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# **FACTORS AFFECTING CUSTOMER SATISFACTION TOWARDS ONLINE FOOD DELIVERY SERVICES**

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## LIST OF SYMBOLS AND ABBREVIATIONS

### Symbols

r	Pearson Correlation Coefficient
<	Less than
%	Percent
n	Frequency
$\alpha$	Alpha

### Abbreviations

OFD	Online Food Delivery
SPSS	Statistical Package for Social Science

## ABSTRACT

Online food delivery services became important among society during this pandemic Covid-19. This research about customer satisfaction towards online food delivery services. The research was conducted among communities that basically used online food delivery services. This research was observed based on the food quality, service quality and convenience towards online food delivery services. Besides, this study also to know the reasons in choosing online food delivery services among communities. From the research, the level of customer satisfaction towards online food delivery services can be determined. The suggestions and recommendations also provided to improve online food delivery services and it can also be used for the future study.

**Keywords:** Satisfaction customer, online food delivery services, food quality, service quality, convenience

## ABSTRAK

Perkhidmatan penghantaran makanan dalam talian menjadi penting di kalangan masyarakat semasa pandemik Covid-19 ini. Penyelidikan ini adalah mengenai kepuasan pelanggan terhadap perkhidmatan penghantaran makanan dalam talian. Penyelidikan ini dilakukan dalam kalangan masyarakat yang menggunakan perkhidmatan penghantaran makanan dalam talian. Penyelidikan ini dikaji berdasarkan kualiti makanan, kualiti perkhidmatan, dan kemudahan terhadap perkhidmatan penghantaran makanan dalam talian. Selain itu, kajian ini juga untuk mengetahui sebab-sebab dalam memilih perkhidmatan penghantaran makanan dalam talian di kalangan masyarakat. Dari hasil kajian, tahap kepuasan pelanggan terhadap perkhidmatan penghantaran makanan dalam talian dapat ditentukan. Cadangan-cadangan yang diberikan adalah untuk meningkatkan perkhidmatan penghantaran makanan dalam talian dan ia juga dapat digunakan untuk kajian akan datang.

**Kata Kunci:** Kepuasan pelanggan, perkhidmatan penghantaran makanan dalam talian, kualiti makanan, kualiti perkhidmatan, kemudahan.

# CHAPTER 1

## INTRODUCTION

### 1.1 INTRODUCTION

Chapter one on the introduction of this study and included several sections on the background of the study, the problem statement, the research objective, the research question and the significance of the study. The definition of terms used in this study will also be discussed in this chapter.

### 1.2 BACKGROUND OF STUDY

The emergence of digital technology is now making huge changes to the world. There were no online food delivery systems after a decade break, so people were left without options rather than walking and eating their food in restaurants. Online food ordering systems have come with the development of technology and delivery services, offering the favourite food of consumers only with a tap of a finger at their doorstep. (Singh et al., 2020).

A smartphone is one of the most important media gadgets and also one of the daily necessities for young Malaysians. Besides, Statista (2020), indicated that in 2019, about 90 percent of the population in Malaysia used a smartphone, and about 86.3 percent of respondents who were below 20 years old owned a smartphone. Based on Yusra & Agus (2020), smartphones have also changed how people buy products or services to meet their needs and wants. For example, this trend has encouraged the Food and Beverage (F&B) Industry's Online Food Delivery (OFD) service. In addition, the online food distribution industry has arisen to gain a greater share and profits in the food and beverage industry as a new food delivery and marketing platform. Mostly among busy and working people, this new method of business delivery has become very common.

As studied by Chai & Yat (2019), there are numerous food delivery companies in Malaysia, with many providing online food delivery services. FoodPanda, the first delivery company to be actively introduced in Malaysia, among the companies. Companies like Deliver Eat, Uber Eats, Honestbee, Running Man Delivery, Food Time, Dahmakan, Mammam, and Shogun2U are other companies on the market. In urban cities such as Kuala Lumpur, Klang Valley, Penang, and Johor Bahru, the majority of these food delivery services are concentrated. Therefore, Statista (2020) stated that in Malaysia, about 75 percent of respondents said FoodPanda was the food delivery app they used the most.

Nowadays, Covid-19 is happening all over the world and has a wide reach effect on all industries, especially the tourism and hospitality industry. During this situation, every country follows the lockdown procedures to reduce the case of Covid-19 that increases day by day. In this pandemic Covid-19, most people refused to go out and eat. In this case, the food delivery service played an important role in delivering food to them. In news online from ringgitplus.com (2020), food delivery service has been an increase in popularity lately, largely because of the ongoing Movement Control Order (MCO) due to the Covid-19 pandemic. Recently, an article from The Asean Post (2020), due to the Covid-19 pandemic there has been a surge of demand in food delivery services in Southeast Asia. In Malaysia, it was reported that some delivery companies had recorded more than a 30% increase in orders since a Movement Control Order (MCO) was enacted on 18 March.

As eloquently stated by Statista (2020), in Malaysia approximately 80% of the respondent stated they would continue ordering food deliveries online as often as before even if restaurant and dining establishments are open and social distancing measures due to the Covid-19 outbreak are lifted. Regarding this statistic has proved that customers were satisfied with the online food delivery service. Lu et al., (2020) have stated that based on Ha & Hang (2010), the quality of food is widely acknowledged as an essential factor in determining the level of

customer satisfaction in a restaurant. Numerous empirical studies have demonstrated that service quality has a direct positive effect on customer satisfaction (Ali and Raza, 2017; Brady et al., 2001; Cronin et al., 2000; Nunkoo et al., 2017; Wu, 2014). When the customers are satisfied with the service and food, it will raise the demand for the service or product. As stated by (Rathore & Chaudhary, 2018) convenience offers the consumer to have a sense of control and authority over what to buy, the next it also helps in the selection of products on a wide variety of products on the internet. This convenience influences working people to use an online food delivery service. Based on the discussion above, food quality, service quality, and convenience are the influence of customer satisfaction towards online food delivery.

Thus, the purpose of this study is to determine the customer satisfaction towards online food delivery service. The findings of this study are important since online food delivery services are growing rapidly in Malaysia due to the Covid-19 pandemic.

### **1.1 PROBLEM STATEMENT**

Recently, online food delivery services have become famous among the society. As stated by Pigatto et al., (2017), customers usually will find their favourite restaurants, select from the available items, offered at their delivery address. Besides, the other online activities also saw heightened interest, such as surfing the Internet for news and entertainment (75%), online video streaming (57%), social networking (55%) and home delivery of food or groceries (50%). Furthermore, the further convenience of accessing online food delivery services through their smartphones could have motivated consumers to move from the traditional offline food purchase to adopt online food delivery services as consumers can now get a wide selection of food choices on a single click (Chai et al., 2018).

Meanwhile, the online food delivery industry has emerged as a new channel of food delivery and marketing in order to capture a bigger share and sale in the food industry. This new type of business delivery has become very popular, especially among young, busy and working people (Tech, 2020). However, there are lots of issues that arise whenever customers use these services. Usually, every customer applies this platform because it is related to convenience. Thus, there are some issues and complaints about the delivery process. Late delivery is a frequent problem they face and there are some restaurants suggesting that late delivery is caused by the lack of manpower (Ng, Wong, Chong, 2017). This can happen whenever the riders got too many orders in one time. Hence, they need to be rushed at once to collect the orders and deliver it to customers. This is related to Eresia Eke, Stephanou and Swanepoel (2018) stated that the levels of service quality that accompany the offerings of a business could be a prime factor for distinguishing between performing and non-performing business establishments. Hence, if quality services are good and maintained there will be more customers that will use these services. It is also a responsiveness that describes a business willingness and preparedness to be of assistance to customers in the course of providing a service (Yarimoglu, 2014).

Online food delivery services also must be easy to understand, learn and operate by the customers. Bunch of people use these applications because of the accessibility however some areas still do not contribute much to online food ordering due to some reasons which may include, improper internet availability in rural areas or maybe because of less advancement of technology in their reach. According to Ramayah and Ignatius (2005), the customers are unwilling to shop online if perceived ease of use is hampered by certain barriers such as long download times of the Internet retailer websites and the poorly designed websites. Other than that, Jiang et al., (2011) mentioned that convenience is one of the principal motivations for users to adopt electronic technology because customers must be convinced of their value before



they are willing to use this technology. Therefore, the demand for online food ordering can be increased if their services can cover all places including rural areas.

## **1.2 RESEARCH OBJECTIVES**

The purpose of this study is to measure the customer satisfaction towards online food delivery services. The research objectives in this study were as follows:

1. To determine the relationship between food quality and customer satisfaction towards online food delivery services.
2. To examine the relationship between service quality and customer satisfaction towards online food delivery services.
3. To determine the relationship between convenience and customer satisfaction towards online food delivery services.

## **1.3 RESEARCH QUESTIONS**

1. Does the food quality relate to customer satisfaction towards online food delivery services?
2. Does the service quality can relate to customer satisfaction towards online food delivery services?
3. Does the convenience relate to customer satisfaction towards online food delivery services?



## **1.6 SIGNIFICANCE OF THE STUDY**

This research will provide information on issues of online food delivery that become trending nowadays and it will rise up in future. This study also will be reviewed on the level of satisfaction on online food delivery services.

### **1.6.1 TO THE RESEARCHER**

In this research paper, this will help the researcher to find out how service quality, food quality, and convenience in measuring customer satisfaction towards online food delivery services. Next, this study will allow the researchers to discover an important aspect of customer satisfaction that many researchers yet did not do. This research paper topic may give benefits for the future researchers.

### **1.6.2 TO FOOD AND BEVERAGE INDUSTRY**

This research paper is important to the food and beverage industry since it will provide a viewpoint to the industry on customer satisfaction of the food quality. Since customers order food in the same restaurant a few times, the marketers will be able to fit in customer intention and expectation to fulfil customer's satisfaction.

### **1.6.3 TO THE CUSTOMERS**

This research paper provides guidance for future customers and earns significance on the satisfaction of online food delivery services. The satisfying customers on online food delivery that presented in the research help the future consumers using the information.

## 1.7 DEFINITION OF TERMS

Table 1.1 Definition of Terms

Terms	Definition	Sources
Food Quality	The satisfaction with fast-food restaurants in touch with food quality served.	Kivela et al., 1999; Law et al., (2004)
Service Quality	Various organizations to measure their customer satisfaction and loyalty were using SERVQUAL tools that are known worldwide.	Landrum, et al., (2009).
Convenience	Customers were affected to use online food delivery services because of conformity, quality of delivery, food quality and costs.	Elvandari et al. (2018)
Customer Satisfaction	Positive feedback from customers must be captured first by the firms with high competitive advantage before reaching competitiveness.	Martinez et al., (2007)

## 1.8 SUMMARY

As a conclusion, chapter 1 explains about the reason by presenting the research objectives and research questions that will be answered in the finding discussions. The research is to study the determinants of customer's satisfaction towards online food delivery services. The research questions seek to identify the customer's satisfaction towards online food delivery services according to the determinants such as food quality, service quality and convenience. The next chapter will explore the existing literature on determinants of customer's satisfaction towards online food delivery services such as food quality, service quality and convenience.



## **CHAPTER 2**

### **LITERATURE REVIEW**

#### **2.1 INTRODUCTION**

This study intends to determine the satisfaction of customers towards online food delivery services in Malaysia. Since the main focus of this study is on online food delivery service, the first section of this chapter will explain about online food delivery service in Malaysia. This chapter ends with determinants of the customer satisfaction towards online food delivery services which are food quality, service quality, and convenience to find out the relationship and to explore the priority of factors in customer satisfaction.

##### **2.1.1 ONLINE FOOD DELIVERY SERVICES**

Nowadays, online food delivery service is not something new in Malaysia. According to Dazmin & Ho (2019) before the introduction of computers and mobile devices to the world, at the preferred restaurant, people used to order and enjoy their foods before the internet technology introduced online business including an online food such as delivering service and ordering system. As stated by Chai & Yat (2019a) the emergence of online food delivery services could be attributed to the changing nature of urban consumers. Azizul et al. (2019) has mentioned that online food ordering and food delivery apps satisfy the needs of busy people living in cities who place their orders online and receive the service within a couple minutes. Food delivery services have changed the behaviour of consumers so much, particularly urban consumers, that it has become common and routine to use the OFD services. Therefore, due to the current speed of life and the potential to discover more restaurants that provide food delivery, more people have turned to food delivery in recent years. (Chai & Yat, 2019b).

Chern & Fauziah (2019) has stated that food delivery is not a new industry as fast-food companies like McDonald's and Domino's Pizza have long provided delivery services. However, this industry is now emerging because of aggregators such as FoodPanda and GrabFood, which are multinational companies providing food delivery services on behalf of food outlets in the region. Based on a previous study by Chai & Yat (2019), has stated that FoodPanda is the first actively launched delivery company in Malaysia. Companies like DeliveryEat, Uber Eats, Honestbee, Running Man Delivery, FoodTime, Dahmakan, Mammam, and Shogun2U are others on the market.

According to a previous study by Statista (2020) indicated that in Malaysia, about 75 percent of respondents stated that FoodPanda was the most used food delivery app and 60 percent followed GrabFood. FoodPanda almost 8 years in Malaysia started by kclau.com (2020) and FoodPanda was started with a black panda logo and now turning into a pink logo (ecInsider.my, 2018). Based on Kamilah et al., (2020) since 2018, FoodPanda has expanded its business with offers cuisines from around 115,000 restaurants worldwide and the key success factor of FoodPanda includes customer's satisfaction, employee loyalty and job satisfaction. All the factors led FoodPanda to a successful company in delivery services.

Furthermore, Grab Food is also the best food delivery app in Malaysia (ProductNation, 2020). Grab was very popular with its service provider of ride-hailing, and Grab was expanding its offering with the launch of GrabFood (The Malaysian Reserve, 2018a). Grab does not even provide ride-hailing service but also provides the delivery service. Rahimi from The Malaysian Reserve (2018b) has mentioned that GrabFood has over 300 merchants and has about 400,000 ride-sharing drivers in 27 towns around Malaysia. As indicated by Suhana & Radziah, (2018) Mammam Deliveries is a company that sets up its own kitchen and prepares many kinds of local food such as Malay, Chinese and Indian food, Thai, and vegetarian dishes. Besides, Mammam Deliveries was of good quality in terms of its system and service.

On the other hand, Dazmin & Ho (2019) stated that by Okumus & Bilgihan, (2014) indicated that the online ordering mechanism becomes efficient when restaurants operate their business with the internet. The variety of food delivery applications can help consumers to make a comparable item of service quality, food quality, and convenience on online food delivery services. Besides, those items lead to the customer satisfaction in using online food delivery services.

## **2.2 INDEPENDENT VARIABLES**

### **2.2.1. Food Quality**

Food quality refers to overall food performance in order to satisfy customer needs and is considered an important part of the restaurant's customer experience. Food quality is commonly accepted as an important factor in determining a restaurant's level of customer satisfaction (Ha & Jang, 2010). Sulek & Hensley (2004), mentioned that the common characteristics used by customers to assess food quality are appeal, safety and dietary factors. Besides, food quality is considered to be a fundamental aspect that impacts the experience of customers with the restaurant (Namkung & Jang, 2007). Liu et al., (2017), stated that food service and food quality are described as important elements that impact the experience of a customer with the restaurant and the quality of food usually comes as the primary factor deciding the preference of a restaurant for a customer. Moreover, Namkung & Jang (2017) mentioned that food quality factors are determined by menu variation, health, food appearance, freshness, and taste and food temperature. Quality of food also can be determined by utilizing the menu, presentation, size, and variety (Liu, Lee & Hung, 2017).

Based on Peri (2006), food quality is a required condition for fulfilling consumer needs and expectations. In other words, food quality can also affect the satisfaction and intention to

purchase and recommend the restaurants which is an indicator of customer's loyalty. As proven, the quality of food plays a key role in affecting customer loyalty, the propensity to revisit and the acceptance of a restaurant (Namkung & Jang, 2007). Thus, food quality can also be defined as an important factor influencing customer experience in the purchasing of food (Sjahroeddin, 2018). Furthermore, the most important characteristics influencing the purpose of using online food delivery services are order conformity, delivery quality, food quality and cost. (Elvandari et al., 2018). Besides, food quality and service reliability are correlated with satisfaction, impacting the adoption of online food delivery services (He et al., 2018). Chamhuri (2015) also stated that the preferences of consumers in food selection are focused on many sensory features such as taste and texture, as well as non-sensory features such as fitness, religion and ethics.

### **2.2.2. Service Quality**

Service quality is a poly structure which involves the dimensions of tangibles, efficiency, responsiveness, assurance and empathy as captured in the Servqual tool. Usually, service quality is the type of customer perception during the buying process and also when the product or service being provided is recognized as a gap model, which is a contrast between the customer's perception of perceived service and their expectations (Parasuraman, Zeithaml & Berry, 1998). Besides, service quality is a measure of how well the service level delivered matches customers expectation (Lewis & Boom, 1983). According to Eresia-Eke, Stephanou and Swanepoel (2018), mentioned that a prime factor for distinguishing between performing and non-performing business establishments may be the level of service quality that accompany the offerings of a company. Furthermore, Lethinen and Lethinen's (1982) also had stated that service quality is produced in the interaction between a customer and elements in the service organizations. It can lead to an emotional reaction manifested in the satisfaction or dissatisfaction with the products or services purchased (Woodruff et al., 1983).



Based on the Sasser, Olsen & Wyckoff (1978), mentioned that service performance has three distinct dimensions: levels of materials, facilities and employees. This trichotomy is the idea that more than outcomes are involved in service quality. Besides, it also includes the manner in which the service is delivered. Smith & Houston (1982) stated that the satisfaction with services related to confirmation or disconfirmation of expectations. Therefore, the online food delivery services should take care about their service quality to maintain their customers. It is because if the value of what they receive is determined to be comparatively better than expected from competitors, customers may remain loyal to a service organization (Zeithaml & Bitner, 1996). Furthermore, customers value the benefits of maintaining the relationship (Zeithaml et al., 1996) and the customers commonly desire personalized and close relationships with service providers (Parasuraman et al., 1991). Hence, service customers play an important role to maintain the customers' loyalty.

### **2.2.3. Convenience**

Convenience of service and customer satisfaction are closely connected to each other (Sieder et al., 2000; Colwell et al., 2008) and It will help businesses to better understand the attitude of consumers regarding the use of time and effort at various levels, as there is a difference between customer expectations and the service offering (Mehmood et al., 2017). Brown (1990), mentioned that the customer will always be looking for convenience in the service and desiring a more comfortable lifestyle. Besides, Yeo et al., (2017) suggested that convenience, utility of post-use, hedonic incentive, saving costs, saving time, previous experience, consumer attitude and behavioral intent are positively connected to each other. Moreover, convenience can also influence consumer's satisfaction and behavioural intentions (Catarina, 2018). In the context of online food delivery services, convenience is defined as the perceived time, value and effort required to facilitate the use of online food delivery services (Chai & Yat, 2019). Convenience also one of the main motivations for consumers to accept



electronic technology is that customers must be persuaded of its usefulness before they are prepared to adopt this technology (Jiang et al., 2011).

Furthermore, convenience can influence the frequency of customers to repeat their services because it was an accessibility of service providers at convenient hours that are powerfully influencing customer satisfaction (Seiders et al., 2007). Based on Berry et al., (2002) there are 5 services convenience extents have been playing a major role in customer satisfaction and company's success and will give the core benefit of the service for their customer's experience. Besides, transaction convenience also needs to be approached by the service provider because the customer will be more concerned about the transaction convenience to prevent cybercrime (Mehmood et al., 2017). Jiang et al., (2013) also mentioned that there are 5 major dimensions of shopping convenience: access, search, evaluation, transaction and possession/post-purchase. As mentioned by Evanschitzky et al., (2004), the convenience is also one of the major antecedents of the online customer's satisfaction. Therefore, the customer's convenience can influence them to revisit the online food delivery services.

### **2.3 DEPENDENT VARIABLE**

Dependent variables (DV) are the variables that just depend on some sense that the researcher is interested in understanding and interested predicting in the future (Flannelly, Flannelly, & Katherine). Therefore, this research is to study the customer satisfaction of online food delivery services.

### **2.3.1 CUSTOMER SATISFACTION TOWARDS ONLINE FOOD DELIVERY SERVICES**

There is no standard meaning of customer satisfaction all over the literature and the customer expectations and perceptions have different levels (Annaraud, & Berezina, 2020). Customer satisfaction can be defined as an indicator to all customers to choose the best online food delivery services and it's such a feedback for sellers to improve their deficiency. Thus, long-term business success because of customer service was satisfied.

Food quality is very important for the customer's satisfaction to retain profits and might rise up. The past study also shows food quality is the main reason restaurants survive. According to Suhartanto, et al. (2018), the ingredients, taste, and nutrition have a big impact on their satisfaction experience and also their purpose to repurchase to the restaurant. On online food delivery services, the food appearances that are attractive will easily boost customers' wish to buy even if they are satisfied or dissatisfied with them. Psychological satisfaction when the food order was delivered, their reaction might be different with the promotion picture (Marinkovic, 2014).

Besides quality of food, the services of online food make customers desire too. Customer loyalty can be maintained with interesting and easy to surf websites, persuade them to revisit the web and social media. (Jeon and Jeong, 2017). The payment system also helps customers and sellers to make transactions, it just transfers through online banking. No need to use checks, credit cards or cash to pay the services or physical goods because consumers use mobile devices to pay (Liao and Yang, 2020).

## 2.4 CONCEPTUAL FRAMEWORK

The research model used for this study is to measure the customer satisfaction towards online food delivery services. Moreover, food quality, service quality and convenience determine the customer satisfaction towards online food delivery services which will be used in this study to test the hypothesis.

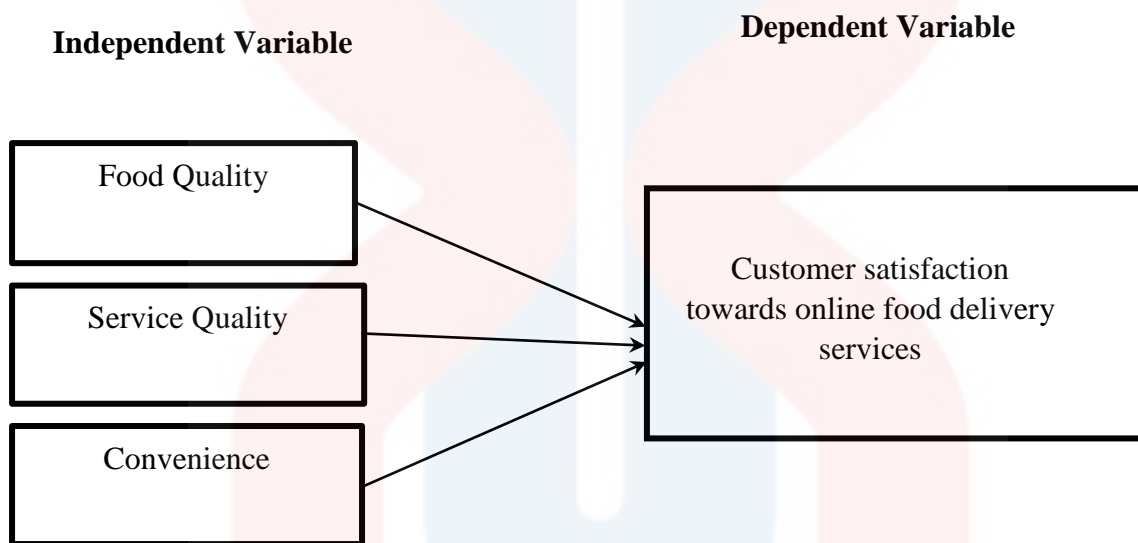


Figure 1: Conceptual Framework

Source: Framework adopted from Yusof (2016)

Based on Figure, the researcher will determine the relationship between independent variable and dependent variable. The independent variables are food quality, service quality and convenience. The dependent variable is customer satisfaction towards online food delivery services. The framework shows that food quality, service quality and convenience are all equally important drivers of customer's satisfaction towards online food delivery services.

## **2.5 HYPOTHESIS**

Based on the article, there is a relationship between the customer satisfactions towards online food delivery services. This study will examine customer satisfaction towards online food delivery services. Based on the article that has been reviewed, the hypothesis of this study can be summarized in the following way:

H1: There is a relationship between food quality and customer satisfaction towards online food delivery services.

H2: There is a relationship between service quality and customer satisfaction towards online food delivery services.

H3: There is a relationship between convenience and customer satisfaction towards online food delivery services.

## **2.6 SUMMARY**

In this chapter, the dependent variable that the researchers have chosen is customer satisfaction towards online food delivery services. The three independent variables that are included in the research are food quality, service quality and convenience. From this study, customers will be affected by the possibility of one or all of the independent variables. The researcher also agrees that the three independent variables will have a significant impact on customer satisfaction towards online food delivery services. The following chapter addresses the types of approaches used by the researchers to investigate the study's outcome. Thus, in order to achieve better results for the analysis, the researchers can narrow down the goal of the study.

## **CHAPTER 3**

### **METHODOLOGY**

#### **3.1 INTRODUCTION**

In this chapter, it will emphasize the procedures that are contained in the research. This chapter includes the research design, target population and sample size, sampling method and procedure, data collection, research instrument and research instrument design, and lastly data analysis. Briefly, it consists of a summary for each process and statistical procedure used to test the hypotheses. Researchers will perform a survey to collect information and apply analytical techniques to find out the pattern of that data in order to investigate the study hypotheses. This chapter will determine the appropriate method to be used in collecting data. The data collection in surveys will be used to test the hypothesis of the study.

#### **3.2 RESEARCH DESIGN**

The design of research can be defined as the plan to answer the research question. It is to answer the question like who, how much, where, what, how and how many it includes the analysis of numerical data using specific statistical techniques. Based on Abutabenjeh & Jaradat (2018) mentioned that Babbie (2004) has stated that research design also considered a plan that the researcher needs to determine what to observe and analyse, why and how and by Creswell (2008) research design is a plan to conduct the research. In this study, a quantitative method will be used to gain all the data through questionnaires.

Quantitative research is a structured way of collecting and analysing data obtained from different sources (SIS International, 2018). According to Rahi (2017), quantitative approach

for data research, pre-defined techniques and searching for samples to target population are used to perform research using survey questionnaires.

In this research, the researchers will identify the determinant customer satisfaction towards online food delivery services. Then, the descriptive research will be used to gather the data through questionnaires that will be obtained from the respondents and it can be used to explain the data.

The purpose of a research design is to ensure that evidence generated from the data would be able to answer the research question. Therefore, descriptive research would be able to answer the question of who, where, what, how and when of a particular issue or situation. As stated by Atmowardoyo (2018), descriptive research is defined as a research method used to describe the existing phenomena as accurately as possible.

### **3.3 TARGET POPULATION**

The target population of this research is the customers those who have been used online food delivery services. As stated by Department of Statistic Malaysia (2020), Malaysian's population in 2020 is estimated at 32.7 million. The total population in Malaysia includes bumiputra, Chinese, Indians, others and non- Malaysia citizens. Therefore, the online food delivery services are used by all Malaysian either Bumiputra, Chinese, Indians or non-Malaysia citizens. Moreover, the online food delivery services are very popular among city areas especially in Kuala Lumpur and Selangor which are this area was the largest city where the majority of people at there was busy with their schedule of work life. Most of the online food delivery services, their company was started the business and launched their services in Kuala Lumpur and Selangor such as FoodPanda, UberEat and GrabFood. Thus, this research

is targeted to the customers in the age of group 15 years and above who usually used the online food delivery services.

### **3.4 SAMPLE SIZE**

Sample size is usually determined by the number of populations. Based on Salant & Dillman (1994), four factors will determine the size of the sample which are how much sampling error can be tolerated, population size, how varied the population is with regard to interest characteristics, and the smallest subgroup within the sample for which estimates are required. For this research, the researchers have been focusing on the satisfaction of customers towards online food delivery services. According to Krejcie & Morgan (1970) the population of more than 1000000 the required sample is 384.



Table 3.1 Table for determining sample size of a known population

<i>N</i>	<i>S</i>	<i>N</i>	<i>S</i>	<i>N</i>	<i>S</i>
10	10	220	140	1200	291
15	14	230	144	1300	297
20	19	240	148	1400	302
25	24	250	152	1500	306
30	28	260	155	1600	310
35	32	270	159	1700	313
40	36	280	162	1800	317
45	40	290	165	1900	320
50	44	300	169	2000	322
55	48	320	175	2200	327
60	52	340	181	2400	331
65	56	360	186	2600	335
70	59	380	191	2800	338
75	63	400	196	3000	341
80	66	420	201	3500	346
85	70	440	205	4000	351
90	73	460	210	4500	354
95	76	480	214	5000	357
100	80	500	217	6000	361
110	86	550	226	7000	364
120	92	600	234	8000	367
130	97	650	242	9000	368
140	103	700	248	10000	370
150	108	750	254	15000	375
160	113	800	260	20000	377
170	118	850	265	30000	379
180	123	900	269	40000	380
190	127	950	274	50000	381
200	132	1000	278	75000	382
210	136	1100	285	1000000	384

Note.—*N* is population size. *S* is sample size.

Source: Krejcie & Morgan, 1970

Source: Krejcie & Morgan (1970).

### 3.5 SAMPLING METHOD

The sampling method involves getting participants wherever you can find them and typically wherever is convenient (Evanschitzky et al., 2007). Sampling methods are divided by two types which are probability and non-probability. According to Taherdoost (2016), probability sampling can be defined as every item in the population has an equal chance of being included in sample and non-probability means the often associated with case study research design qualitative research. Thus, the selection participants of this study used by the researchers are a convenience sampling method which is a non-probability type.



According to Dornyei (2007), convenience sampling is such a type that is easy accessibility, geographical proximity, availability at a given time or the willingness to participate are included in this study. Besides, convenience sampling can also regard accidental samples because the elements may be selected in the sample simply as they just happen to be situated, spatially or administratively near to the researchers that conduct the data collection (Etikan et al., 2016). As stated by the Department of Statistics Malaysia, the population is estimated at 32.7 million in 2020 compared to 32.5 million in 2019. Thus, this method is useful for this research, in which the researcher will collect the unknown data from their respondents.

### **3.6 DATA COLLECTION**

Data collection has two categories which are primary and secondary data. According to Hox et al., (2005), primary data is collected for the specific research problem at hand using procedures that fit with the research problems. Besides, the secondary data is the material collected by the other researchers that is available for reuse by the general research community. Data may be used for the description of the contemporary and historical attributes, to comparative research or the replication of the original research, reanalysis the data, research design and methodological advancement and it is used for learning and teaching.

In this study, the researchers used a quantitative collection method by using the questionnaires and surveys as the secondary data to collecting them. Furthermore, quantitative data collection methods are based on mathematical calculations. Therefore, the data obtained is usually seen as more objective and reliable than qualitative (Nemanja, 2019). The data is collected through the questionnaires and it is including 384 participants that are selected to answer the questionnaires given. The questionnaires will be separated into 3 sections which are section A, B and C and it is represented in dual languages which are English and Malay. Thus,

it is easier for the participants to answer the questionnaires. By using the quantitative data collection method, the researchers will be easier to make analysis and compare for the data that was obtained.

### **3.7 RESEARCH INSTRUMENT**

The data collected will be analysed using a quantitative approach. This quantitative research will concentrate on gathering numerical data and generalizing it over groups of people or to express a particular phenomenon. All over the Malaysians are the target population to conduct this questionnaire. The information taken when the respondents cooperate to answer all questions in the questionnaire. The questionnaire set will be in three sections which consists of Section A, Section B, and Section C. Respondents have choices to answer the questionnaire with close-ended questions. Questionnaire method use for quantitative research that focuses on statistical analysis of numerical data collected through the use of large-scale survey research (Ponto, 2015).

In Section A, respondents will answer questions related to demographic profile such as gender, age, race, monthly income, marital status and frequency of buying online food in Malaysia. The nominal scale will be used in this section. A nominal scale is used to place data into categories, without any numerical value to it.

Section B and Section C is about ordinal scale. Ordinal scales is to measure preferences or opinions by deciding how much the respondent satisfies, how much the respondent agrees or disagrees with a statement, and others. The Section B questions which are related with independent factors such as food quality, service quality and convenience. Each factor will contain six questions. There are six questions answering to dependent variables and will be provided in the Section C. Omar, Juhdi, Ahmad & Nazri (2014); Annaraud & Berezina (2020);

Suhartanto et al., 2018; Azizul et. al., (2019); Roh & Park (2019); Bacao & Zhao (2020) has been referred to adopt the questionnaires for this research by measuring the food quality, service quality and convenience of customer's satisfaction towards online food delivery services.

### 3.7.1 RESEARCH INSTRUMENT DESIGN

The original Likert Scale is a real or hypothetical situation under study that is offered by a set of statements (items), to show participants' level of agreement (from strongly disagree to strongly agree) using a metric scale using the given statement (Joshi et al., 2015). According to Hartley & Betts (2013) the left side high positive means scales started, when the English respondents showed that slightly higher scores are gained on the topic in question. From low to high scale items are usually rated, with the positive pole on the right and the negative one on the left. Moreover, for study which has several variables are suitable for Likert's Scale 6 point (Rungson, 2010). For simplicity and ease of administration, the study will use Likert's scale 6-point as the structure for the questionnaire. The Likert scale from 1 which imply 'Strongly Disagree' to 6 which imply 'Strongly Agree'. The scale will be used in Section B of the questionnaire based on Figure 3.2.

**Strongly Disagree**

**Strongly  
Agree**

Figure 3.2: Likert's Scale Six Point

Source: Adopted from Guttentag, D., Smith, S, Potwarka, L., & Havitz, M., 2017; Tomoko & David, 2013

Table 3.2: Overview of Research Instrument

Section	Variables	Item	Authors
A	Demographic profile	5	Omar, Juhdi, Ahmad & Nazri (2014)
B	Food Quality	5	Suhartanto et al., 2018; Annaraud & Berezina (2020)
	Service Quality	5	Suhartanto et al., 2018; Bacao & Zhao (2020); Roh & Park (2019)
	Convenience	5	Azizul et. al., (2019); Roh & Park (2019)
C	Customer Satisfaction on OFD	5	Bacao & Zhao (2020); Annaraud & Berezina (2020)

Table 3.3: Questions to Be Used in Section B of the Questionnaire

Variables	Items	Descriptions	References	Measurement
Independent Variable 1: Food Quality	F1	Food presentation is visually attractive	Suhartanto et al., 2018; Annaraud & Berezina (2020)	Likert's Scale 6 Point
	F2	The food ordered on online food delivery apps delivered in correct temperature		
	F3	The food offered on online food delivery apps are safe to eat		
	F4	Food offer in the online food delivery consists of a variety of foods		
	F5	The food provided in the food delivery app is delicious and satisfied my taste		

	F6	I was satisfied with the quality of food that I ordered		
Independent Variable 2: Service Quality	S1	Food delivery is made on time	Suhartanto et al., 2018; Bacao & Zhao (2020); Roh & Park (2019); Annaraud & Berezina (2020)	Likert's Scale 6 point
	S2	I believe online payments are safe and secure		
	S3	I expect the food delivered through online food delivery apps is packed properly.		
	S4	I am likely to be influenced by offer available on online food delivery apps.		
	S5	I believe online food delivery service is time-efficient.		
	S6	The food application has clear information stated.		
Independent Variable 3: Convenience	C1	I prefer to eat meals that can be prepared quickly.	Azizul et al., (2019); Bacao & Zhao (2020); Roh & Park (2019)	Likert's Scale 6 point
	C2	I find the chat bot support system on online food delivery apps is easy to use.		
	C3	I find online food delivery apps is flexible and easy to use.		
	C4	I often find it difficult to use certain online food delivery apps at certain area.		
	C5			

		The food application is easy to access everywhere in any time.		
	C6	The food application design is clear and systematically.		

Table 3.4: Questions to Be Used in Section C of the Questionnaire

Variables	Item	Description	Reference	Measurement
Dependent Variable: Customer Satisfaction on OFD	D1	The convenience factor influences me to buy food using food delivery apps.	Bacao & Zhao (2020); Annaraud & Berezina (2020)	Likert's Scale 6 point
	D2	I am satisfied with food delivery apps efficiency especially during the COVID-19 pandemic.		
	D3	I will rate high for the excellent services using the food delivery apps.		
	D4	I have never experienced any problems while using the online food delivery app.		
	D5	My order was accurate with the delivered food.		
	D6	The speed of services satisfied me.		

### **3.8 PILOT TEST**

The survey was pilot-tested before to the data collection in Section B and Section C. According to Wen & Kwon (2017) some of respondents and participants who answered the questions, utilized filtering mechanisms to the inclusion criteria and reliable data. Minimum 10 respondents needed for conducting a pilot test (Saunders, Lewis & Thornhill, 2007). A pilot test will be conducted with 30 selected respondents from customers who are satisfied with online food delivery services to test the validity of the questionnaire in this study.

### **3.9. DATA ANALYSIS**

Data analysis is a process of using a statistical practice to organize, describe, represent, evaluate, and interpret data. Firstly, it is important to clearly understand the aim of this research when conducting the analysis. The tool that is used in this study to analyse the data collected is known as Statistical Package for Social Science (SPSS), version 24. SPSS is a software that is able to explain the relationship between independent variables and dependent variables in terms of descriptive analysis and correlation. SPSS is able to process the data collected from respondents in Penang into useful information. The software processes large datasets efficiently and helps researchers to perform complex statistical analysis. Therefore, it is useful for the researcher and the reliability analysis would help in data analysis. There are three forms of data analysis which are reliability analysis, descriptive analysis, Pearson's Correlation Coefficient.



### 3.9.1 RELIABILITY ANALYSIS

Reliability analysis is a way of estimating the quality of the measurement procedure used to collect data in a research or thesis. Consistent results with equal value are the result normally given by reliability (Blumberg et al., 2015). For the results from a study to be considered valid, the measurement procedure must first be reliable. Reliability is concerned with consistency or how far to the questions used in a survey which is the same kind of information each time the respondent has been asked. This is important when it comes to track and compare the results with past internal surveys and benchmarks from external sources. Cronbach's Alpha are used in testing the consistency of internal and measuring the scale of reliability in this research. According to George & Mallery (2016), value that is less than 0.4 is considered unacceptable and value more than 0.9 is considered a reliable result. The internal consistency reliability of an item is higher when the value is close to 1. The Rules of thumb of Cronbach's Alpha Coefficient Range is shown below.

Table 3.5: Cronbach's Alpha Coefficient Range

Cronbach's Alpha Range	Level of Reliability
$\alpha > 0.9$	Excellent
$\alpha > 0.8$	Good
$\alpha > 0.7$	Acceptable
$\alpha > 0.6$	Questionable
$\alpha > 0.5$	Poor
$\alpha < 0.4$	Unacceptable

Sources: Adopted from George & Mallery (2016)



### **3.9.2 DESCRIPTIVE ANALYSIS**

Descriptive analysis was used to describe the basic features of the data in research. It helps the researcher to summarize the data that collected and find patterns. It involves meaning which is the set of values' numerical average, namely Median. A common value in a set of values is mode and percentage is normally used to express how a group of respondents are related to the data. Meanwhile, standard deviation and interquartile range can show how respondents react to items stated in the questionnaire. It is useful to summarise respondents' profile in Section A where respondents will answer some background information such as gender, age, races, working status and frequency of ordering food using the online food delivery services. Thus, it can be used to identify and analyse the factors that determine customer's satisfaction towards online food delivery services.

### **3.9.3 PEARSON CORRELATION COEFFICIENT**

Correlation can be used as a method to investigate the relationship between two variables in statistical terms. Pearson Correlation Coefficient ( $r$ ) is used to measure the strength and the significant relationship between independent variables which are food quality, service quality and convenience respectively and dependent variable which is the satisfaction of customers towards online food delivery services. Thus, the mutual influence between two variables for the study can be tested through correlation analysis (Mukaka, 2012).

A perfect linear relationship is formed when the correlation coefficient is either -1 or +1. When no linear relationship is formed between the independent and dependent variables, the correlation coefficient is zero, meaning there is no relationship between two variables. Pearson's correlation is able to understand whether there is an association between the two variables. The thumb of rule for Pearson's Correlation Coefficient is shown below.

Table 3.6: Pearson's Correlation Coefficient

Correlations	Value
Perfect Positive Correlation	+1
No Correlation	0
Perfect Negative Correlation	-1

Sources: Adopted from Mukaka (2012)

### 3.10 SUMMARY

In conclusion the researcher will use a convenience sampling method to select the sample size of 384 respondents from the population since the population is straightforward and representing the whole population in Malaysia. Quantitative approach is used to form questionnaires and from the research, the relationship between independent variables and dependent variables will be observed through data collection. This research can be used as a reference on determination of customer's satisfaction towards online food delivery services.

## CHAPTER 4

### RESULTS AND DISCUSSION

#### 4.1 INTRODUCTION

In this research, there were four types of data analysis has been used are Reliability analysis, Descriptive analysis, Univariate Analysis and Pearson Correlation Analysis. The methods that are mentioned in Chapter 3 were used to collect the data and achieve the findings of this research. The results of data analysis will be presented in Chapter 4 and data analysis will be analysed in relation to the research objectives and research problem. The Statistical Package for Social Science (SPSS) version 26.0 was used to analyse the data. The data collected was based from the 384 respondents in the survey.

#### 4.2 RESULT RELIABILITY ANALYSIS

Reliability analysis was used to measure the reliability of the questionnaires. The data was tested using Cronbach's Alpha analysis to ensure the reliability and interior reliability of the information. The table below showed the Rules of Thumb of Cronbach's Alpha coefficient size according to George & Mallery (2016).

Table 4.2: Cronbach's Alpha Coefficient Range

Cronbach's Alpha Range	Level of Reliability
$\alpha > 0.9$	Excellent
$\alpha > 0.8$	Good
$\alpha > 0.7$	Acceptable
$\alpha > 0.6$	Questionable
$\alpha > 0.5$	Poor

$\alpha < 0.4$	Unacceptable
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Sources: Adopted from George & Mallery (2016)

#### 4.2.1 RELIABILITY ANALYSIS (PILOT TEST)

Pilot test were conducted before collecting the actual data from 384 respondents. A pilot test was carried out from 30 respondents and the questionnaire also distribute through an online survey method. Thus, the purpose of this pilot test was to obtain the validity of the variables. Reliability test was conducted to independent variables (IV) and dependent variable (DV).

Table 4.2.1: Result Reliability of Cronbach's Alpha (Pilot Test)

Variables	Number of items	Cronbach's Alpha	Level of reliability
Food quality	6	0.805	Good
Service quality	6	0.779	Acceptable
Convenience	6	0.739	Acceptable
Customer satisfaction towards online food delivery service.	6	0.795	Acceptable

Table 4.2.1 shows the Cronbach's Alpha values of the questionnaire were in between the range of low acceptance level (0.739) to very high acceptance level (0.805). A total number of three independence variable has been tested using reliability Cronbach's Alpha. The first independence variable which is Food Quality found to be very reliable (6 items;  $\alpha = 0.805$ ). Meanwhile, Service Quality which is independence variable found to be high in the strength of Correlation (0.779). However, Convenience is in low acceptance (6 items;  $\alpha = 0.739$ ) but it still a good reliable. Furthermore, the dependent variable, Customer Satisfaction Towards Online

Food Delivery Services found to be good reliability (6 items;  $\alpha = 0.795$ ). Therefore, the result shows the reliability is very good too. Hereby, it can be concluded that all the variables carried out for this study was good and excellent. Then, the data were considered suitable for further analysis.

#### 4.2.2 RELIABILITY ANALYSIS FOR INDEPENDENCE VARIABLES AND DEPENDENT VARIABLE FOR 384 RESPONDENTS

Table 4.2.2: Result of Reliability of Cronbach's Alpha for the variables.

Variables	Number of items	Cronbach's Alpha	Level of reliability
Food quality	6	0.794	Acceptable
Service quality	6	0.780	Acceptable
Convenience	6	0.723	Acceptable
Customer satisfaction towards online food delivery services	6	0.802	Good

Table 4.2.2 shows the Cronbach's Alpha values of the questionnaire were in between the range of low acceptance level (0.723) to very high acceptance level (0.802). A total number of three independence variable has been tested using reliability Cronbach's Alpha.

There were six questions used in measuring the food quality variable that influenced customer satisfaction towards online food delivery services. Table showed that Cronbach's

Alpha result for this section's question was 0.794 are acceptable. Thus, the coefficients obtained for the questions in the food quality variable are reliable.

Next, there were six questions in measuring the service quality variable that influenced customer satisfaction towards online food delivery services. The result of Cronbach's Alpha coefficient that showed in this section is 0.780 which is indicated as acceptable. Thus, the coefficients obtained for the questions in the service quality variable also reliable.

Furthermore, in measuring the convenience variable that influenced customer satisfaction towards online food delivery services, six questions were used. The Cronbach's Alpha result for this section's question was 0.723 which resulted as acceptable. Therefore, the coefficients obtained for the questions in the convenience variable were reliable too.

Lastly, in measuring the customer satisfaction towards online food delivery services, six questions were used and the Cronbach's Alpha result for this section's question was 0.802 which indicated very well. Therefore, the coefficients obtained for these questions in measuring the customer satisfaction towards online food delivery services were the most reliable among all the variables.

Since, the Cronbach's Alpha charge for the variables had exceeded 0.7, it shows that questionnaires are highly reliable and can proceed with the study. All the reliability has proven that the respondent understood the questions provided well and this means the questionnaires has been accepted for this study.

#### **4.3 RESULT OF DESCRIPTIVE ANALYSIS**

A descriptive analysis was conducted on the data of section A for the purpose of summarising the background information on demographic profile of the respondents that were involved in this study. Descriptive analysis also was conducted based on the data collected

from the 384 respondents on section A. In this study, there were a total of seven questions asked in Section A such as gender, range of age, races, marital status, monthly income, occupation and how many times respondents order online food in a week.

#### 4.3.1 Gender

Table 4.3.1 presents the gender distribution of a total of 384 respondents collected from the data collection.

Table 4.3.1: The gender of respondents

Gender	Frequency (N)	Percent (%)	Cumulative (%)
Female	296	77.1	77.1
Male	88	22.9	100.0
Total	384	100.0	

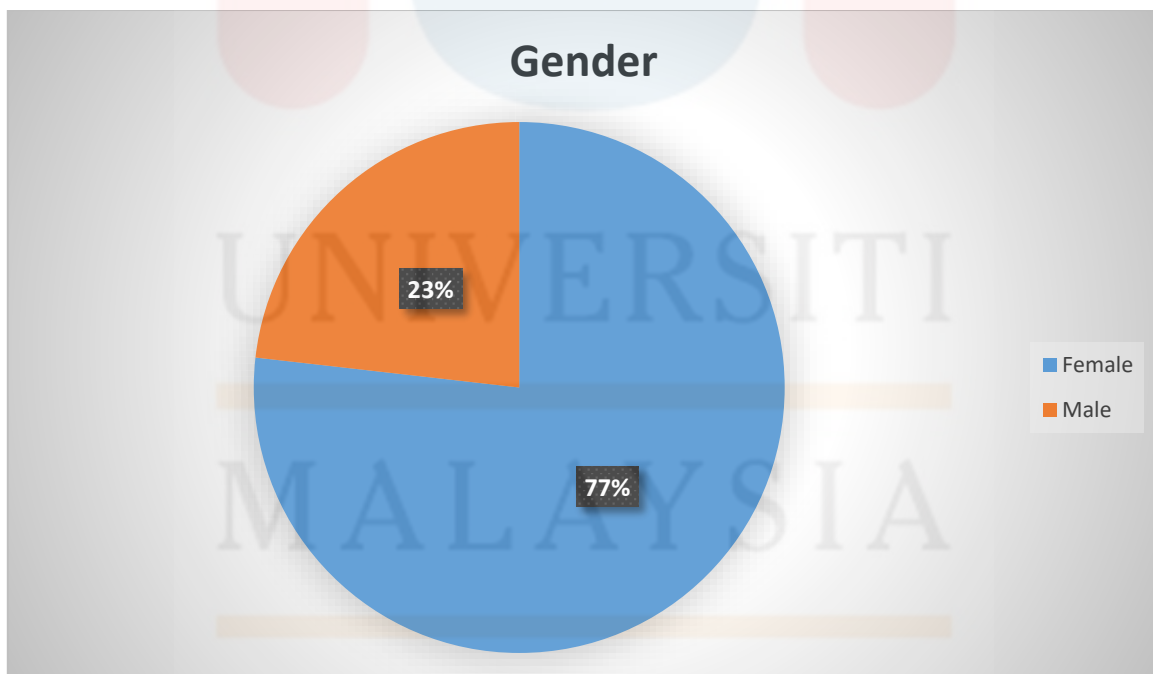


Figure 4.3.1: The percentage of gender



Based on the result from above, the pie chart shows the gender distributions of the respondents. There were a total of 384 respondents. In this study, female respondents were higher with 77.1% (N=296) response as compared to 22.9% (N=88) male.

### 4.3.2 Range of Age

Table 4.3.2 presents the range of age distribution of a total of 384 respondents collected from the data collection.

Table 4.3.2: The range of age of respondents

Range of age	Frequency (N)	Percent (%)	Cumulative (%)
31 – 40 years old	12	3.1	3.1
21-30 years old	300	78.1	81.3
Less than 20 years old	62	16.1	97.4
Above 51 years old	6	1.6	99.0
41 – 50 years old	4	1.0	100.0
Total	384	100.0	

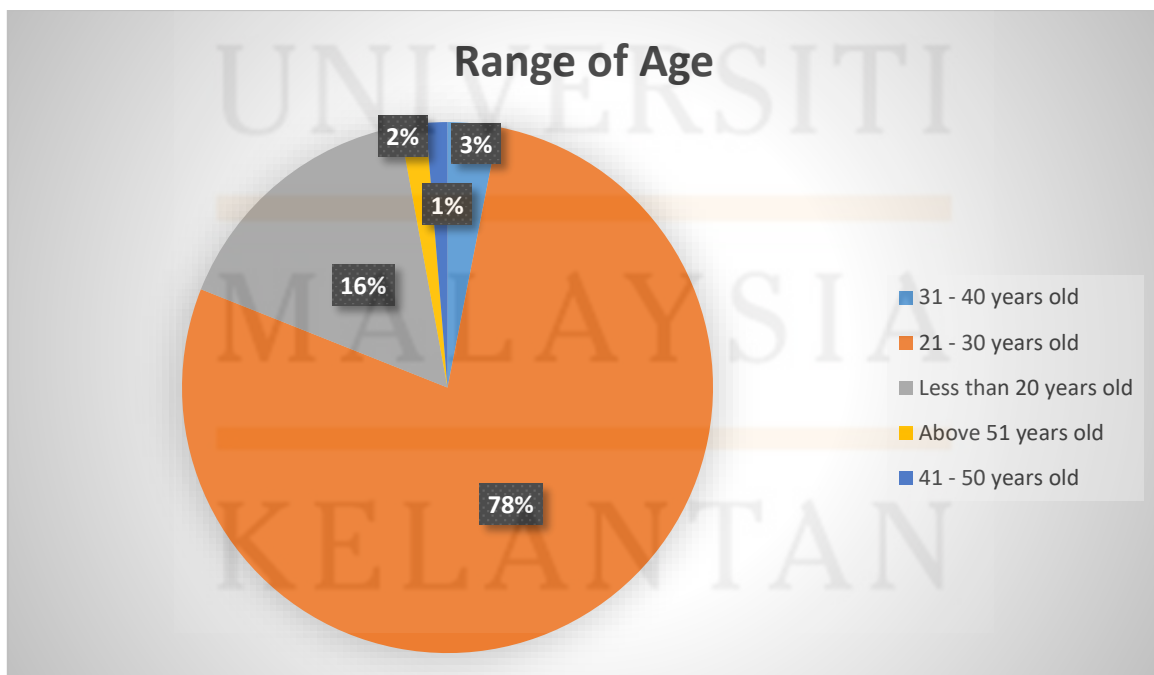


Figure 4.3.2: The percentage of range of age

Based on Table 4.3.2 and Figure 4.3.2, there were a total of five age categories. The result indicated that the majority of respondents were from the age group around 21-30 years old, which consists of 78.1% (N=300) out of total 392 respondents. Followed by the age group less than 20 years old which consists of 16.1% (N=62). While, there were 3.1% (N=12) fall under age group 31 – 40 years old. Next, there were 1.6% (N=6) who fall under the age group of above 51 years old. Meanwhile, the minority age group of 41-50 years old, consist of 1.0% (N=4).

### 4.3.3 Race

Table 4.3.3 presents the race distribution of a total of 384 respondents collected from the data collection.

Table 4.3.3: The race of respondents

Race	Frequency (N)	Percent (%)	Cumulative (%)
Malay	348	90.6	90.6
Others	28	7.3	97.9
Chinese	5	1.3	99.2
Indian	3	0.8	100.0
Total	384	100.0	

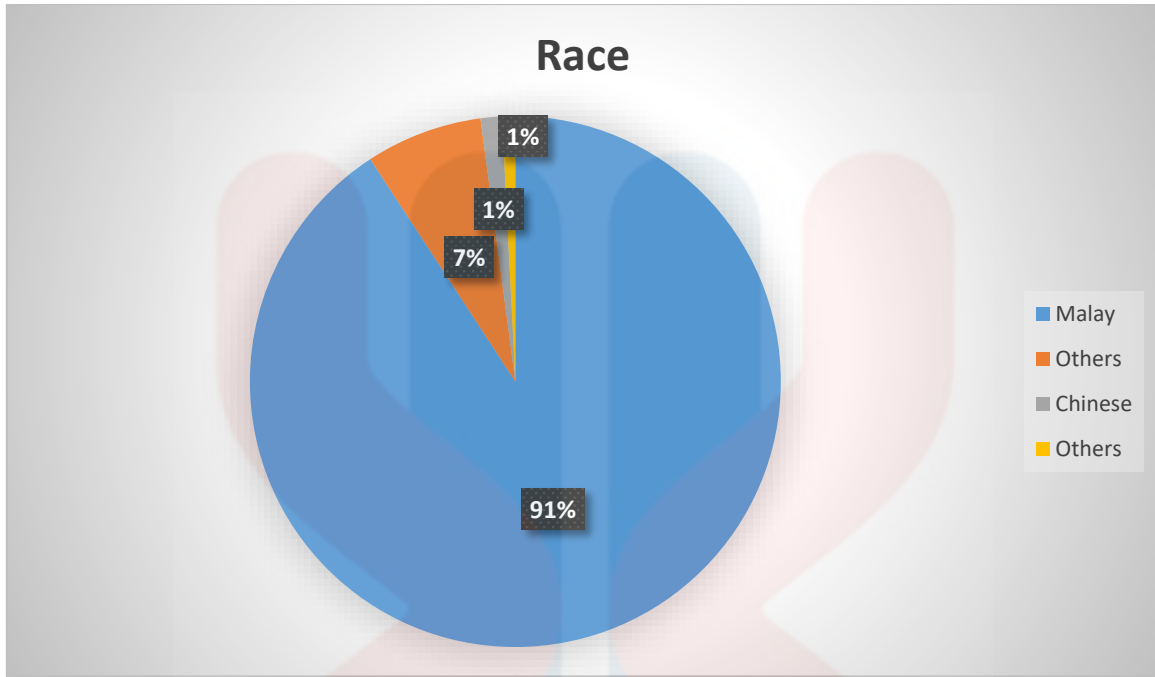


Figure 4.3.3: The percentage of race

Figure 4.3.3 shows race distribution among the respondents. The highest number of race groups who were involved in this study were Malay with 90.6% (N=348) respondents, followed by others with 7.3% (N=28) respondents. There were also Chinese with 1.3% (N=5) and Indian represented 0.8% (N=3) of total respondents.

#### 4.3.4 Marital Status

Table 4.3.4 presents the marital status distribution of a total of 384 respondents collected from the data collection.

Table 4.3.4: The marital status of respondents

Marital status	Frequency (N)	Percent (%)	Cumulative (%)
Married	34	8.9	8.9
Single	350	91.1	100.0
Total	384	100.0	

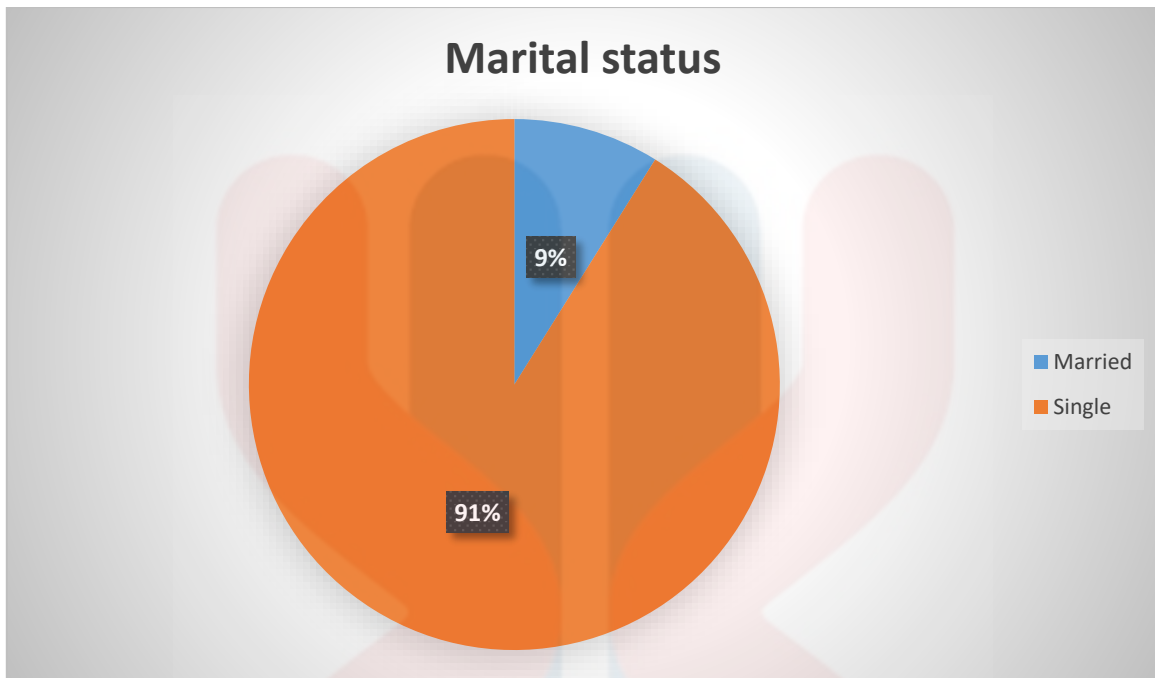


Figure 4.3.4: The percentage of marital status

Figure 4.3.4 represents the marital status distributions among the respondents. The total of 91.1% (N=350) reported that they were single. A total of 8.9% (N=34) from the total respondents were reported married at the time of survey.

#### 4.3.5 Monthly Income

Table 4.3.5 presents the monthly income distribution of a total of 384 respondents collected from the data collection.

Table 4.3.5: The monthly income of respondents

Monthly income	Frequency (N)	Percent (%)	Cumulative (%)
RM 3,000 – RM 4,999	6	1.6	1.6
Below RM 1,000	50	13.0	14.6
Not earning	276	71.9	86.5
RM 1,000 – RM 2,999	46	12.0	98.4
Above RM 5, 000	6	1.6	100.0
Total	384	100.0	

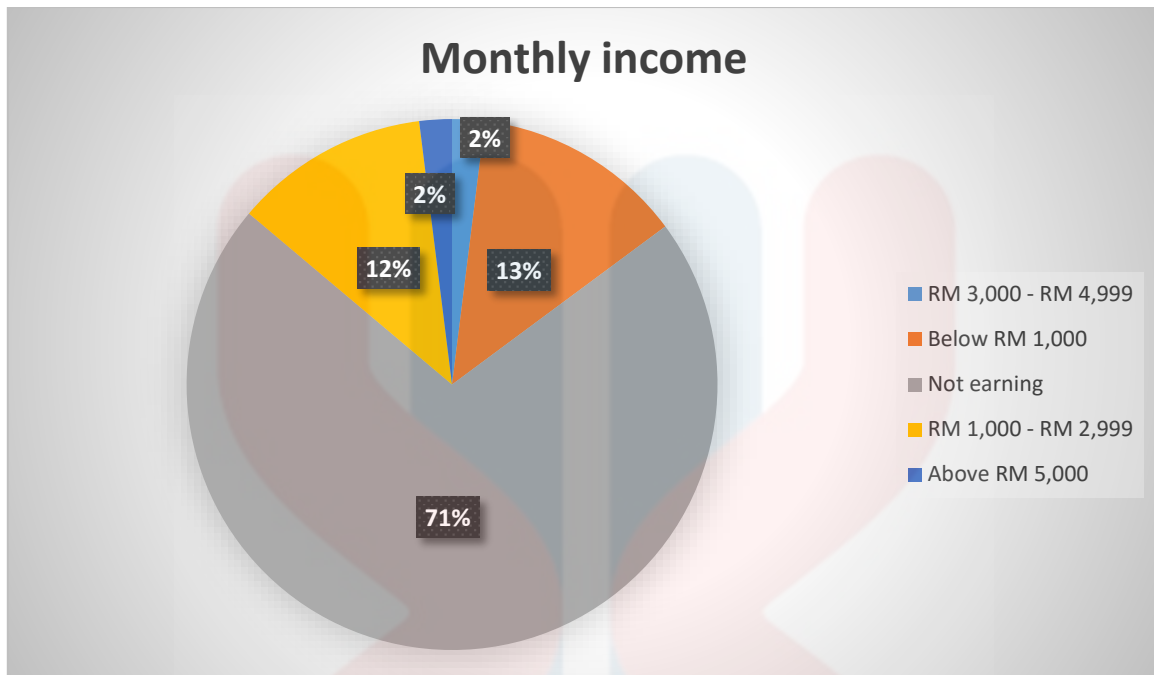


Figure 4.3.5: The percentage of monthly income

Figure 4.3.5 above shows that the percentage of monthly income among the respondents. There were a total of five monthly income categories. The result indicated the majority of respondents not earning income which is 71.9% (N=276) out of total 384 respondents. Followed by monthly income below than RM 1,000 which consists of 13.0% (N=50). Meanwhile, there were 12.0% (N=46) fall under RM 1,000 – RM 2,999 categories of monthly income. Next, the monthly income of around RM 3, 000 – RM 4,999 and income above RM 5,000 was the same of their percentage and frequency which is 1.6% (N=6).

#### 4.3.6 Occupation

Table 4.3.6 presents the occupation distribution of a total of 384 respondents collected from the data collection.

Table 4.3.6: The occupation of respondents

Occupation	Frequency (N)	Percent (%)	Cumulative (%)
Government sector	17	4.4	4.4
Student	318	82.8	87.2
Private sector	31	8.1	95.3
Self-employed	17	4.4	99.7
Others	1	0.3	100.0
Total	384	100.0	

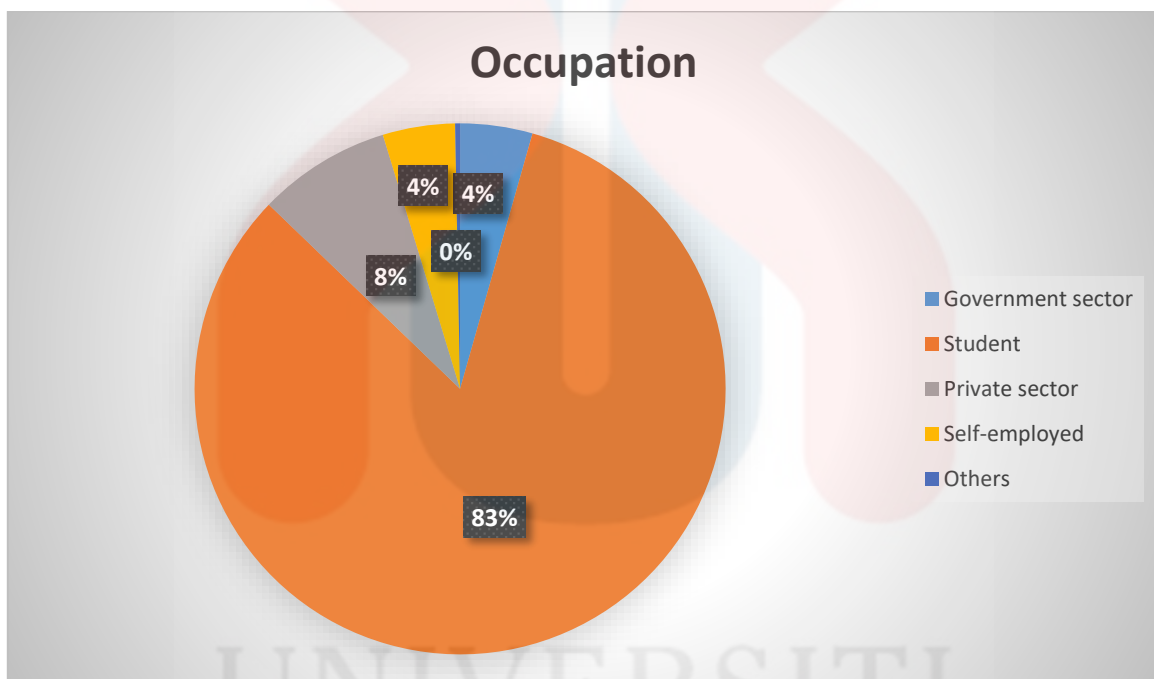


Figure 4.3.6: The percentage of occupation

Figure 4.3.6 shows the occupation of 384 respondents. The analysis showed that the highest number of respondents were students, 82.8% (N=318). The second highest percentage of occupation were private sector 8.1 % (N=31). Besides, others occupation consists of 0.3% (N=1). Meanwhile, the self-employed and government sector represented the same percentage and frequency of occupation which is 4.4% (N=17).

#### 4.3.7 How many times do you order online food in a week.

Table 4.3.7 presents how many times do you order online food in a week distribution of a total of 384 respondents collected from the data collection.

Table 4.3.7: How many times respondents order online food in a week

How many times do you order online food in a week	Frequency (N)	Percent (%)	Cumulative (%)
2 – 3 times	235	61.2	61.2
Never	113	29.4	90.6
6 times or more	16	4.2	94.8
4 -5 times	20	5.2	100.0
Total	384	100.0	

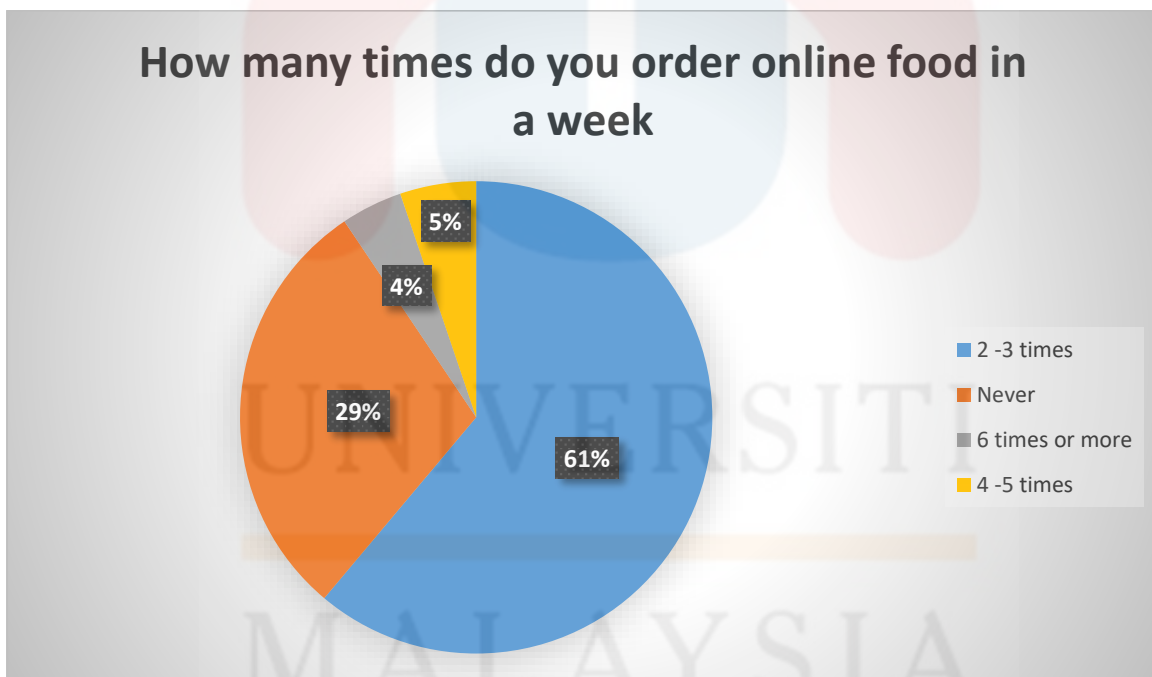


Figure 4.3.7: The percentage of how many times, respondents order online food in a week

Figure 4.3.7 above shows the percentage of how many respondents order online food in a week which has been classified into four continents. By referring to the chart and table above, shows that respondents order online food 2 – 3 times in a week has the largest percentage



with 61.2% (N=235) as compared to 6 times or more in a week which is the lowest with 4.2% (N=16). Following respondents never order online food 29.4% (N=113) and 4 -5 times in a week 5.2% (N=20) in between.

#### 4.4 RESULT OF INFERENCE ANALYSIS

##### 4.4.1 Univariate Analysis

The next part presents the result of univariate analysis conducted on the items for each variable reported in the form of frequency distribution, mean and standard deviation. All the items were measured using a five Likert scale which value: Strongly Disagree (SD), Disagree (D), Neutral (N), Agree (A) and Strongly Agree (SA).

##### 4.4.1.1 Food Quality

Table 4.4.1.1: Descriptive analysis for Food Quality

No.	Item	Frequency					Mean	S.D.
		SD	D	N	A	SA		
FQ 1	Food presentation is visually attractive.	2	6	57	172	147	4.19	0.778
FQ 2	The food ordered on online food delivery apps delivered in correct temperature.	3	26	118	151	86	3.76	0.903
FQ 3	The food offered on online food delivery apps are safe to eat.	0	3	49	158	174	4.31	0.719
FQ 4	Food offer in the online food delivery consists of a variety of foods.	1	8	25	124	226	4.47	0.733
FQ 5	The food provided in the food delivery app is delicious and satisfied my taste.	0	17	86	168	113	3.98	0.836
FQ 6	I was satisfied with the quality of food that I ordered.	1	14	84	177	108	3.98	0.820

Table 4.4.1.1 shows the frequency, mean and standard deviation for items used to measure the Food Quality. There were six questions measured with the highest mean of 4.47 for the item FQ4 on the statement ‘Food offered in the online food delivery consists of a variety of foods’. There were a total of 350 (91%) respondents strongly agree and agree on the item. Otherwise, the lowest mean with 3.76 was for respondent somewhat agreed that the intend to consume instant noodles when it could help them to save energy for the item FQ2. There were 30 (8%) respondents strongly disagree and disagree with the statement that ‘The food ordered on online food delivery apps delivered in correct temperature’. The mean value for FQ1, FQ3, FQ5 and FQ6 were 4.19, 4.31, 3.98 and 3.98 respectively.

#### 4.4.1.2 Service Quality

Table 4.4.1.2: Descriptive analysis for Service Quality

No.	Item	Frequency					Mean	S.D.
		SD	D	N	A	SA		
SQ 1	Food delivery is made on time.	5	25	92	164	98	3.84	0.921
SQ 2	I believe online payments are safe and secure.	3	17	75	127	162	4.12	0.922
SQ 3	I expect the food delivered through online food delivery apps is packed properly.	0	7	73	152	152	4.17	0.794
SQ 4	I am likely to be influenced by offer available on online food delivery apps.	2	20	56	136	170	4.17	0.902
SQ 5	I believe online food delivery service is time-efficient.	0	8	61	138	177	4.26	0.798
SQ 6	The food application has clear information stated.	2	21	76	159	126	4.01	0.891

Table 4.4.1.2 shows the frequency, mean and standard deviation for items used to measure the Service Quality. There were six questions measured with the highest mean of 4.26 for the item SQ5 on the statement ‘I believe online food delivery services is time-efficient’. There were a total number of 315 (82%) respondents strongly agree and agree on the item SQ5. Meanwhile, the lowest mean with 3.84 was for the item SQ1. There were 30 (8%) respondents strongly disagree and disagree with the statement that ‘I believe online payments are safe and secure’. The mean values for the four items for SQ2, SQ3, SQ4, and SQ6 were 4.12, 4.17, 4.17 and 4.01 respectively.

#### 4.4.1.3 Convenience

Table 4.4.1.3: Descriptive analysis for Convenience

No.	Item	Frequency					Mean	S.D.
		SD	D	N	A	SA		
C1	I prefer to eat meals that can be prepared quickly.	2	5	50	103	224	4.41	0.803
C2	I find the chat bot support system on online food delivery apps is easy to use.	4	17	83	155	125	3.99	0.897
C3	I find online food delivery apps is flexible and easy to use.	0	4	55	161	164	4.26	0.737
C4	I often find it difficult to use certain online food delivery apps at certain area.	12	23	104	109	136	3.87	1.062
C5	The food application is easy to access everywhere in any time.	8	28	79	143	126	3.92	0.999
C6	The food application design is clear and systematically.	1	5	67	174	137	4.15	0.766

Table 4.4.1.3 shows the frequency, mean and standard deviation for items used to measure the Convenience. There were six questions measured with the highest mean of 4.41 for the item C1 on the statement ‘I prefer to eat meals that can be prepared quickly’. There were a total number of 327 (85%) respondents strongly agree and agree on the item C1. Meanwhile, the lowest mean with 3.87 was for the C4. There were 35 (9%) respondents strongly disagree and disagree the statement that ‘I often find it difficult to use certain online food delivery apps at certain area’. The mean values for the four items for C2, C3, C5, and C6 were 3.99, 4.26, 3.92, and 4.15 respectively.

#### 4.4.1.4 Customer Satisfaction

Table 4.4.1.4: Descriptive analysis for Customer Satisfaction

No.	Item	Frequency					Mean	S.D.
		SD	D	N	A	SA		
CS 1	The convenience factor influences me to buy food using food delivery apps.	0	3	52	142	187	4.34	0.736
CS 2	I am satisfied with food delivery apps efficiency especially during the COVID-19 pandemic.	0	3	54	153	174	4.30	0.734
CS 3	I will rate high for the excellent services using the food delivery apps.	1	3	49	142	189	4.34	0.748
CS 4	I have never experienced any problems while using the online food delivery app.	12	42	96	131	103	3.71	1.073
CS 5	My order was accurate with the delivered food.	3	15	89	137	140	4.03	0.908
CS 6	The speed of services satisfied me.	0	10	79	156	139	4.10	0.812

Table 4.4.1.4 shows the frequency, mean and standard deviation for items used to measure the Customer Satisfaction. There were six questions measured with the highest mean 4.33 for the item CS1 and CS3 on the statement ‘The convenience factor influences me to buy food using food delivery apps’ and ‘I will rate high for the excellent services using the food delivery apps’. There were a total number of 329 (86%) and 331 (86%) respondents strongly agree and agree on the item CS1 and CS3. Otherwise, the lowest mean with 3.71 was for the CS4. There were 54 (14%) respondents strongly disagree and disagree the statement that ‘I have never experienced any problems while using the online food delivery app’. The mean values for the three items for CS2, CS5 and CS6 were 4.30, 4.03 and 4.10 respectively.

#### 4.4.2 PEARSON CORRELATION COEFFICIENT

The Pearson’s correlation analysis was one of the important analyses that measured the linear relationship between the two variables. The objective of this analysis was to determine whether there are correlations between independent variables (food quality, service quality and convenience factor) and the dependent variable (customer satisfaction towards online food delivery services). If the relationship is significant, researchers must decide whether the level of strength of the association is acceptable.

Table 4.4.2.1: Strength Interval of Correlation Coefficient

Size of Correlation	Interpretation
0.90 to 1.0 (-0.90 to 1.0)	Very high positive (negative) correlation
0.70 to 0.90 (-0.70 to -0.90)	High positive (negative) correlation
0.50 to 0.70 (-0.50 to -0.70)	Moderate positive (negative) correlation
-0.30 to 0.50 (-0.30 to -0.50)	Low positive (negative) correlation
0.00 to 0.30 (-0.00 to -0.30)	Negligible correlation

Source: Abgunbiade and Ogunyika, (2013)

### Hypothesis 1: Food Quality

Table 4.4.2.2: Correlation coefficient for food quality and customer satisfaction towards online food deliveries services.

		<b>Customer Satisfaction</b>	<b>Food Quality</b>
Customer Satisfaction	Pearson correlation	1	0.633**
	Sig. (2-tailed)		0.000
	N	384	384
Food Quality	Pearson correlation	0.633**	1
	Sig. (2-tailed)	0.000	
	N	384	384

Table 4.4.2.2 illustrated Pearson correlation coefficient, significant value and the number of cases which was 384. The p-value was 0.000, which was less than a significant level of 0.01. The correlation coefficient of 0.633 suggested a moderate positive correlation between food quality and customer satisfaction towards online food delivery services.

### Hypothesis 2: Service Quality

Table 4.4.2.3: Correlation coefficient for service quality and customer satisfaction towards online food delivery services.

		<b>Customer Satisfaction</b>	<b>Service Quality</b>
<b>Customer Satisfaction</b>	Pearson correlation	1	0.722**
	Sig. (2-tailed)		0.000
	N	384	384
<b>Service Quality</b>	Pearson correlation	0.722**	1
	Sig. (2-tailed)	0.000	
	N	384	384

Table 4.4.2.3 illustrated Pearson correlation coefficient, significant value and the number of cases which was 384. The p-value was 0.000, which was less than a significant level of 0.01. The correlation coefficient of 0.722 suggested a high positive correlation between service quality and customer satisfaction towards online food delivery services.

### Hypothesis 3: Convenience

Table 4.4.2.4: Correlation coefficient for convenience and customer satisfaction towards online food delivery services.

		<b>Customer Satisfaction</b>	<b>Convenience</b>
<b>Customer Satisfaction</b>	Pearson correlation	1	0.687**
	Sig. (2-tailed)		0.000
	N	384	384
<b>Convenience</b>	Pearson correlation	0.687**	1
	Sig. (2-tailed)	0.000	
	N	384	384

Table 4.4.2.4 illustrated Pearson correlation coefficient, significant value and the number of cases which was 384. The p-value was 0.000, which was less than a significant level of 0.01. The correlation coefficient of 0.687 suggested a moderate positive correlation between convenience and customer satisfaction towards online food delivery services.



## 4.5 DISCUSSION BASED ON RESEARCH OBJECTIVES

Table 4.5.1 shows the summary for hypothesis testing in this study

Table 4.5.1 Summary for hypothesis testing

Hypothesis	Pearson's correlation results
<b>H1:</b> A positive relationship exists between food quality and customer satisfaction towards online food delivery services.	$r = 0.633, p < 0.01$ Supported
<b>H2:</b> The service quality has a positive relationship between customer satisfactions towards online food delivery services.	$r = 0.722, p < 0.01$ Supported
<b>H3:</b> There is a positive relationship between convenience and customer satisfaction towards online food delivery services.	$r = 0.687, p < 0.01$ Supported

Based on table 4.5.1, Pearson's correlation analysis was used in testing the relationship between hypotheses on a significant relationship such as food quality, service quality, and convenience with the relationship of customer satisfaction towards online food delivery services. The result shown all hypotheses stated were accepted at 0.01 significance level.

## 4.6 SUMMARY

As a conclusion, this chapter discussed the data analysis for the demographic section, independent variables and dependent variables. All the results in this chapter were based on the answers that have been answered by 384 of the respondents. The independent variables were found to be statistically significant and have a positive linear correlation. Moreover, all the hypothesis which is H1: There is a relationship between food quality and customer satisfaction towards online food delivery services. H2: There is a relationship between service quality and customer satisfaction towards online food delivery services. H3: There is a relationship between convenience and customer satisfaction towards online food delivery services. As a result, the relationship between dependent variables and independent variables are related and acceptable.

## CHAPTER 5

### CONCLUSION AND RECOMMENDATIONS

#### 5.1 INTRODUCTION

This chapter will discuss the results of the analysis from the previous chapter. A deep discussion was carried out on the data analysis and findings by comparing the set hypotheses with the actual data outcomes. This chapter includes a summary of the findings, limitations, and recommendations for future research and the conclusion will be discussed based on theoretical and practical support.

#### 5.2 RECAPITULATION OF THE FINDINGS

##### 5.2.1 Food Quality

**Research objective 1:** To examine the relationship between food quality and satisfaction customers towards online food delivery services.

**Research question 1:** Does the food quality can relate to the satisfaction of customers towards online food delivery services?

According to the results, it is a moderate positive correlation between food quality and customer satisfaction towards food online delivery services. It showed that customer satisfaction was at 1 and food quality was shown at 0.633. Thus, there is a positive relationship between the dependent variable and the second independent variable. Therefore, H1 is also supported for this research.

As mentioned by Peri (2006), food quality is a necessary condition to satisfy the needs and expectations of customers. Besides, food quality and satisfaction are important to determine customer behavioral intentions (Baker & Crompton, 2000). Food quality also has been accepted as a fundamental component to satisfy customers (Namkung et al., 2007). Hence, the research objective and research question for H1 are achieved.

### 5.2.2 Service Quality

**Research objective 2:** To determine the relationship between service quality and satisfaction customers towards online food delivery services.

**Research question 2:** Does the service quality relate to the satisfaction of customers towards online food delivery services?

Based on the results in Pearson Correlation in Chapter 4, there is a positive relationship between service quality and customer satisfaction towards online food delivery services. The results showed it is a high positive correlation relationship between service quality and customer satisfaction towards food online deliveries services which is dependent variable was at 1 and the independent variable at 0.722. Hence, H2 is supported in this research.

According to Ahmed et al., (2010), there is a significant and positive relationship between four dimensions of service quality which are tangibles, reliability, responsiveness and assurance with customer satisfaction. Besides, Sureshchandar et al., (2002) mentioned that service quality and customer satisfaction were highly related. Hence, hypotheses for H2 are supported. This research objective and research question were answered and achieved in this study.

### 5.2.3 Convenience

**Research objective 3:** To determine the relationship between convenience and satisfaction towards online food delivery services.

**Research question 3:** Does the convenience relate to the satisfaction of customers towards online food delivery services?

As shown in the results of Pearson Correlation for convenience, there is a positive relationship between convenience and customer satisfaction towards food online delivery services. The results showed that customer satisfaction was a 1 and convenience was shown at 0.687. Thus, it is a moderate positive correlation between the dependent variable and the third independent variable. Hence, it is also supported for H3 in this research.

According to Duarte et al., (2018), consumers' perceptions and expectations are important to achieve a highly convenient online service. Mehmood and Najmi (2017), also mentioned that service convenience has a positive relationship and significant impact on customer satisfaction. Besides, convenience also can influence satisfaction, which in turn, influences customer outcomes (Chang et al., 2010). Thus, the research objective and research question for H3 are also supported for this study.

### 5.3 LIMITATIONS

Although many efforts have been contributed to ensuring the effectiveness in conducting this study, there are still have a few limitations that were discovered to highlight and become a barrier to this study. Hence, it is important to acknowledge and learn from the limitation to have continuous improvement to meet the quality of research. There were some limitations in this study and one of those is respondents. In this study, not all customers of food delivery services in Malaysia can be respondents that wanted to answer questions or receive a questionnaire from the researchers. In addition, some respondents think that answering questions from the researchers will be wasting their time. Some of the customers of food delivery services are also might not want the researcher to disturb their privacy and also not being interested to answer the questionnaire.

The researchers' ability to complete the analysis is hampered by the respondents' attitude. This required the researchers to devote nearly a month to disseminating the questionnaire and receiving responses. Since the behaviour or response of the targeted respondents cannot be predicted, the researchers must be very understanding and know-how to communicate with them. However, the process of getting their response goes well as many of the customers give their commitment very nicely.

Finally, one of the study's limitations is the approach used to collect data. The data collection tool for this analysis is solely through an online survey. This is because the study's respondents are Malaysian consumers of food delivery services, making it difficult for the researcher to collect data via interviews. The disadvantage of using an online survey is that the researcher cannot verify whether the information provided by the respondents is accurate. Furthermore, using an online survey can take a long time for respondents to complete the questionnaire, causing the data collection process to be delayed.

## 5.4. RECOMMENDATIONS FOR FUTURE RESEARCH

### 5.4.1 Theoretical Recommendations for Future Research

Based on this research, the researchers had examined the factors affecting customer satisfaction towards online food delivery services. This study had shown that the variables which customer satisfaction (dependent variable) and food quality, service quality and convenience (independent variable) were significantly correlated with the dependent variable and have a significant or positive correlation relationship. The Pearson's Correlation value (r value) are 0.688, 0.722, and 0.687 respectively. Many factors may be affecting customer satisfaction towards online food delivery services.

As for recommendations, future research can use other variables such as price and delivery time as their independent variable as the past research that used as a model thesis for this research had approved the positive relationship among those variables with customer satisfaction. The future researcher should conduct the research topic that focuses on price that affecting customer satisfaction towards online food delivery services. According to Ahmad (2020) has stated that Morganti et al., (2014), Andaleeb and Conway (2006) and Parasuraman et al., (1994) shown that price and product quality together with service quality influence customer satisfaction and hence customer choice.

Besides, the future researcher also can use the delivery time as an independent variable in the future research by focusing on the same topic which is the factor affecting customer satisfaction towards online food delivery services. Ahmad (2020) has stated that Kedah et al. (2015) shown delivery time is a crucial factor in satisfying and retaining customers within the e-commerce environment.



#### 5.4.2 Methodological Recommendations for Future Research

The quantitative method has been chosen to collect data from the respondents in this research. It was even more convenient and required less process of collecting data. Since it is easier for a researcher to gain a large number of respondents at one time, the questionnaire may well be distributed to the targeted respondents in a particular area. The participant who will be targeted as a respondent would be someone who has the previous or current experience and thus can participate in answering the questionnaire. The quantitative method enables the researcher to test hypotheses, determine the effect of a variable, and obtain larger or randomly selected respondents. This method can be used in forthcoming research papers, according to future researchers. This research used a casual research approach, which helps the researcher to define and examine the relationship of variables, leads to high research findings for the end-user to use as references. The target respondents should be identified ahead of time-based on the study's research objective. Future researchers are recommended to define their target respondents to make data collection easier. For example, in this research, the target respondents were the customers who had to use the online food delivery services.

Consequently, it was strongly advised that future researchers reduce the sample size and select the specific research area, such as do the research of online food deliveries in Kuala Lumpur, to obtain more accurate data. It also improves the value and persuasiveness of the research paper in this business.

### 5.4.3 Practical Recommendations for Future Research

This research could help companies, entrepreneurs and industries of online food delivery services to improve their business and productivity. However, entrepreneurs who want to do online food business with food delivery services may use the research findings or results to make improvements in their business model, which will enable them to maintain existing customers and attract new customers to order food through their online applications. By referring to this research, the company or entrepreneur may develop their business by knowing more about the relationship between each variable.

Since reliability (independent variable) has only two moderately positive relationships with customer satisfaction, the company or entrepreneur should concentrate more on it in this research. The actions to improve reliability should be taken by concentrating on particular items which include the increase the quality of food such as maintain the taste, temperature and looks of food, provide training to improve the skills of the employee especially chef, rider or runner, improve their design at their online application to be more attractive and increase their variety of restaurant menu on their application.

Additional improvements could be made in terms of food quality and convenience, which could lead to higher customer satisfaction towards online food delivery services. The improvements that should be made are to provide better and more effective services in providing food for customers, as well as to pay more attention to the feedback or reviews on their application to determine whether or not the customer is satisfied. Customer feedback refers to their experience using online food delivery services. It can help in increasing customer loyalty while also generating more loyal customers who are more likely to reorder or purchase from online food delivery services in the future.

## 5.5 SUMMARY

In a nutshell, the researchers delivered the aim of this study based on the matter discussed. Based on the result, it's shown that food quality, service quality and convenience have a relationship with customer satisfaction towards online food delivery services. From the result of this study, service quality was proved that the most influential variable affecting customer satisfaction towards online food delivery services. In short, the objectives of this study have been achieved which is to identify the online food variables that affect customer satisfaction towards online food delivery services. So, this study can be used as a reference to improve research and can be used for those in industry, especially the food and beverage industry to improve quality.

Besides, the research framework was developed and supported according to literature that had been viewed. Meanwhile, the researchers planned to study the connection of each element within the independent variables to the dependent variables. There were 384 respondents who took part in this study through the Google form. Thus, the data were collected and analysed by SPSS software version 26.0 supported descriptive statistics, reliability analysis, and correlation analysis. In this research, data were collected using the quantitative method. Moreover, the result shown was reliable and it was accepted during this study. Therefore, all the variables are related to each other that will bring affects in factor of customer satisfaction towards online food delivery services.

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## APPENDIX

### QUESTIONNAIRE



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#### FACULTY OF HOSPITALITY, WELLNESS AND TOURISM

Dear respondents,

We are the students of Bachelor of Entrepreneurship (Hospitality) with Honour, University Malaysia Kelantan. As part of the requirement in our studies, we are currently conducting a research entitled: **“Factor Affecting Customer Satisfaction Towards Online Food Delivery Services.”**

We would like to have your participation and cooperation in order to make this study success. There are no right or wrong answers as the study is based on individual intention. Only a few minutes of your valuable time required to answer the questionnaire.

Your personal particular will remain anonymous and it will be treated as strictly confidential. The data collected is only used for the purpose of the academic research and only aggregate data will be used in the report.

Your sincerely,

AHMAD HIFZAN BIN BAHARUDDIN	H18A0016
NOR IRDHINA BINTI SHAHIDAN	H18A0753
NUR IZZATI ATHIRAH BINTI MOHD ATID	H18A0392
WAN NUR ASYIQIN BINTI WAN NOR AZMAN	H18A0665



**Section A: Demographic**

SECTION A: Demographic Profile in this section, we would like to know some basic background information about you. Please tick (✓) the appropriate answer.

1. Gender:

<input type="checkbox"/>	Male
<input type="checkbox"/>	Female

2. Age:

<input type="checkbox"/>	Less than 20 years old
<input type="checkbox"/>	21 – 30 years old
<input type="checkbox"/>	31 – 40 years old
<input type="checkbox"/>	41 – 50 years old
<input type="checkbox"/>	Above 51 years old

3. Races:

<input type="checkbox"/>	Malay
<input type="checkbox"/>	Chinese
<input type="checkbox"/>	Indian
<input type="checkbox"/>	Others

4. Marital Status:

<input type="checkbox"/>	Single
<input type="checkbox"/>	Married



5. Monthly Income:

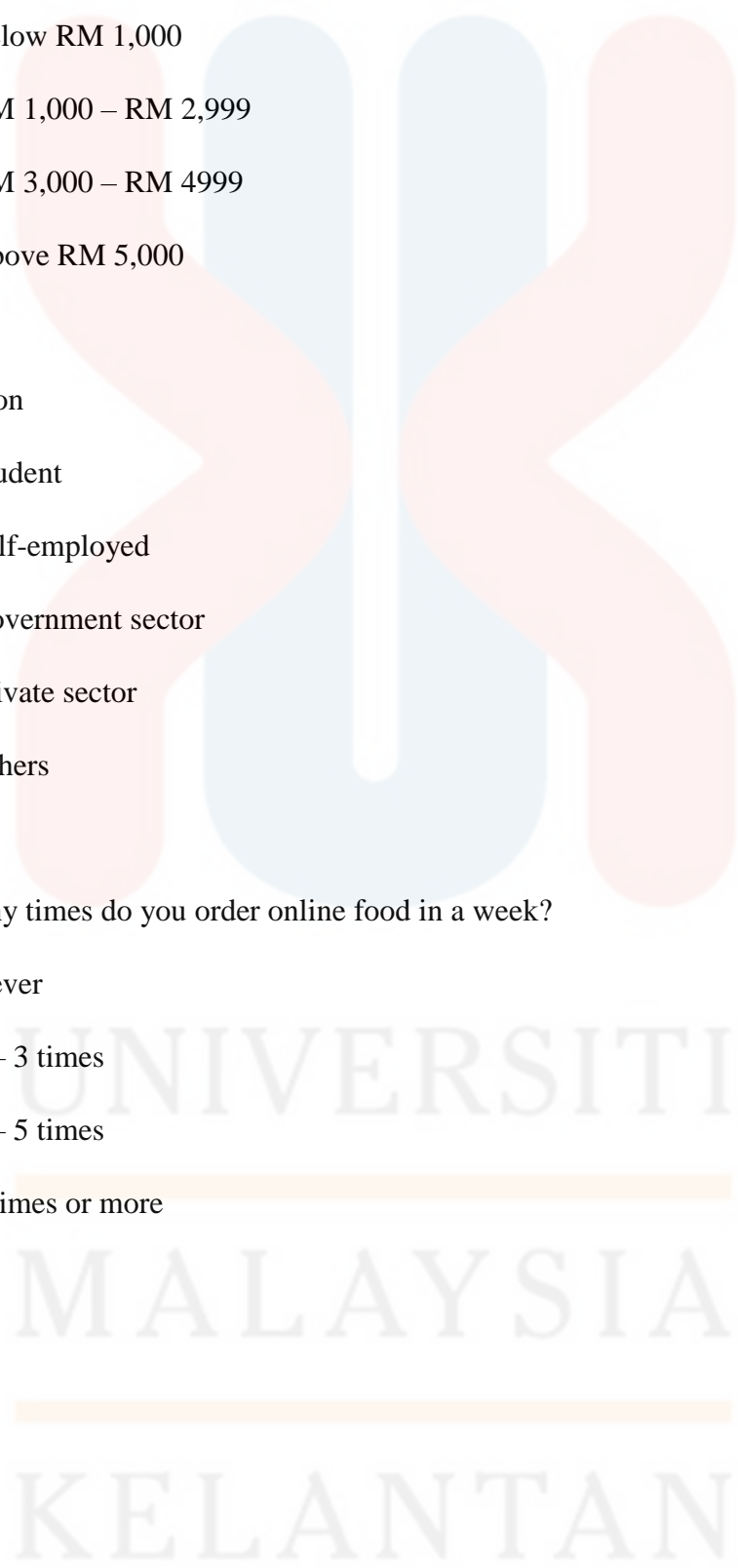
<input type="checkbox"/>	Not earning
<input type="checkbox"/>	Below RM 1,000
<input type="checkbox"/>	RM 1,000 – RM 2,999
<input type="checkbox"/>	RM 3,000 – RM 4999
<input type="checkbox"/>	Above RM 5,000

6. Occupation

<input type="checkbox"/>	Student
<input type="checkbox"/>	Self-employed
<input type="checkbox"/>	Government sector
<input type="checkbox"/>	Private sector
<input type="checkbox"/>	Others

7. How many times do you order online food in a week?

<input type="checkbox"/>	Never
<input type="checkbox"/>	2 – 3 times
<input type="checkbox"/>	4 – 5 times
<input type="checkbox"/>	6 times or more



**SECTION B: THE FACTOR AFFECTING CUSTOMER SATISFACTION  
TOWARDS ONLINE FOOD DELIVERIES SERVICES.**

**INSTRUCTION**

Using the provided scale of 1 until 5, where 1 means you strongly disagree and 5 means that you strongly agree, please circle or mark one response that best describes your respond to each of the following statement.

<b>Strongly Disagree</b>	<b>Disagree</b>	<b>Somewhat disagree or agree</b>	<b>Agree</b>	<b>Strongly Agree</b>
1	2	3	4	5

<b>Part A : FOOD QUALITY</b>						
<b>No.</b>	<b>Description</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
1.	Food presentation is visually attractive					
2.	The food ordered on online food delivery apps delivered in correct temperature.					
3.	The food offered on online food delivery apps are safe to eat.					
4.	Food offer in the online food delivery consists of a variety of foods.					
5.	The food provided in the food delivery app is delicious and satisfied my taste.					
6.	I was satisfied with the quality of food that I ordered.					

<b>Part B : SERVICE QUALITY</b>						
<b>No.</b>	<b>Description</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
1.	Food delivery is made on time					

2.	I believe online payments are safe and secure					
3.	I expect the food delivered through online food delivery apps is packed properly					
4.	I am likely to be influenced by offer available on online food deliver apps					
5.	I believe online food delivery service are time efficient					
6.	The food application has clear information stated					

<b>Part C : CONVENIENCE</b>						
<b>No.</b>	<b>Description</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
1.	I prefer to eat meals that can be prepared quickly.					
2.	I find the chat bot support system on online food delivery apps easy to use					
3.	I find online food delivery apps flexible to use					
4.	I often find it difficult to use certain online food delivery apps at certain area					
5.	The food application is easy to access everywhere in any time					
6.	The food application design is clear and systematically					

### **SECTION C: THE CUSTOMER SATISFACTION ON ONLINE FOOD DELIVERY SERVICE**

#### **INSTRUCTION**

For each statement, indicate your level of agreement or disagreement from the scale provided.

Please tick (√) with your appropriate opinions.

<b>The customer satisfaction on online food deliveries services</b>						
<b>No.</b>	<b>Description</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
<b>1.</b>	The convenience factor influences me to buy food using food delivery apps					
<b>2.</b>	I am satisfied with food delivery apps efficiency especially during the COVID-19 pandemic					
<b>3.</b>	I will rate high for the excellent services using the food delivery apps					
<b>4.</b>	I have never experienced any problems while using the online food delivery app					
<b>5.</b>	My order was accurate with the delivered food					
<b>6.</b>	The speed of services satisfied me					

**END OF SURVEY**

**THANK YOU VERY MUCH FOR YOUR KIND COOPERATION**

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 KELANTAN

GROUP 14			
ORIGINALITY REPORT			
22%	20%	9%	%
SIMILARITY INDEX	INTERNET SOURCES	PUBLICATIONS	STUDENT PAPERS
PRIMARY SOURCES			
1	<a href="http://www.researchgate.net">www.researchgate.net</a> Internet Source		2%
2	<a href="http://pt.scribd.com">pt.scribd.com</a> Internet Source		2%
3	<a href="http://studentrepo.iium.edu.my">studentrepo.iium.edu.my</a> Internet Source		1%
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8	Vinish P, Prakash Pinto, Iqbal Thonse		1%

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