214	1700	313	15000	375
70	59	230	140	500	217	1800	317	20000	377
75	63	240	144	550	225	1900	320	30000	379
80	66	250	148	600	234	2000	322	40000	380
85	70	260	152	650	242	2200	327	50000	381
90	73	270	155	700	248	2400	331	75000	382
95	76	270	159	750	256	2600	335	100000	384

Note: "N" is population size
          "S" is sample size.

Source: Krejcie & Morgan, 1970

Figure 3.2 shows the formula used by Krejcie and Morgan to determine the sample size for a given population shown in Table 3.1.

$$n = \frac{X^2 Np(1-p)}{e^2(N-1) + X^2 p(1-p)}$$

n = sample size

N= population size

e = acceptable sampling error

X^2= chi-square of degree of freedom 1 and confidence 95% = 3.841

p = proportion of population (if unknown, 0.5)

Figure 3.2: Sample Size Formula

3.5 SAMPLING METHOD

Sampling method is the technique for selecting an appropriate number of rudiments from the population. For researchers, a sample analysis and understanding of its properties or explanation will simplify the properties or characteristics of the rudiments of the population. Researchers choose certain population rudiments as the subjects of the study in the process of sampling. The sampling method can be divided into two groups which are probability sampling and non-probability sampling.

In this study, a non-probability sampling technique which is convenience sampling was selected as the most suitable and appropriate sampling method. Convenience sampling is a technique where samples are selected from the population as it is conveniently available. Majority of Malaysians started using online food delivery applications especially during this pandemic, so the respondents are selected randomly in Malaysia as anyone could answer the questionnaire given. The questionnaire is designed using Google Form and distributed throughout social medias, which are WhatsApp, Instagram, Twitter and Facebook. By using Google Form and social media, the researchers could get more respondents.

3.6 DATA COLLECTION PROCEDURE

Data collection is the systematic approach to assemble and measure the information from an assortment of sources in order to get thorough and accurate data. Data collection enables a person or researcher to answer related questions, evaluate results and analyse accurate insights for research regarding upcoming probabilities and trends (Rouse, 2020).

With Google Form, it is much better for collecting data because researchers could easily share the questionnaire and get respondents. The targeted number of respondents is 384. Therefore, the survey method could not be used due to the large number of samples. Not only that, but the Google Form is also a free online tool which can easily collect a large amount of data and information for analysing later on.

Moreover, using Google Form is also efficient and cost saving because it reduces the cost of using paper and it also makes it comfortable for people to answer the questions provided. The interface is simple to use. For example, all of the respondents can answer this question by phone, iPad, laptop or on any interface that allows access, and it also makes it much easier for people to answer the questions anywhere and anytime without having to leave their house.

3.7 RESEARCH INSTRUMENT

Questionnaires are used to collect data to complete this research. A questionnaire is a research instrument which consists of a series of questions for the purpose of gathering information and data from respondents. Questionnaires can be seen as a type of written interview and can be done face-to-face, telephone, computer and even by post. Questionnaires are considered a relatively cheap, quick and efficient way of getting large amounts of data from a large sample in a short amount of time.

The questionnaire prepared consist of three parts. The first part was Section A that consist of questions about the respondent's demographic information. Among the demographic information questions would be regarding their gender, age, status, occupation, income level and education level. Section B of the questionnaire was consisted of questions related to the independent variables meanwhile Section C focused on questions related to the dependent variable. The questionnaire was also being prepared in bilingual where both English and Malay questions are stated for respondents' benefits and understanding.

The questionnaire using 5-point Likert's scale as the measurement scale in both Section B and C. This scale was developed by Rensis Likert in 1932. A typical Likert scale would use either a 5- or 7- point ordinal scale which would rate the degree to which respondents agree or disagree to a statement or opinion (Sullivan & Artino, 2017). The questionnaire for this study would be asking close-ended questions and respondents would be given choices ranging from 1 (Strongly Disagree), 2 (Disagree), 3 (Neutral), 4 (Agree) and 5 (Strongly Agree). Respondents would be required to select only one choice from each question.

3.8 DATA ANALYSIS

Data analysis is a process that relies on methods and techniques of taking raw data, mining for insights that are relevant to the business's primary goals and drilling down into this information to transform metrics, facts, and figures into initiatives for improvement. There are various methods for data analysis, largely based on two core areas: quantitative data analysis methods and data analysis methods in qualitative research (Durcevic, 2020). This study uses quantitative research design. Data analysis can also be divided into different sections of analysis which are descriptive analysis and Pearson Correlation analysis.

3.8.1 DESCRIPTIVE ANALYSIS

Descriptive statistics are brief descriptive coefficients that summarize a given data set, which can either be a representation of the entire or a sample of a population. Descriptive statistics are broken down into measures of central tendency and measures of variability (Kelton, 2019). So, data analysis can be collected and help describe and understand the features of a specific data set by giving short summaries about the sample and measures of the data. For example, using Statistical Package for the Social Sciences (SPSS) to analyse the data. Statistical Package for the Social Sciences are used to analyse, transform and produce a characteristic pattern between different data variables. In addition to it, the output can be obtained through statistical information so that a user can

34

easily understand the result (Noel, 2018). This software is one of the most famous statistical systems which could highly present difficult data manipulation and testing with simple procedures. Meanwhile, it is a user-friendly software, and this analysis of Statistical Package for the Social Sciences Version 26 could collect almost any kind of folder to create tabulated reports including charts and plots of distribution.

3.8.2 PEARSON CORRELATION ANALYSIS

Pearson Correlation Coefficient analysis is used to analyse the collected data. Pearson Correlation Coefficient analysis is one of the important analyses which can measure the strength of the linear relationship between the independent variables (IV) and dependent variable (DV). This analysis is to identify if correlations exist between the independent variables (IV), which are the performance expectation, perceived trust and social influence and dependent variable (DV) which is the acceptance of using online food delivery applications. If the correlation existed, the researchers have to decide the strength and path of the relationship between the independent variables (IV) and dependent variables (DV).

3.9 SUMMARY

Through this chapter, there is a clearer look on the study as the research design, target population, sample size, sampling method, data collection, research instrument and data analysis are mentioned and explained. From this chapter, there is a better understanding on how to use the research design in the thesis and the function as well as other components which are the target population, sample size, sampling method, data collection, research instruments and data analysis. In this chapter, it is also explained about how the questionnaire was conducted and how the questionnaire can be applied in this research.

CHAPTER 4

RESULTS AND DISCUSSIONS

4.1 INTRODUCTION

This chapter will discuss about the findings from the analysis which conducted on the data collected from the questionnaires that distributed using social media such as WhatsApp, Telegram, Instagram and Facebook. Data obtained from the questionnaire has been evaluated by software program using Statistical Package for the Social Science Version 26. Before conducting the actual questionnaire, pilot test was done on total number of 30 respondents and reliability test used to obtain the acceptability of the variables.

4.2 DESCRIPTIVE ANALYSIS

Descriptive analysis is used to describe the demographic profiles in section A of the questionnaire and to also describe the mean and average mean of the dependent variable and independent variables which are stated in section B of the questionnaire. A description or a simple quantitative summary of the data set that has been collected can

be produced. With this summarisation, the data acquired can be put into perspective and be useful data and this will help the study to be further understood.

4.2.1 DEMOGRAPHIC PROFILE

Table 4.1: Respondents' Gender

Gender	Frequency	Percentage (%)
Female	236	80.3
Male	58	19.7
Total	294	100

Table 4.1 above shows the frequency and percentage of the respondents' gender. A total of 236 respondents are female and the overall percentage of it is 80.3%. The total number of respondents who are male is 58 which carries the percentage of 19.7%.

Table 4.2: Respondents' Age

Age	Frequency	Percentage (%)
< 23	87	29.6
23 – 30	197	67.0
31 – 40	6	2.0
> 40	4	1.4

Total	294	100

Table 4.2 represents the ages of the respondents for this study. The ages have been classed into 4 classes. Out of 294 respondents, 87 (29.6%) of them are younger than 23 years old. This class is the second biggest class out of the 4. The second class which is from the age of 23 to 30 holds the largest frequency of 197 (67%). From the age of 31 to 40, there is a total of 6 (2.0%) respondents and for the last age class, which is above 40 years, there are only 4 (1.4%) respondents.

Table 4.3: Respondents' Education Level

Education Level	Frequency	Percentage (%)
SPM	17	5.8
STPM/A-Levels	27	9.2
Diploma	20	6.8
Degree	227	77.2
Master's Degree	3	1.0
Total	294	100

Table 4.3 shows the education level of respondents which have been categorized into 5 levels. There is a total of 227 (77.2%) respondents with Degree being their highest education level. The next highest frequency is 27 (9.2%) respondents with STPM/A-

Levels followed by Diploma and SPM with 20 (6.8%) respondents and 17 (5.8%) respondents respectively. The education level with the lowest frequency is Master's Degree with only 3 (1%) respondents.

Table 4.4: Respondents' Occupation

Occupation	Frequency	Percentage (%)
Student	238	81
Low skilled worker	8	2.7
Clerical job	17	5.8
Retail and food worker	5	1.7
Semi-professional	7	2.4
Self-employed	8	2.7
Unemployed	3	1.0
Professional	8	2.7
Total	294	100

Table 4.4 shows the respondents' occupations. The questionnaire has inquired on respondents' occupation and responses have been classified into 8 appropriate classes. The occupation with the highest frequency is student with 238 (81%) respondents. Next, clerical job holds the second highest frequency with 17 (5.8%) respondents. There are three occupations which had the same frequency with 8 (2.7%) respondents, namely low skilled worker, self-employed and professional. Semi-professional had 7 (2.4%) respondents followed by retail and food worker with 5 (1.7%) respondents and lastly, unemployed with 3 (1.0%) respondents.

Table 4.5: Respondents' Income Level

Income Level	Frequency	Percentage (%)
Not earning	206	70.1
< RM1000	37	12.6
RM1001 – RM2000	29	9.9
RM2001 – RM3000	11	3.7
> RM3001	11	3.7
Total	294	100

Table 4.5 presents the income level of respondents. In this classification, there are 5 classes in which respondents can be divided into. Majority of respondents are not earning with the frequency of 206 (70.1%) respondents. The next highest frequency is 37 (12.6%) respondents with the income level of < RM1000 followed by RM1001 – RM2000 with 29 (9.9%) respondents. Both income level of RM2001 – RM3000 and > RM3001 both received the 11 (3.7%) respondents each.

Table 4.6: Respondents' Frequency of Using Online Food Delivery Applications

	Frequency	Percentage (%)
Daily	3	1
Occasionally	119	40.5
At least once a week	19	6.5
At least once every two weeks	35	11.9
At least once a month	66	22.4

Never use online food delivery applications	52	17.7
Total	294	100

Table 4.6 shows the respondents' frequency of using online food delivery applications. The frequency of usage has been classified into 6 appropriate classes. There are only 3 (1%) respondents that uses online food delivery applications daily. Majority of respondents with the total of 119 (40.5%) respondents use online food delivery applications occasionally. A total of 66 (22.4%) respondents uses them at least once a month, followed by 35 (11.9%) respondents that uses them at least once every two weeks and 19 (6.5%) respondents using them at least once a week. Out of the 294 respondents, 52 (17.7%) respondents never use online food delivery applications due to various reasons.

Table 4.7: Respondents' Reasons for Not Using Online Food Delivery Applications

Reasons	Frequency	Percentage (%)
No coverage	8	15.4
Prefer buying food at the shop	23	44.2
Do not know how to use	5	9.6
Not interested	16	30.8
Total	52	100

Table 4.7 above shows the respondents' reasons for not using online food delivery applications. Majority of respondents with the total of 23 (44.2%) prefers buying food at the shop followed by 16 (30.8%) respondents being not interested in using them and with

42

8 (15.4%) respondents having no coverage to use these applications. Out of the 52

respondents that do not use online food delivery applications, only 5 (9.6%) respondents

do not know how to use them.

4.2.2 MEAN AND AVERAGE MEAN OF INDEPENDENT AND DEPENDENT VARIABLES

Descriptive analysis has also been used to describe the mean and the average mean

of both dependent variable and independent variables. Each statement is analysed to

determine its mean and interpret it according to the levels of agreement.

Table 4.8: Range of Mean and Level of Agreement

Range of Mean	Level of Agreement
4.21 – 5.00	Strongly Agree
3.41 – 4.20	Agree
2.61 – 3.40	Neutral
1.81 – 2.60	Disagree
1.00 – 1.80	Strongly Disagree

Table 4.8 shows the five ranges of mean and their levels of agreement according

to each value range. The range from 1.00 – 1.80 has the lowest level of agreement of

strongly disagree while 1.81 – 2.60 is to disagree. From 2.61 – 3.40, the level of

agreement is on neutral ground. The range between 3.41 – 4.20 is to agree and 4.21 – 5.00 has the highest level of agreement which is to strongly agree.

Table 4.9: Descriptive Analysis Statistic of Performance Expectation

No.	Item Description	N	Mean	Level of Agreement
1	Online food delivery (OFD) applications help me to get meals faster	242	4.15	Agree
2	Online food delivery (OFD) applications help me to improve meal times	242	3.83	Agree
3	Online food delivery (OFD) applications help me to increase my productivity in my routines (E.g., I can get more things done when using OFD applications)	242	4.12	Agree
4	Buying food/drinks from online food delivery (OFD) applications are more effective than the traditional method on the aspect of time	242	4.09	Agree
5	Using online food delivery (OFD) applications make me buy meals easier	242	4.29	Strongly Agree
6	Using online food delivery (OFD) applications are much better than buying food the traditional way	242	3.95	Agree
	Average Mean	**242**	**4.07**	**Agree**

Table 4.9 shows the mean values for the independent variable, performance expectation. The highest mean value of 4.29 for the item "using online food delivery (OFD) applications make me buy meals easier" has strongly agree as its level of agreement. Next would be that "OFD applications help get meals faster" with a mean value of 4.15, followed by "OFD applications help increase productivity in daily routines"

with the mean value of 4.12 and "buying food/drinks from OFD applications are more effective than the traditional method on the aspect of time" with a mean value of 4.09. All three of these items have an agree on their level of agreement. The second lowest mean value is 3.95 for the statement "using OFD applications are much better than buying food the traditional way" with the level of agreement being agree. The lowest mean value is 3.83 for the statement "OFD applications help to improve meal times" with agree being the level of agreement.

The average mean for performance expectation is 4.07 with agree as the level of agreement. It shows that majority of respondents agree that performance expectation is important on the acceptance of customer on using OFD applications. The performance of the applications and meal delivery to home are saving their time, easy and improving their daily life routines.

Table 4.10: Descriptive Analysis Statistic of Social Influence

No.	Item Description	N	Mean	Level of Agreement
1	My family influences me to use online food delivery (OFD) applications	242	3.13	Neutral
2	My friends influence me to use online food delivery (OFD) applications	242	3.90	Agree
3	My colleagues / acquaintances influence me to use online food delivery (OFD) applications	242	3.68	Agree
4	Individuals that I admire influences me to use online food delivery (OFD) applications	242	3.32	Neutral
5	Good reviews on online food delivery (OFD) applications influences me to use them	242	4.02	Agree

6	Advertisements influences me to use online food delivery (OFD) applications	242	4.06	Agree
7	Offers / promotions in online food delivery (OFD) applications influence me to use it	242	4.27	Strongly Agree
	Average Mean	**242**	**3.76**	**Agree**

Table 4.10 shows the mean values for the independent variable, social influence. The statement "offers / promotion in OFD applications influence me to use it" has the highest mean value with 4.27 and its level of agreement is 'strongly agree.' The second highest mean value is 4.06 with the statement "advertisements influence me to use OFD applications." Next would be 4.02 with "good reviews on OFD applications influence me to use them." Both of these statements have 'agree' as their level of agreement. The statements 'my friends influence me to use OFD applications" and "my colleagues / acquaintances influence me to use OFD applications" have the mean values of 3.90 and 3.68 respectively with 'agree' as both their levels of agreement. The statements "individuals that I admire influences me to use OFD applications" and "my family influences me to use OFD applications" are both in the neutral level of agreement with 3.32 and 3.13 as their respective mean values.

The average mean value of social influence is 3.76 with 'agree' as its level of agreement. This shows that the majority of respondents agree that social influence is important to the acceptance of customer in using OFD applications. The reviews, offer campaign and word-of-mouth among the closed personal to the respondents definitely made them more willing to use the applications.

46

Table 4.11: Descriptive Analysis Statistic of Perceived Trust

No.	Item Description	N	Mean	Level of Agreement
1	I believe payments done in online food delivery (OFD) applications are safe and secured	242	3.98	Agree
2	I believe online food delivery (OFD) applications communicates well with me despite not having human interaction	242	4.02	Agree
3	The time tracker in the online food delivery (OFD) applications is useful and trustworthy	242	4.04	Agree
4	The location tracker in the online food delivery (OFD) applications is useful and trustworthy	242	4.06	Agree
5	Response within the online food delivery (OFD) applications is quick	242	3.93	Agree
6	I trust that I will receive what I have ordered through online food delivery (OFD) applications	242	4.01	Agree
7	I trust that my personal information is kept safe when using online food delivery (OFD) applications	242	3.83	Agree
	Average Mean	**242**	**3.98**	**Agree**

Table 4.11 above shows mean values of the independent variable, perceived trust. The highest mean value goes to the statement "the location tracker in the OFD applications is useful and trustworthy" with 4.06 and its level of agreement is 'agree.' The next highest is 4.04, 4.02 and followed by 4.01 with the statements "the time tracker in the OFD application is useful and trustworthy", "I believe OFD applications communicates well with me despite not having human interaction" and "I trust that I will receive what I have ordered through OFD applications" respectively with all having agree as their level of agreement. The statement "I believe payments done in OFD applications

are safe and secured" have the mean value of 3.98 followed by "response within the OFD applications is quick" with the mean value of 3.93 and with agree as both their levels of agreement. The lowest mean value goes to the statement "I trust that my personal information is kept safe when using OFD applications" with 3.83 and its level of agreement being 'agree.'

The average mean for perceived trust is 3.98 with its level of agreement being 'agree.' This shows that majority of respondents believe in the importance of perceived trust when it comes to the acceptance of customer in using OFD applications. They believe that interfaces in the application communicates well despite not having human interaction and payment made are safe and secured.

Table 4.12: Descriptive Analysis Statistic of Acceptance of Customer

No.	Item Description	N	Mean	Level of Agreement
1	Performance expectancy is an important aspect when it comes to customer's acceptance of online food delivery (OFD) applications	242	4.25	Strongly Agree
2	Social influence is an important aspect when it comes to customer's acceptance of online food delivery (OFD) applications	242	4.11	Agree
3	Perceived trust is an important aspect when it comes to customer's acceptance of online food delivery (OFD) applications	242	4.33	Strongly Agree
4	I see myself continuing using online food delivery applications in the future	242	4.21	Strongly Agree

48

			Strongly
Average Mean	**242**	**4.22**	**Agree**

Table 4.12 above shows the mean values for the dependent variable which is the acceptance of customer. The highest mean value with 4.33 goes to the statement "perceived trust is an important aspect when it comes to customer's acceptance of OFD application." The second highest with 4.25 as its mean value is 'performance expectancy is an important aspect when it comes to customer's acceptance of OFD applications' followed by "I see myself continuing using OFD applications in the future" with the mean value of 4.21. The level of agreement for these three statements are 'strongly agree.' The lowest mean value is 4.11 for the statement "social influence is an important aspect when it comes to customer's acceptance of OFD applications" and its level of agreement is 'agree.'

The average mean value for the dependent variable is 4.22 with its level of agreement being 'strongly agree.' This shows that majority of respondents believe that performance expectancy, social influences and perceived trust are important aspects when it comes to acceptance of customer when using OFD applications. It can be said that it is a unified agreement that when the belief of performance expectancy, social influence and especially perceived trust is high, customers are more inclined to using online food delivery applications.

4.3 RELIABILITY TEST

Reliability can be defined as a measurement of a certain spectacle which is stable and has results that can be considered consistent. It can also be related to the happenings of repeatability. A test or study is considered reliable if the repeated measurement with constant variables produces the same results.

This study has used Cronbach's alpha to measure its reliability. Cronbach's alpha is a measure of internal consistency which is expressed by a number between 0 and 1. Through this measurement, the validity and reliability of the study's questionnaire can be determined.

Table 4.13: Cronbach's Alpha Coefficient Values

Cronbach's Alpha	Internal Consistency
$\alpha \geq 0.9$	Excellent
$0.9 > \alpha \geq 0.8$	Good
$0.8 > \alpha \geq 0.7$	Acceptable
$0.7 > \alpha \geq 0.6$	Questionable
$0.6 > \alpha \geq 0.5$	Poor
$0.5 > \alpha$	Unacceptable

Table 4.13 shows the coefficient values of Cronbach's alpha. The internal consistency is considered excellent when the value is 0.9 and above with the maximum

value of 1. On the other hand, if Cronbach's alpha value is less than 0.5, it is considered unacceptable.

Table 4.14: Overall Result for Reliability Analysis

Cronbach's Alpha	No. of Items
0.919	24

Table 4.14 shows the overall result for reliability analysis of variables which includes the independent variables and the dependent variable. It is shown that Cronbach's alpha coefficient value of the variables is 0.919 which ranges as excellent in terms of internal consistency. Hence, the questionnaire of this study is reliable and the data collected can be used.

Table 4.15: Results for Reliability Analysis

Item Description	N.	No. of items	Cronbach's Alpha
Performance Expectation	242	6	0.854
Social Influence	242	7	0.777
Perceived Trust	242	7	0.885
Acceptance of Customers	242	4	0.804

Table 4.15 shows the results of the reliability analysis by Cronbach's Alpha for each independent and dependent variable. There is a total of three independent variable and the first one is performance expectation. This variable had a total of 6 items under it

with Cronbach's Alpha value of 0.854 with the internal consistency of good ($0.9 > \alpha \geq 0.8$).

The next independent variable is social influence with 7 items used to test its reliability and validity. The Cronbach's Alpha value for this variable is 0.777. This value falls under the internal consistency of acceptable ($0.8 > \alpha \geq 0.7$).

The third and last independent variable used in this study is perceived trust. This variable had 7 items as well under it and Cronbach's Alpha value for it is 0.885. This value also falls under the internal consistency of good ($0.9 > \alpha \geq 0.8$).

The dependent variable which is the acceptance of customers had 4 items under it to question its reliability. The Cronbach's Alpha result for this variable is 0.804 which is considered as good in terms of the internal consistency.

In this study, all independent and dependent variables are considered reliable as they ranged in between acceptable ($0.8 > \alpha \geq 0.7$) and good ($0.9 > \alpha \geq 0.8$).

4.4 INFERENTIAL ANALYSIS

Inferential statistics are commonly used in research and studies to determine the differences or relationships between existing variables. The independent variables are performance expectation, social influence and perceived trust and the dependent variable is acceptance of customers. Pearson Correlation Coefficient will be used in this study to measure the strength of the relationship between the independent variables and dependent variable. The table below provides the guideline of the coefficient correlations and the strength of the relationship based on the values.

Table 4.16: Coefficient Correlation and Strength of Relationship

Range of correlation	Interpretation
0.90 – 1.00 (-0.90 to -1.00)	Very high positive (negative) correlation
0.70 – 0.90 (-0.70 to -0.90)	High positive (negative) correlation
0.50 – 0.70 (-0.50 to -0.70)	Moderate positive (negative) correlation
0.30 – 0.50 (-0.30 to -0.50)	Low positive (negative) correlation
0.00 – 0.30 (0.00 to -0.30)	Negligible correlation

Hypothesis 1

H_{0a} – There is no relationship between performance expectations and the acceptance of using online food delivery applications.

H_{1a} – There is a relationship between performance expectations and the acceptance of using online food delivery applications.

Table 4.17: Relationship between Performance Expectation and Acceptance of Customer

		Performance Expectation	Acceptance of Customer
Performance Expectation	Pearson Correlation	1	.552**
	Sig. (2-tailed)		.000
	N	242	242
Acceptance of Customer	Pearson Correlation	.552**	1
	Sig. (2-tailed)	.000	
	N	242	242

53

Table 4.17 shows the relationship between performance expectation and acceptance of customer on using online food delivery applications. The interpretation of the value 0.552 means that the relationship between those two variables is moderate positive correlation.

Hypothesis 2

H_{0b} – There is no relationship between perceived trust and the acceptance of using online food delivery applications.

H_{1b} – There is a relationship between perceived trust and the acceptance of using online food delivery applications.

Table 4.18: Relationship between Perceived Trust and Acceptance of Customer

		Perceived Trust	Acceptance of Customer
Perceived Trust	Pearson Correlation	1	.651**
	Sig. (2-tailed)		.000
	N	242	242
Acceptance of Customer	Pearson Correlation	.651**	1
	Sig. (2-tailed)	.000	
	N	242	242

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

Table 4.18 shows the relationship between perceived trust and acceptance of customer on using online food delivery applications. The interpretation of the value 0.651 means that the relationship between those two variables is moderate positive correlation. Hypothesis 3

There is no relationship between social influence and the acceptance of using online food delivery applications.

H_{1c} – There is a relationship between social influence and the acceptance of using online food delivery applications.

Table 4.19: Relationship between Social Influence and Acceptance of Customer

		Social Influence	Acceptance of Customer
Social Influence	Pearson Correlation	1	.485**
	Sig. (2-tailed)		.000
	N	242	242
Acceptance of Customer	Pearson Correlation	.485**	1
	Sig. (2-tailed)	.000	
	N	242	242

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

55

Table 4.19 shows the relationship between social influence and acceptance of customer on using online food delivery applications. The interpretation of the value 0.485 means that the relationship between those two variables is low positive correlation.

Table 4.20: Relationship of Factors Affecting Acceptance of Customer

		PE	SI	PT	AOC
PE	Pearson Correlation	1	.529**	.642**	.552**
	Sig. (2-tailed)		.000	.000	.000
	N	242	242	242	242
SI	Pearson Correlation	.529**	1	.457**	.485**
	Sig. (2-tailed)	.000		.000	.000
	N	242	242	242	242
PT	Pearson Correlation	.642**	.457**	1	.651**
	Sig. (2-tailed)	.000	.000		.000
	N	242	242	242	242
AOC	Pearson Correlation	.552**	.485**	.651**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	242	242	242	242

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

Table 4.20 shows the relationship between the dependent variable which is acceptance of customer and the three independent variables which are performance expectation (PE), perceived trust (PT) and social influence (SI). The relationships

56

between performance expectation and perceived trust with acceptance of customer is positive and has moderate correlation. The relationship between social influence and acceptance of customer is also positive but with low correlation.

4.5 SUMMARY

The data collected in this study highlight the acceptance of customer on using food delivery service apps. There are 294 respondents that are involved in this study. According to the result, majority of the respondents are students while minority of the respondents are in the category of others.

According to the data analysed, there is a higher mean score is 4.22 which is descriptive analysis statistic of acceptance of customer while, the second highest mean score is 4.07 which is descriptive analysis statistic of performance expectation. The third highest mean score is 3.98 which is descriptive analysis statistic of perceived trust and the last highest mean score is 3.76 which is descriptive analysis statistic of social influence.

The highest Pearson Correlation value between the acceptance of customers on using online food delivery application is 0.65 which is perceived trust, followed by 0.55 which is performance expectation and lastly 0.49 which is social influence. Hence, the relationship between performance expectation and perceived trust with acceptance of customer is positive and has moderate correlation. The relationship between social influence and acceptance of customers is also positive but with low correlation.

CHAPTER 5

CONCLUSION

5.1 INTRODUCTION

This chapter discusses about the result shown in Chapter 4. Other than that, this chapter also explain about the recommendation that can be considered about this study in the future and also this chapter is ended with implementation of study outcome to the population.

5.2 RECAPITULATION OF THE FINDINGS

At this part of the chapter, discussion of recapitulation obtained from the findings is written based on research objective, research questions and hypothesis for this study.

58

5.2.1 RELATIONSHIP BETWEEN PERFORMANCE EXPECTATIONS AND THE ACCEPTANCE OF USING ONLINE FOOD DELIVERY APPLICATIONS

Research question 1 of this study asked the relationship between performance expectations and the acceptance of using online food delivery applications. This is to also answer the first objective and hypothesis. Table 5.1 shows the research objectives, questions and hypothesis.

Table 5.1: Research Objective 1 and Research Question 1

No	Research Objective (RO)	Research Question (RQ)
1	To identify the relationship between performance expectations and the acceptance of using online food delivery applications.	What is the relationship between performance expectations and the acceptance of using online food delivery applications?

H1: There is significant relationship between performance expectations and the acceptance of using online food delivery applications.

The results of hypothesis H1 in Chapter 4 reviewed to answer RQ1. H1 stated that there is a significant relationship between performance expectations and the acceptance of using online food delivery applications. From the findings, it shows that it is moderately positive with correlation coefficient of 0.55 at p value of 0.00 which is less than the highly significant level 0.001. Therefore, H1 is accepted. Performance

59

expectancy can be defined as the degree of belief of an individual that when using the system, will help him or her to attain the gains in job performance. To begin with, here are a few reasons that make food delivery applications so popular. The menu is visible and easily accessible within the application. They offer real-time in-app tracking of the delivery (Nayan & Hasan, 2020). Well-designed applications offer great performance for greater customer experience (Lee et al., 2019). This indicated that if the expectation of online food delivery application users is positive, the possibility of them using online food delivery applications is higher. For example, the results showed that users of online food delivery applications in Malaysia highly believed the usefulness of the applications. This proved that Malaysian users, especially younger generations trust the system capabilities to perform the food orders well to clients.

5.2.2 RELATIONSHIP BETWEEN PERCEIVED TRUST AND THE ACCEPTANCE OF USING ONLINE FOOD DELIVERY APPLICATIONS

Research question 2 of this study asked the relationship between perceived trust and the acceptance of using food delivery applications. This is also to answer the second objective and hypothesis. Table 5.2 shown the research objectives, questions and hypothesis.

Table 5.2: Research Objective 2 and Research Question 2

No	Research Objective (RO)	Research Question (RQ)

2	To examine the relationship between perceived trust and the acceptance of using online food delivery applications.	What is the relationship between perceived trust and the acceptance of using online food delivery applications?

H2: There is a significant relationship between perceived trust and the acceptance of using online food delivery applications.

The results of hypothesis H2 reviewed to answer RQ2. H2 stated that there is a significant relationship between perceived trust and the acceptance of using online food delivery applications. From the findings, it is moderately positive with correlation coefficient of 0.65 while p value is 0.00 which is less than the highly significant level 0.001. Therefore, H2 is accepted. The term 'trust' can be characterized as the expectancy and readiness of the trusting party which is engaging in the transaction. When using e-services such as online food delivery applications, it is of utmost importance that user's trust is present as the virtual environment has its uncertainty and users might feel susceptible (Roca et al., 2009). This indicated that if the perceived trust of online food delivery users is positive, the possibility of them using online food delivery applications is higher. For example, consumers using online food delivery applications will solely depend on the application. This dependent includes ordering food from eateries and restaurants, payment processes and tracking the food delivery. Therefore, the application must be able to communicate well and clearly with consumers with the absence of a salesperson. It can be considered as being transparent with customers that would increase trust from customers.

5.2.3 RELATIONSHIP BETWEEN SOCIAL INFLUENCE AND THE ACCEPTANCE OF USING ONLINE FOOD DELIVERY APPLICATIONS.

Research question 3 of this study asked the relationship between social influence and the acceptance of using online food delivery applications. This is also to answer the third objective and hypothesis. Table 5.3 shows the research objectives, questions and hypothesis.

Table 5.3: Research Objective 3 and Research Question 3

No	Research Objective (RO)	Research Question (RQ)
3	To identify the relationship between social influence and the acceptance of using online food delivery applications.	What is the relationship between social influence and the acceptance of using online food delivery applications?

H3: There is a significant relationship between social influence and the acceptance of using online food delivery applications.

The results of hypothesis H3 reviewed to answer RQ3. H3 stated that there is a significant relationship between social influence and the acceptance of using online food delivery applications. From the findings, it is moderately positive with the correlation coefficient of 0.49 while p value is 0.00 which is less than the highly significant level 0.001. Therefore, H3 is accepted. This indicated that if the social influence of online food delivery application users is positive, the possibility of them using online food delivery

applications is higher. Social influence can be defined as the degree on how an individual perceives the importance of others that believes he or she should use a specific new system. Social influence comes in many forms such as subjective norm, social factors and image (Venkatesh et al., 2003). Online food delivery applications have gained significant attention in the metropolitan cities by diminishing the burden of traveling and waiting time by offering online food delivery options for various dishes from many such restaurants. Users enjoy these services and share their experiences and opinions on social media platforms that impact the trust of customers and change their purchasing habits. For example, social influence comes in image. Image is an individual's belief that one's image and status is higher ranking in one's social system with the use of an innovation.

5.3 LIMITATIONS

This study had its own limitations that give the researchers challenges to complete this study. One of the limitations in this study is how the collection of data was done. The instrument used for data collection was a questionnaire. This questionnaire had used two languages which are Bahasa Malaysia and English. A limitation to this is that there are many of those who are unable to read and understand these two languages. Some respondents do not fully understand the questions or statements asked in the questionnaire. Therefore, there might be inaccurate data as respondents are unsure of their own answers. Also, there are respondents that would prefer face-to-face questionings or interviews compared to answering a questionnaire.

The next limitation to this study was that it was very unlikely for respondents to seek help or to address us if they are unsure of the questionnaire. As the questionnaire is distributed online, the questionnaire distributor is not physically available to help answer questions immediately if respondents have doubt or is unsure of a statement.

As the questionnaire is distributed through social medias, many people would scroll pass and ignore the questionnaire. It is only when we privately or personally message them, would they respond but the chances of them answering the questionnaire is also not confirmed. One would think sharing and distributing the questionnaire online would help in getting more respondents, but that is not the case as majority of people are not interested in answering them.

Last but not least, the data collection method is also one of the limitations of this study. In this study, online survey is the only method available to distribute the questionnaire. This is because it is impossible to collect data through interview or face to face due to the transmission of COVID-19 pandemic and the implementation of travel ban by the government.

5.4 RECOMMENDATIONS

The first recommendation is to maintain the use of quantitative method to collect data from respondents. This method is clearly the best method to achieve proper data collection for this study. As this study is to find the acceptance of customers using online food delivery applications, it is suitable to be using the quantitative method. The results would be more relevant, reliable and generalizable to the large population in Malaysia.

The second recommendation is finding respondents that have knowledge about the questionnaire. This would help researchers be able to get more accurate data of the survey. This will make it easier data collection and increase the number of sample data. Thus, there will be minimal misunderstandings with respondents who do not understand or know how to answer the questionnaire of this study.

The third recommendation would be to increase the languages used for the questionnaire. Two languages were used for the questionnaire which were Bahasa Malaysia and English. It would be more advantageous and beneficial if the questionnaire included languages such as Chinese and Tamil for wider and better understanding. This could potentially increase the number of respondents as there are more available and understandable languages in the questionnaire.

The next recommendation is to have a longer period of time for this research to be carried out. Currently, this study focuses on three independent variables which are performance expectation, perceived trust, and social influence towards the acceptance of using online food delivery applications among consumers. It would be greater to study more variables such as effort expectancy, perceived usefulness, perceived ease of use, and facilitating conditions to name a few. This would be useful to get more data and to better complete the research regarding the acceptance of customer on online food delivery applications in Malaysia.

5.5 SUMMARY

As the conclusion, this research has been carried out to explore about the factors that caused the acceptance of people towards the usage of online food delivery applications. Besides that, this study could help other researchers to do their research about online food delivery applications and can be used as their references. The results that have been obtained in chapter 4 through Statistical Package for the Social Sciences Version 26 was discussed further and at the same time conclusions were made based on the results. As a result, it can be concluded that there are significant relationships between performance expectation, perceived trust, and social influence towards the acceptance of using online food delivery applications among consumers. Thus, it is hoped that all the information provided throughout this research will help related parties to generate income and profit which in turn will boost Malaysia's economy.

REFERENCES

Abelson, R. P., Aronson, E., McGuire, W. J., Newcomb, T. M., Rosenberg, M. J., & Tannenbaum, P. H. (1968). *Theories of cognitive consistency: a sourcebook*. Rand-McNally: Chicago.

Afonso, C. M., Roldán Salgueiro, J. L., Sánchez Franco, M. J., & González, M. D. L. O. (2012). The moderator role of Gender in the Unified Theory of Acceptance and Use of Technology (UTAUT): A study on users of Electronic Document Management Systems.

Ahearn, W. H., Castine, T., Nault, K., & Green, G. (2001). An assessment of food acceptance in children with autism or pervasive developmental disorder-not otherwise specified. *Journal of autism and developmental disorders*, *31*(5), 505-511.

Anderson, J., & Narus, J. (1990). A Model of Distributor Firm and Manufacturer Firm Working Partnerships. *Journal of Marketing, 54*(1), 42-58. doi:10.2307/1252172

Ayaz, A., & Yanartaş, M. (2020). An analysis on the unified theory of acceptance and use of technology theory (UTAUT): Acceptance of electronic document management system (EDMS). *Computers in Human Behavior Reports, 2*. doi:10.1016/j.chbr.2020.100032

Bart, Y., Shankar, V., Sultan, F., & Urban, G. L. (2005). Are the drivers and role of online trust the same for all web sites and consumers? A large-scale exploratory empirical study. *Journal of marketing*, *69*(4), 133-152.

Cardello, A. V., & Meiselman, H. L. (2018). Contextual influences on consumer responses to food products. In *Methods in Consumer Research, Volume 2* (pp. 3-54). Woodhead Publishing.

Carsten, H., Alexander, R., Thomas, S., & Martin, W., (2016). *The changing market for food delivery.* McKinsey & Company.

Catherine, N., Geofrey, K. M., Moya, M. B., & Aballo, G. (2018). Effort Expectancy, Performance Expectancy, Social Influence and Facilitating Conditions as Predictors of Behavioural Intentions to use ATMS with Fingerprint Authentication in Ugandan Banks. *Global Journal of Computer Science and Technology*.

Chai, L. T., & Yat, D. N. C. (2019). Online food delivery services: making food delivery the new normal. *Journal of Marketing advances and Practices*, *1*(1), 62-77.

Chaturvedi, D. & Karthik, T. (2020). A study on online food ordering companies in India. *EPRA International Journal of Multidisciplinary Research* (IJMR). Retrieved Dec 4, 2020, from https://eprajournals.com/jpanel/upload/733pm_22.Tatikonda-Karthik-2895-1.pdf

Cialdini, R. B., & Goldstein, N. J. (2004). Social Influence: Compliance and Conformity. *Annual Review of Psychology,* *55*(1), 591-621. doi:10.1146/annurev.psych.55.090902.142015

Clay, K., & Strauss, R. P. (2000, January). Trust, Risk And Electronic Commerce: Nineteenth Century Lessons For The Twenty-First Century. In *Proceedings. Annual Conference on Taxation and Minutes of the Annual Meeting of the National Tax Association* (Vol. 93, pp. 53-63). National Tax Association.

Daleen, A. (2018). *The food delivery battle has just begun in Malaysia*. Retrieved Nov 4, 2020, from https://www.ecinsider.my/2018/02/food-delivery-companies-malaysia.html

Dua, A. (2017). *Challenges that online food delivery restaurants and services face*. Retrieved Nov 4, 2020, from https://yourstory.com/2017/10/challenges-that-online-food-delivery-restaurants-and-services-face

Durcevic, S. (2020). *Your Modern Business Guide to Data Analysis Methods And Techniques*. Retrieved Dec 6, 2020, from https://www.datapine.com/blog/data-analysis-methods-and-techniques/

Egan, B. (2015). *Introduction to Food Production and Service – Simple Book Publishing*. Pressbooks. Retrieved Dec 1, 2020, from https://psu.pb.unizin.org/hmd329/

Etgar, M. (1979). Sources and types of intra-channel conflict. *Journal of retailing*, *55*(1), 61-78.

Hayati, H., & Khairul, A. (2009). An overview of Malaysian food industry: the opportunity and quality aspects. *Pakistan Journal of Nutrition*, *8*(5), 507-517.

Hirschberg, C., Rajko, A., Schumacher, T., & Wrulich, M. (2016). The changing market for food delivery. Retrieved Dec 5, 2020, from https://www.mckinsey.com/industries/technology-media-and-telecommunications/our-insights/the-changing-market-for-food-delivery#

Ivanova, I. (2020). *See how much business U.S. restaurants are losing because of the coronavirus*. CBS News. Retrieved Dec 2, 2020, from https://www.cbsnews.com/news/coronavirus-restaurant-business-decline-cities/

Izuma, K., & Adolphs, R. (2013). Social manipulation of preference in the human brain. *Neuron, 78*(3), 563-573. doi:10.1016/j.neuron.2013.03.023

Jones, J. M., & Vijayasarathy, L. R. (1998). Internet consumer catalog shopping: findings from an exploratory study and directions for future research. *Internet Research*.

Kelton, W. (2019). *Descriptive Statistics*. Retrieved Dec 17, 2020, from https://www.investopedia.com/terms/d/descriptive_statistics.asp

Klang, M. (2001). Who do you trust? Beyond encryption, secure e-business. *Decision Support Systems*, *31*(3), 293-301.

Khalid, K., Abdullah, H. H., & Kumar M, D. (2012). Get along with quantitative research process. *International Journal of Research in Management*.

L. (2020). *Top 11 Food Delivery Services for When You're Home, Avoiding COVID-19*. Malaysia (EN). Retrieved Dec 3, 2020, from https://productnation.co/my/27481/best-food-delivery-service-malaysia/

Lau, T. C., & Yat, D. N. G. (2019). Online Food Delivery Services: Making Food Delivery the New Normal. *Journal of Marketing Advance and Pratices*, *1*(1)

Lee, M. K., & Turban, E. (2001). A trust model for consumer internet shopping. *International Journal of electronic commerce*, *6*(1), 75-91.

Lee, S. W., Sung, H. J., & Jeon, H. M. (2019). Determinants of continuous intention on food delivery apps: extending UTAUT2 with information quality. *Sustainability*, *11*(11), 3141.

Li, C., Mirosa, M., & Bremer, P. (2020). Review of Online Food Delivery Platforms and their Impacts on Sustainability. *Sustainability*, *12*(14), 5528.

Lu, Y., Zhou, T., & Wang, B. (2009). Exploring Chinese users' acceptance of instant messaging using the theory of planned behavior, the technology acceptance model,and the flow theory. Computers in Human Behavior, 25(1), 29–39.

Macfie, H.J.H. & Meiselman, H.L. (1996). Food choice, acceptance and consumption. Springer. https://doi.org/10.1007/978-1-4613-1221-5

Marczyk, G. R., DeMatteo, D., & Festinger, D. (2021). *Essentials of research design and methodology*. John Wiley & Sons, Inc.

Morgan, R. M., & Hunt, S. D. (1994). The commitment-trust theory of relationship marketing. *Journal of marketing*, *58*(3), 20-38.

Moskowitz, H. R. (2003). The intertwining of psychophysics and sensory analysis: Historical perspectives and future opportunities—A personal view. *Food quality and preference*, *14*(2), 87-98.

Mukherjee, A., & Nath, P. (2007). Role of electronic trust in online retailing. *European Journal of Marketing, 41*(9/10), 1173-1202. doi:10.1108/03090560710773390

Nayan, N., & Hasan, M. (2020). Customer satisfaction evaluation for online food service delivery system in Malaysia. *Journal of Information System and Technology Management*, *5*, 123-136.

Noel, J. (2018). *What Is SPSS and Its Importance in Research & Data Analysis?* Retrieved Dec 15, 2020, from https://johnnoels.medium.com/what-is-spss-and-its-importance-in-research-data-analysis-5f109ab90da1

NUSnews. (2020). Food delivery popular but wrong orders mars experience. Retrieved Nov 13, 2020, from https://news.nus.edu.sg/food-delivery-popular-but-wrong-orders-mar-experience/

Patrick, A. S. (2002). Building trustworthy software agents. *IEEE Internet Computing*.

PJ, D., Mohan, J., & Gowda, A. B. (2020). The Influence of Various Factors on Online Food Delivery Services. *IUP Journal of Supply Chain Management*, *17*(2).

Quek, E. (2020). Mother's Day mayhem: customers who ordered food delivery faced major delay or cancellations. *The Straits Times*. Retrieved Nov 13, 2020, from https://www.straitstimes.com/lifestyle/food/mothers-day-mayhem

Rajamanickan, N. (2019). *Strategic Marketing: Analysis of Food Delivery Service.* Retrieved Jan 21, 2021, from https://www.soulcreationz.com/post/strategic-marketing-analysis-of-food-delivery-service

Ray, A., Dhir, A., Bala, P. K., & Kaur, P. (2019). Why do people use food delivery apps (FDA)? A uses and gratification theory perspective. *Journal of Retailing and Consumer Services, 51*, 221-230. doi:10.1016/j.jretconser.2019.05.025

Reid, H.M. (2013). Introduction to Statistics. Fundamental Concepts and Procedures of Data Analysis. SAGE Publications.

Rouse, M. (2020). *Definition Data Collection.* (2020). Retrieved Nov 1, 2020, from https://searchcio.techtarget.com/definition/data-collection

Roca, J. C., García, J. J., & De La Vega, J. J. (2009). The importance of perceived trust, security and privacy in online trading systems. *Information Management & Computer Security*.

Rudresha, C.E., Manjunatha, H. R., & Chandrashekarappa, U. (2018). Consumers Perception towards online shopping. IJSDR, 3(11). Retrieved Dec 2, 2020, from http://www.ijsdr.org/papers/IJSDR1811025.pdf

Sadiku, M. N., Musa, S. M., & Ashaolu, T. J. (2019). Food Industry: An Introduction. *International Journal of Trend in Scientific Research and Development*, *3*(4).

Sileyew, K. J. (2019). Research design and methodology. In *Cyberspace*. IntechOpen.

Stanton, E. S., & Emms, S. (2011). Malaysia's markets for functional foods, nutraceuticals and organic foods: An introduction for Canadian producers and exporters. *The Counsellor and Regional Agri-Food Trade Commissioner, Southeast Asia, and the High Commission of Canada in Malaysia.*

Statista. (2021). Global online food delivery market to hit $151.5bn in revenue this year. https://www.fandbnetworker.com/news-1/global-online-food-delivery-market-to-hit-%24151.5bn-in-revenue-this-year

Statista. (2021). eServices Report 2021 – Online Food Delivery. Statista Digital Market Outlook – Segment Report. https://www.statista.com/study/40457/food-delivery/

Sullivan, G. M., & Artino Jr, A. R. (2017). How to create a bad survey instrument.
UKEssays. (2018). Food Service Industry in Malaysia. Retrieved Nov 24, 2020, from https://www.ukessays.com/essays/marketing/food-service-industry-in-malaysia.php?vref=1

Vallerand, R. J., Deshaies, P., Cuerrier, J.-P., Pelletier, L. G., & et, a. (1992). Ajzen and Fishbein's theory of reasoned action as applied to moral behavior: A confirmatory analysis. *Journal of Personality and Social Psychology, 62*(1), 98-109. doi:10.1037//0022-3514.62.1.98

Vaus, D.D. (2001). Research design in social research. SAGE Publications Ltd. http://research.apc.org/images/5/5f/De_Vaus_chapters_1_and_2.pdf

Venkatesh, V., Morris, M. G., Davis, G. B., & Davis, F. D. (2003). User acceptance of information technology: Toward a unified view. *MIS quarterly*, 425-478.

Zainalabiden, F. (2020). Food Delivery Rider Shares Struggles Of Transporting Drinks Safely, Hopes Customers Understands. Retrieved Nov 17, 2020, from https://mustsharenews.com/food-delivery-drinks/

Zhao, Y., & Bacao, F. (2020). What factors determining customer continuingly using food delivery apps during 2019 novel coronavirus pandemic period? *Int J Hosp Manag, 91*, 102683. doi:10.1016/j.ijhm.2020.102683

APPENDICES

Turnitin Originality Report

Processed on: 15-Jun-2021 13:22 +08
ID: 1606743933
Word Count: 17909
Submitted: 1

OFD By Group 1 Ppta 2

Similarity Index

7%

Similarity by Source

Internet Sources: 7%
Publications: 3%
Student Papers: N/A

2% match (Internet from 29-Dec-2020)
https://warwick.ac.uk/fac/sci/dcs/research/edtech/surveys/monisa/post_evaluation/

2% match (Internet from 08-Mar-2021)
https://epdf.pub/european-journal-of-marketing-trust-current-thinking-and-future-research.html

2% match (Internet from 31-Dec-2020)
http://ijariie.com/AdminUploadPdf/Aditya_Tribhuvan___research_paper_ijariie12316_converted.pdf

1% match (Internet from 07-Dec-2020)
https://en.wikipedia.org/wiki/Food_delivery

1% match ()
Rono, Kipkirui Joseph, Bomet, Emily, Ayiro, Laban. "A PERCEPTION-BASED VIEW OF EMPLOYEES AND STRATEGIC PLAN IMPLEMENTATION IN PUBLIC TECHNICAL AND VOCATIONAL EDUCATION TRAINING INSTITUTIONS IN KENYA", European Journal of Education Studies, 2019

UNIVERSITI

MALAYSIA

KELANTAN

Acceptance of Customer on Using Online Food Delivery (OFD) Applications

Dear respondents,

We are undergraduate students of Bachelor Degree in Entrepreneurship (Hospitality) from Faculty Hospitality, Tourism and Wellness (FHPK), Universiti Malaysia Kelantan, Pengkalan Chepa, Kota Bharu. We are currently doing our final year project and we will be conducting the study above title. The purpose of this study is to examine the level of acceptance of customer on using online food delivery (OFD) applications in Malaysia. All responses will be kept confidential and will be used for academic purposes only. Thank you for your cooperation.

Responden sekalian,

Kami adalah pelajar Ijazah Sarjana Muda Keusahawanan (Hospitaliti) dari Fakulti Hospitaliti, Pelancongan dan Kesejahteraan (FHPK), Universiti Malaysia Kelantan, Pengkalan Chepa, Kota Bharu. Kami sedang membuat projek tahun akhir kami dan kami akan menjalankan kajian yang dinyatakan di atas. Tujuan kajian ini adalah untuk mengkaji tahap penerimaan pelanggan terhadap penggunaan aplikasi penghantaran makanan atas talian talian di Malaysia. Semua jawapan adalah sulit dan akan digunakan untuk tujuan akademik sahaja. Terima kasih atas kerjasama anda.

Alicia Chye Shen Li (H18A0039)

Gelory Greanchey Majikol (H18A0131)

Nur Ziana Binti Muhammad Zamri (H18A0435)

Izni Zulaikha Binti Kamarezaman (H18A0690)

Section A: Demographic / Demografik

1. Gender / Jantina
   (a) Female / Wanita
   (b) Male / Lelaki

2. Age / Umur (Please state number only / Sila nyatakan nombor sahaja)
   _____

3. Education level / Tahap pengajian
   (a) SPM
   (b) STPM / A-levels
   (c) Diploma
   (d) Degree
   (e) Master's degree
   (f) PhD

4. Occupation (E.g., student, teacher, manager) / Pekerjaan (Contoh, pelajar, guru, pengurus)
   _____

5. Income level / Tahap pendapatan
   (a) Not earning / Tiada pendapatan
   (b) <RM1000
   (c) RM1001 – RM2000
   (d) RM2001 – RM3000
   (e) >RM3001

Online food delivery (OFD) applications / Aplikasi penghantaran makanan atas talian

Food delivery is a courier service in which food is distributed to a client by a restaurant, supermarket, or independent food delivery company / Penghantaran makanan adalah perkhidmatan kurier di mana makanan diedarkan kepada pelanggan oleh restoran, pasar raya atau perusahaan pengiriman makanan bebas.

Here are some examples of OFD applications available in Malaysia / Berikut adalah beberapa contoh aplikasi penghantaran makanan atas talian.
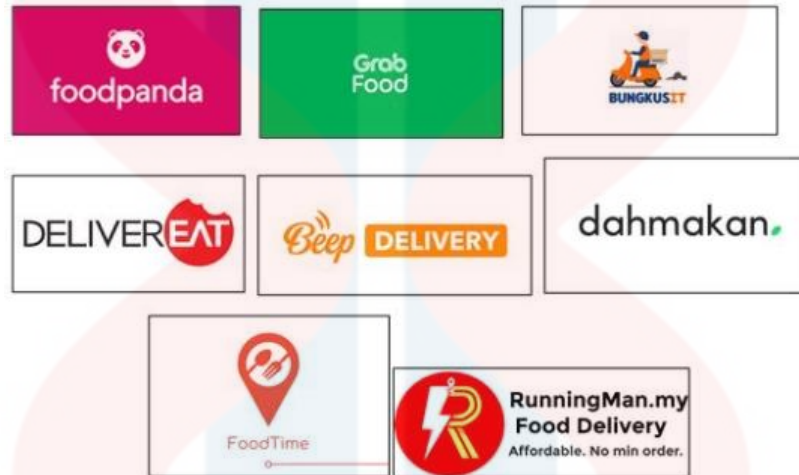
1. How often do you use online food delivery (OFD) applications? / Berapa kerap anda menggunakan aplikasi penghantaran makanan atas talian?
   (a) Daily / Setiap hari
   (b) Occasionally / Sekali sekala
   (c) At least once a week / Sekurang-kurangnya sekali seminggu
   (d) At least once every two weeks / Sekurang-kurangnya dua minggu sekali
   (e) At least once a month / Sekurang-kurangnya sebulan sekali
   (f) Never use online food delivery applications / Tidak pernah menggunakan aplikasi penghantaran makanan

   **If answer is (f), proceed to Part I
   ***If answer is (a) – (e), proceed to Part II

Part I

Reasons for not using OFD applications / Sebab tidak menggunakan aplikasi penghantaran makanan atas talian.

1. Why do you not use online food delivery (OFD) applications? / Kenapa anda tidak menggunakan aplikasi penghantaran makanan atas talian?
   (a) No coverage / Tiada talian
   (b) Prefer buying at the shop / Lebih suka membeli makanan di kedai
   (c) Do not know how to use OFD applications / Tidak tahu menggunakan aplikasi penghantaran makanan atas talian
   (d) Not interested in using OFD applications / Tidak berminat dengan menggunakan aplikasi penghantaran makanan atas talian
   (e) Other/Lain-lain _____

Part II

Section B: Performance expectation / Jangkaan prestasi

1. Online food delivery (OFD) applications help me to get meals faster / Aplikasi penghantaran makanan atas talian membantu saya mendapatkan makanan dengan lebih cepat.
    (a) 1 – Strongly disagree / Sangat tidak setuju
    (b) 2 – Disagree / Tidak setuju
    (c) 3 – Neutral / Neutral
    (d) 4 – Agree / Setuju
    (e) 5 – Strongly agree / Sangat setuju

2. Online food delivery (OFD) applications help me to improve meal times / Aplikasi penghantaran makanan atas talian membantu saya untuk menambahbaikan waktu makan.
    (a) 1 – Strongly disagree / Sangat tidak setuju
    (b) 2 – Disagree / Tidak setuju
    (c) 3 – Neutral / Neutral
    (d) 4 – Agree / Setuju
    (e) 5 – Strongly agree / Sangat setuju

3. Online food delivery (OFD) applications help me to increase my productivity in my routines (E.g., I can get more things done when using OFD applications) / Aplikasi penghantaran makanan atas talian meningkatkan produktiviti dalam rutin saya (Contoh, saya dapat membuat lebih banyak perkara apabila menggunakan aplikasi penghantaran makanan atas talian)
    (a) 1 – Strongly disagree / Sangat tidak setuju
    (b) 2 – Disagree / Tidak setuju
    (c) 3 – Neutral / Neutral
    (d) 4 – Agree / Setuju
    (e) 5 – Strongly agree / Sangat setuju

4. Buying food/drinks from online food delivery (OFD) applications are more effective than the traditional method on the aspect of time / Pembelian makanan /minuman melalui aplikasi penghantaran makanan atas talian adalah lebih efektif berbanding dengan kaedah tradisional dalam aspek masa.
    (a) 1 – Strongly disagree / Sangat tidak setuju
    (b) 2 – Disagree / Tidak setuju
    (c) 3 – Neutral / Neutral
    (d) 4 – Agree / Setuju
    (e) 5 – Strongly agree / Sangat setuju

5. Using online food delivery (OFD) applications make me buying meals easier / Penggunaan aplikasi penghantaran makanan atas talian memudahkan pembelian makanan saya.
    (a) 1 – Strongly disagree / Sangat tidak setuju
    (b) 2 – Disagree / Tidak setuju
    (c) 3 – Neutral / Neutral
    (d) 4 – Agree / Setuju
    (e) 5 – Strongly agree / Sangat setuju

77

6. Using online food delivery (OFD) applications are much better than buying food the traditional way / Penggunaan aplikasi penghantaran makanan atas talian adalah lebih baik berbanding membeli makanan dengan kaedah tradisional.
   (a) 1 – Strongly disagree / Sangat tidak setuju
   (b) 2 – Disagree / Tidak setuju
   (c) 3 – Neutral / Neutral
   (d) 4 – Agree / Setuju
   (e) 5 – Strongly agree / Sangat setuju

Section B: Social influence / Pengaruh sosial

1. My family influences me to use online food delivery (OFD) applications / Keluarga saya mempengaruhi saya untuk menggunakan aplikasi penghantaran makanan atas talian.
   (a) 1 – Strongly disagree / Sangat tidak setuju
   (b) 2 – Disagree / Tidak setuju
   (c) 3 – Neutral / Neutral
   (d) 4 – Agree / Setuju
   (e) 5 – Strongly agree / Sangat setuju

2. My friends influence me to use online food delivery (OFD) applications / Rakan saya mempengaruhi saya untuk menggunakan aplikasi penghantaran makanan atas talian.
   (a) 1 – Strongly disagree / Sangat tidak setuju
   (b) 2 – Disagree / Tidak setuju
   (c) 3 – Neutral / Neutral
   (d) 4 – Agree / Setuju
   (e) 5 – Strongly agree / Sangat setuju

3. My colleagues / acquaintances influence me to use online food delivery (OFD) applications / Rakan sekerja / kenalan saya mempengaruhi saya untuk menggunakan aplikasi penghantaran makanan atas talian.
   (a) 1 – Strongly disagree / Sangat tidak setuju
   (b) 2 – Disagree / Tidak setuju
   (c) 3 – Neutral / Neutral
   (d) 4 – Agree / Setuju
   (e) 5 – Strongly agree / Sangat setuju

4. Individuals that I admire influences me to use online food delivery (OFD) applications / Individu yang saya kagumi mempengaruhi saya untuk menggunakan aplikasi penghantaran makanan atas talian.
   (a) 1 – Strongly disagree / Sangat tidak setuju
   (b) 2 – Disagree / Tidak setuju
   (c) 3 – Neutral / Neutral
   (d) 4 – Agree / Setuju
   (e) 5 – Strongly agree / Sangat setuju

5. Good reviews on online food delivery (OFD) applications influences me to use them / Ulasan yang baik tentang aplikasi penghantaran makanan atas talian mempengaruhi saya untuk menggunakannya.
   (a) 1 – Strongly disagree / Sangat tidak setuju
   (b) 2 – Disagree / Tidak setuju
   (c) 3 – Neutral / Neutral
   (d) 4 – Agree / Setuju
   (e) 5 – Strongly agree / Sangat setuju

6. Advertisements influences me to use online food delivery (OFD) applications / Iklan mempengaruhi saya untuk menggunakan aplikasi penghantaran makanan atas talian.
   (a) 1 – Strongly disagree / Sangat tidak setuju
   (b) 2 – Disagree / Tidak setuju
   (c) 3 – Neutral / Neutral
   (d) 4 – Agree / Setuju
   (e) 5 – Strongly agree / Sangat setuju

7. Offers/promotions in online food delivery (OFD) applications influenced me to use it / Tawaran /promosi di dalam aplikasi penghantaran makanan atas talian mempengaruhi saya untuk menggunakan ia.
   (a) 1 – Strongly disagree / Sangat tidak setuju
   (b) 2 – Disagree / Tidak setuju
   (c) 3 – Neutral / Neutral
   (d) 4 – Agree / Setuju
   (e) 5 – Strongly agree / Sangat setuju

Section B: Perceived trust / Kepercayaan

1. I believe payments done in online food delivery (OFD) applications are safe and secured / Saya percaya bahawa transaksi pembayaran yang dilakukan dalam aplikasi penghantaran makanan atas talian adalah selamat dan terjamin.
   (a) 1 – Strongly disagree / Sangat tidak setuju
   (b) 2 – Disagree / Tidak setuju
   (c) 3 – Neutral / Neutral
   (d) 4 – Agree / Setuju
   (e) 5 – Strongly agree / Sangat setuju

2. I believe online food delivery (OFD) applications communicates well with me despite not having human interaction / Saya percaya bahawa aplikasi penghantaran makanan atas talian berkomunikasi pada tahap yang baik walaupun tiada interaksi dengan manusia.
   (a) 1 – Strongly disagree / Sangat tidak setuju
   (b) 2 – Disagree / Tidak setuju
   (c) 3 – Neutral / Neutral
   (d) 4 – Agree / Setuju
   (e) 5 – Strongly agree / Sangat setuju

3. The time tracker in the online food delivery (OFD) applications is useful and trustworthy / Penjejak masa dalam aplikasi penghantaran makanan atas talian adalah berguna dan boleh dipercayai.
   (a) 1 – Strongly disagree / Sangat tidak setuju
   (b) 2 – Disagree / Tidak setuju
   (c) 3 – Neutral / Neutral
   (d) 4 – Agree / Setuju
   (e) 5 – Strongly agree / Sangat setuju

4. The location tracker in the online food delivery (OFD) applications is useful and trustworthy / Pengesan lokasi dalam aplikasi penghantaran makanan atas talian adalah berguna dan boleh dipercayai.
   (a) 1 – Strongly disagree / Sangat tidak setuju
   (b) 2 – Disagree / Tidak setuju
   (c) 3 – Neutral / Neutral
   (d) 4 – Agree / Setuju
   (e) 5 – Strongly agree / Sangat setuju

5. Response within the online food delivery (OFD) applications is quick / Respons dalam aplikasi penghantaran makanan atas talian adalah cepat.
   (a) 1 – Strongly disagree / Sangat tidak setuju
   (b) 2 – Disagree / Tidak setuju
   (c) 3 – Neutral / Neutral
   (d) 4 – Agree / Setuju
   (e) 5 – Strongly agree / Sangat setuju

6. I trust that I will receive what I have ordered through online food delivery (OFD) applications / Saya percaya bahawa saya akan menerima apa yang saya pesan melalui aplikasi penghantaran makanan atas talian.
   (a) 1 – Strongly disagree / Sangat tidak setuju

(b) 2 – Disagree / Tidak setuju
(c) 3 – Neutral / Neutral
(d) 4 – Agree / Setuju
(e) 5 – Strongly agree / Sangat setuju

7. I trust that my personal information is kept safe when using online food delivery (OFD) applications / Saya percaya bahawa maklumat peribadi saya disimpan dengan selamat semasa menggunakan aplikasi penghantaran makanan atas talian.
    (a) 1 – Strongly disagree / Sangat tidak setuju
    (b) 2 – Disagree / Tidak setuju
    (c) 3 – Neutral / Neutral
    (d) 4 – Agree / Setuju
    (e) 5 – Strongly agree / Sangat setuju

Section C: Acceptance of customers / Penerimaan pelanggan

1. Performance expectancy is an important aspect when it comes to customer's acceptance of online food delivery (OFD) applications / Jangkaan prestasi adalah aspek penting untuk penerimaan pelanggan terhadap aplikasi penghantaran makanan atas talian.
   (a) 1 – Strongly disagree / Sangat tidak setuju
   (b) 2 – Disagree / Tidak setuju
   (c) 3 – Neutral / Neutral
   (d) 4 – Agree / Setuju
   (e) 5 – Strongly agree / Sangat setuju

2. Social influence is an important aspect when it comes to acceptance of online food delivery (OFD) applications / Pengaruh sosial adalah aspek penting untuk penerimaan pelanggan terhadap aplikasi penghantaran makanan atas talian.
   (a) 1 – Strongly disagree / Sangat tidak setuju
   (b) 2 – Disagree / Tidak setuju
   (c) 3 – Neutral / Neutral
   (d) 4 – Agree / Setuju
   (e) 5 – Strongly agree / Sangat setuju

3. Perceived trust is an important aspect when it comes to acceptance of online food delivery (OFD) applications / Kepercayaan adalah aspek penting untuk penerimaan pelanggan terhadap aplikasi penghantaran makanan atas talian.
   (a) 1 – Strongly disagree / Sangat tidak setuju
   (b) 2 – Disagree / Tidak setuju
   (c) 3 – Neutral / Neutral
   (d) 4 – Agree / Setuju
   (e) 5 – Strongly agree / Sangat setuju

4. I see myself continuing using online food delivery applications in the future / Saya dapat melihat diri sendiri terus menggunakan aplikasi penghantaran makanan atas talian di masa hadapan.
   (a) 1 – Strongly disagree / Sangat tidak setuju
   (b) 2 – Disagree / Tidak setuju
   (c) 3 – Neutral / Neutral
   (d) 4 – Agree / Setuju
   (e) 5 – Strongly agree / Sangat setuju

_____END/TAMAT_____