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**THE EFFECT OF PRODUCT PERFORMANCE,
EASE OF USE AND SOCIAL INFLUENCE ON
CUSTOMER'S INTENTION TOWARDS USING
DELIVERY SERVICE BY FOODPANDA IN
MALAYSIA DURING PANDEMIC COVID-19**

By

WAN ROSFAZIERA BINTI WAN OTHMAN H19A0906

NUR FATIN SHAZLIN BINTI ZAIDI H19A0934

MAHIRAH BINTI MUHAMMAD NORHA H19A0943

NURUL IZZAH BINTI ALIAS H19A0945

Bachelor of Entrepreneurship (Hospitality) with honours

A report submitted in partial fulfilment of the

requirements for the degree of

Bachelor of Entrepreneurship (Hospitality) with honours

Faculty of Hospitality, Tourism and Wellness

UNIVERSITI MALAYSIA KELANTAN

2022

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ACKNOWLEDGEMENT

First, we would like to thank all those who have contributed efforts in helping us complete this research project. Their engagement has given us a lot of help and encouragement so that we can make a successful contribution to this research project. We would also like to express our gratitude and appreciation to our supervisor, Dr Nur Hafizah binti Muhammad, for overseeing our progress in completing this project. Without her support and expertise that she has been generously sharing with us, we would be unable to complete this project in a timely and efficient manner.

In addition, we would like to express our gratitude to the members of our group who have given their full attention and commitment to this research project. Without the commitment, support, understanding and patience of everyone, this project could not be completed on time. We would also like to thank our families who gave full support to our study in Universiti Malaysia Kelantan. Finally, we are thanked to Universiti Malaysia Kelantan for giving us the opportunity to carry out this research project.

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LIST OF SYMBOLS AND ABBREVIATIONS

SMS	Short Message Service
MCO	Movement Control Order
WHO	World Health Organization (WHO)
MHO	Ministry of Health Malaysia



ABSTRACT

In the Malaysian food and beverage industry, a new wave is gaining traction, namely online food delivery services. Online food ordering is one of the new ways used since the COVID-19 pandemic. The changing nature of urban customers may have contributed to the growth of the online food delivery business. Despite the importance and changes in customer behaviour towards online food delivery services in Malaysia, this study identifies the level of customer intention factors to use delivery services by foodpanda in Malaysia during the COVID-19 pandemic. Therefore, the objective of this study was to establish the relationship between product performance, ease of use and social influence on the use of foodpanda delivery service during COVID-19. For quantitative research, surveys in google form sent using social media such as Whatsapp, Telegram and so on among foodpanda users. The data in this study will be analysed using non -probability sampling methods and well -chosen sampling. In addition, SPSS method used to analyze the information data collected.

Keywords: foodpanda, ease of use, social influence, product performance, intention, online food delivery

ABSTRAK

Dalam industri makanan dan minuman Malaysia, gelombang baharu semakin mendapat tarikan iaitu perkhidmatan penghantaran makanan dalam talian. Pesanan makanan dalam talian adalah salah satu cara baharu yang digunakan sejak pandemik COVID-19. Perubahan sifat pelanggan bandar mungkin telah menyumbang kepada pertumbuhan perniagaan penghantaran makanan dalam talian. Di sebalik kepentingan dan perubahan tingkah laku pelanggan terhadap perkhidmatan penghantaran makanan dalam talian di Malaysia, kajian ini mengenal pasti tahap faktor niat pelanggan untuk menggunakan perkhidmatan penghantaran oleh foodpanda di Malaysia semasa pandemik COVID-19. Oleh itu, objektif kajian ini adalah untuk mewujudkan hubungan antara prestasi produk, kemudahan penggunaan dan pengaruh sosial terhadap penggunaan perkhidmatan penghantaran foodpanda semasa COVID-19. Bagi kajian kuantitatif, tinjauan dalam google form telah dihantar menggunakan media sosial seperti Whatsapp, Telegram dan sebagainya dalam kalangan pengguna foodpanda. Data dalam kajian ini telah dianalisis menggunakan kaedah persampelan bukan kebarangkalian dan persampelan terpilih. Selain itu, kaedah SPSS telah digunakan dan dianalisis maklumat yang telah dikumpul.

Kata kunci: foodpanda, kemudahan penggunaan, pengaruh sosial, prestasi produk, niat, penghantaran makanan dalam talian.

CHAPTER 1

INTRODUCTION

1. INTRODUCTION

The backdrop of the study is presented in this chapter, problem statement, research question, research objective, the importance of the study and end with the definition of terms. Each section will explain in more detail the significance of this research and examine the essence of the primary goal to study customer intention with delivery services by food panda in Malaysia during the COVID-19 Pandemic.

1.2 BACKGROUND OF THE STUDY

The hospitality business is thought to have a unique set of products in that it provides both 'physical' and 'intangible' items to its customers. The contemporary definition of hospitality is a relationship between the customer and the host which builds when delivering the products (Gummesson, 2000). Another definition is a business that provides food and drink or accommodation such as in restaurants or vacation places. The

hospitality sector is unique in that it places a significant emphasis on people and tends to be service-oriented. Customers almost seldom take genuine things, instead opting for a combination of products and services. Someone who eats at a restaurant, for example, will pay not just for the food and drinks, but also for the waiter's services.

A successful hospitality business depends on both its goods and services and the manner in which they are delivered. The experienced workers and their service quality are the most important than tangible products in the hospitality industry to coop with customer satisfaction. It can also improve the standard of services and strategies offered (Gummesson, 2000). In the competition to attract customers, various products and services have been offered including affordable accommodation packages, new menu items, and food delivery service or take away service to attract more customers (Boella, 2013). For example, collaborating with delivery provider companies such as foodpanda.

Food service is one of the largest components in the hospitality industry. The provision of food and drink away from home makes up a large part of the activities of the hospitality industry and, indeed, it is one of the largest economies in the world. The food and beverage industry are the top 10 largest industry in the world (Nivicio, 2021). The food and beverage services sector contributed significantly to the profitability in the hospitality industry. Food and beverages originate from the agricultural industry and are divided into two main segments namely food and beverages (Michigan State University, 1999-2021). Both segments cover aspects of the process of preparing, presenting, and preparing food and beverages to customers. For instance, the production of soft drinks, alcoholic beverages, packaged foods, and other altered foods, as well as the processing of meat and cheese.

In addition, this food and beverage industry is very important because it is one of the services based on living needs. Many customers pay high attention to the development of food and beverage production. The food and drink that flourish in this world is due to human development because they want to give them satisfaction. Recently, using e-commerce for online food delivery has become a predominant trend in foodservice businesses around the world (Gunden, Morosan & DeFranco, 2020). Food delivery companies are mushrooming in every country, and Malaysia is not exceptional. Many foodservice businesses have started to use these options to attract more customers and increase the coverage of their service.

By creating a new business circuit, online food delivery companies such as food panda function as mediators to link eateries and diners. The attempt of an ideal food delivery company would raise questions about the original meaning of economic employment shared with other companies. Food delivery workers must interact between other food delivery platforms online so that restaurant owners and customers can maintain this type of hospitality service in the partnership economy. As shown in Figure 1 below, it is found that foodpanda is the most widely used delivery service company by customers in Malaysia, about 75%. Malaysian prefers foodpanda because the foodpanda application was easy to use, and the services offered are in high quality (Statista,2020). In comparison, GrabFood took the second place is about 60%. While others delivery application is not much gaining attention by the customers.

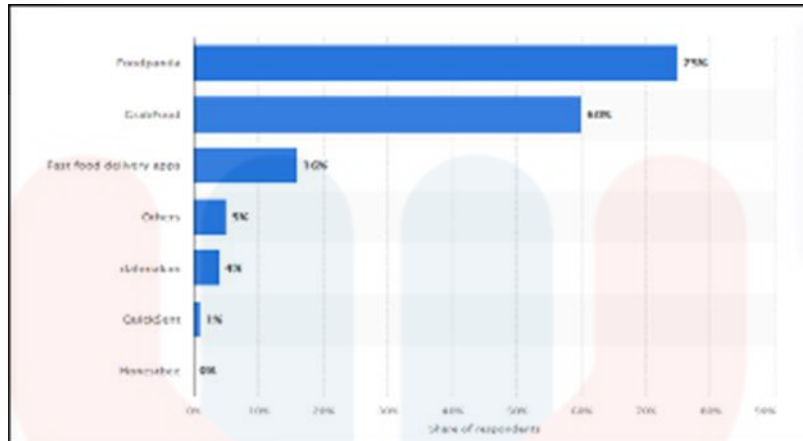


Figure 1.1: Result of the most used application in Malaysia.

From that statistic, basically, all Malaysians are familiar with foodpanda, indicating that the delivery service was a well-known brand in the country. Consumers used the foodpanda application because it allowed them to order food at any time and from any location (Malhotra, 2016). Customers can also enjoy the benefits of foodpanda's special offers, such as discounts and free shipping. There were two payment methods that accepted in this application via online payment and cash method. This foodpanda's application have feedback section, to facilitate consumers to provide feedback and level of satisfaction with the store purchased.

foodpanda is a mobile food delivery platform based in Berlin, Germany that has expanded to 11 countries, including Malaysia. foodpanda has been expanding its business in Malaysia since 2018. It features cuisines from over 115,000 establishments all over the world. Users can place orders for their favourite items from local eateries using the service's website or mobile application. foodpanda's objective is to connect chefs and customers while also providing excellent meals. foodpanda is a food portal that includes a variety of cuisine categories and restaurant menus, allowing clients to order meals via applications or the website. The order will then be processed and sent immediately to the establishments that are partners. The personnel will then deliver the food and remind you.

Customers can pick up their orders by sending a short message service (SMS) or making a phone call. Customers can pay in cash or through online banking (Sparta, Alsumait, & Joshi, 2019).

Malaysians have spent more time working or studying at home after the outbreak of COVID-19 disease than dining out. Food delivery services have been the focus of many customers to use since COVID-19, especially foodpanda as shown in Figure 1. foodpanda has created a mobile commerce application in numerous countries that allows clients to order and enjoy meals in a matter of seconds using their fingertips. More and more Malaysians are experienced and customers to use this e-commerce platform to enjoy their favourite dishes from owned-chosen restaurants due to the movement restriction in recent years. foodpanda seems to be most favourable among all food delivery applications and reviewing the success of foodpanda performance would be a good indicator to other companies in the same field.

1.1 PROBLEM STATEMENT

COVID-19 pandemic outbreak began in Wuhan, China in 2019. The World Health Organization (WHO) confirmed that the novel coronavirus was caused by a respiratory disease in a group of people in Wuhan City, Hubei Province, China. The COVID-19 pandemic has spread in Malaysia in 2019 and has recorded 5,251 COVID-19 cases included 86 deaths and 2,967 recovery cases reported by the Ministry of Health

Malaysia (MOH) in Malaysia on 17 April 2020. There have been many deaths recorded in Malaysia because of COVID-19 disease in 2019 until now. the community needs to take precautions to avoid being exposed to the symptoms of COVID-19 disease. In addition, since the pandemic, there have been many behavioural changes among Malaysians. They have taken other initiatives to prevent outbreaks of dangerous diseases by having the intention of using online food delivery service applications. This initiative was taken by Malaysians to reduce the spread of COVID-19 such as gathering somewhere to buy food. The intention to use food delivery applications like foodpanda has led them to take this initiative to order food from outside without having to congregate in public places. The delivery of food services such as foodpanda is much needed by the community in Malaysia since the COVID-19 pandemic.

Since they offer benefits to both restaurants and customers, online meal delivery services are widely used by eateries and customers (Bacao, 2020). In Malaysia, the number of people who order food online has increased. foodpanda is one of the online food delivery companies where it provides an easy and user friendly a straightforward online ordering system for food to both the restaurant and customer. For example, the customer would need to go to the location, go through the alternatives, place an online order, and the food would be delivered.

It is important for any industry, particularly intangible foodservice business to meet customer demand in order to achieve customer assurance and loyalty towards the business (Maladi e al., 2019) and using foodpanda would help them to fulfil the customer demand, especially during the COVID-19 pandemic. Similarly, the performance of any food delivery company is depended on the customer satisfaction as well. In today's world, where online meal delivery services and e-commerce are in high demand, the industry's challenged and issues are no longer straightforward, and extra attention is required to

avoid such issues to get a positive feedback of customer intention to use online food delivery (Handoko, 2020).

Online platforms are preferred by customers because they allow them to shop from the comfort of their own homes and at their leisure (Yeo, 2017). But there are few aspects that influence customer intention to use foodpanda leads to customer satisfaction. However, there are three factors to determine customer satisfaction of online food delivery such as foodpanda, GrabFood, DeliverEat and *Dahmakan*.

The first factor is product performance of customer satisfaction by using online food delivery. Product performance is referred to as a product's response to external actions in its working environment (Zeelenberg, 2018). Service quality is one of the product performances where the delivery company and restaurant require to tackle to increase customer satisfaction. Issues such as delayed service and attitude of delivery person were part of the service quality of the overall product, food ordered, delivery service and the performance of the online platform. One of the problems was delayed service where customers would be able to anticipate their arrival by entering a delivery time into the meal delivery service application. However, there were situations when these time trackers were useless due to delays and other unforeseen complications.

The extent to which a service satisfies the demands or expectations of clients was generally referred to as service quality (Narula, 2018). One of the measures of service quality was the serval model used for different industries (Ladhari, 2019). Among the elements for measuring service quality are reliability, warranty, tangible, empathetic, and responsiveness. These elements are used based on the gap between customer expectations and the perceived level of service. There are a number of issues that cause the quality of delivery of these foods to weaken such as food spills and accidents that occur while

delivering food. This situation occurs due to the inappropriate packaging style of the restaurant when it comes to this food delivery service. In addition, the bumpy roads were also one of the main causes of food spills especially when it comes to drinks. According to Zainal (2020) said, a proposal has been proposed for the eatery to use special cups that can prevent spillage during delivery.

Predictable factors of customer intention to using an online food delivery service by foodpanda was a sense of control, ease of use, satisfaction with the service, and customer service (Ding, 2020). Understanding the factors influenced customer intentions and provided benefits to both restaurants and food delivery companies to use online food delivery services. Food delivery companies can also develop a better understanding of aspects of their website and restaurants can also select potential distribution channels to grow their business. The customer's intention to use foodpanda delivery service can be seen through customer loyalty but the concept of loyalty is not broader focusing on customer intention to use foodpanda delivery service.

The second factor for customer intention is ease of use ability of the online food delivery application platform. Due to the COVID-19 pandemic, the customer would prefer doing everything at home including avoid eating at the restaurants to take care of their health and obey to the government instructions. By using this application, customer can easily choose the menu that offered by online food delivery service because of the ability to facilitating users such foodpanda. Having online ordering allows users to place their orders more easily (Gupta, 2019). According to Mainudin (2018), customers may use this website and app to connect with all the restaurants listed on foodpanda and make orders by scrolling through the menus of their favourite eateries. For example, by using foodpanda application, customer can explore more menus on that without feeling pressure and they will spend more just in one platform.

As digital technology grows rapidly in the food delivery industry, customers prefer to use online food delivery services. This was due to customer usage and other motives or previous online experiences (Yeo, 2017). There are many websites and applications that run this service such as foodpanda, Grabfood, Zomato, Swiggy and many more. The objective for visiting the website is to buy things, perceived usefulness becomes more crucial (Yi He, 2018). By having self-efficacy using technology, you can make the right choices and comparisons in restaurant selection, while also saving time. Consumers can make better decisions by comparing items and prices, which were previously unattainable when buying face-to-face. Although there are similarities between traditional companies and online purchases, but the internet provides unique benefits such as cheap search costs, fast price comparisons, time savings and variety that cannot be made during a purchase traditionally. (Yeo, 2020).

The foodpanda application have features that easy to understand. Their investigation found that this technique is convenient, effective, and simple to use, and that it is projected to improve day by day in the future (Saxena, 2019). For instance, customers who have made purchases from this foodpanda application can detect their ordered immediately as foodpanda provides a service to update directly once the food is ordered. As mentioned by Ramly and Mohammad (2018), foodpanda gives a real-time status update that allows customer to follow the food they have ordered. In addition, the foodpanda application also gives customers the option to choose their favourite toppings as if being in the store. The foodpanda application also lets customers to select their food with sauce and toppings, much as if they would when purchasing from a restaurant. (Mohamad, 2018).

The most important thing when using an online food delivery application is security. It represents customer's trust towards any delivery service to handle food from

restaurant to door-home. When a customer agrees to use an online food delivery service, it shows the customer giving full trust to the delivery service by allowing the third party to manage the order and payment because they no longer fully control the results. Since the customers may worried about the food ordered they cannot see and all the personal information fill in the e-commerce platform, they put trust on the delivery service application. Unreliable and fraud cases of any e-commerce platform would decrease the customer satisfaction and loss the intention to use it again (Hamidi & Moradi, 2017).

The internet is one of the fastest expanding media in Malaysia making the community tend to do various activities through internet facilities and support applications that are easier and more economical to order food. Therefore, the factors that influence a person's intention to use foodpanda are also through social influences, namely from family, friends, social media advertisement, influence from reviews and ratings (Gagah Triyuniar Prabowo, 2018). One of the reasons that influences them is from multiple sharing marketing campaigns, businesses that offer incentives for individuals or customers to participate to deliver a message to others. Nevertheless, there are positive and negative effects in food delivery services especially foodpanda in terms of rating (Li, Miroso, Bremer, 2020). However, sometimes there is false information, and it is widely available on many reviews or rating websites. Moreover, customers appear to respond to ratings and reviews better than their own findings from internet searches (R Filieri , 2016).

Another influence factor from family and friends who recommend is because of the incentives in marketing that content attractive elements like discounts, bonuses, gifts, games, or some special offers that are meant to encourage desired action and users become excited and attracted. *Viral marketing* also works best when the incentives offered are highly valuable and attract consumers, encouraging individuals to forward

email messages to their friends. From there, this marketing also encourages the distribution of spam messages and sharing with other family and friends about the news. For instance, if a consumer forwards the message to five friends, they will receive a discount offer of twenty percent from their subsequent purchase. Incentives are open, such as offering multiple cash credits for every five partners messaged. So, from there will influence users and recommend to other family and friends because they are interested in the offer given (Ahmad, 2020).

Overall, social influences, product performance and perception of the online delivery service's usability were the contextual factors that significantly impact someone intention to use any food delivery e-commerce platform. As the most frequent use application and the capability to meet customer expectation, foodpanda serves as the superior among other online food delivery service in Malaysia. Even though the company was healthily competing with other platform, it manages to outshine others with the quality of the service to gain customer loyalty and satisfaction. Therefore, the aim for this study is to investigate the factors of service quality, ease of use and social influence towards customers intention using foodpanda delivery service in Malaysia during pandemic COVID-19.

1.2 RESEARCH OBJECTIVE

1. To identify relationship between product performance and intention to use foodpanda delivery service during COVID-19.
2. To investigate relationship between ease of use and intention of using foodpanda delivery service during COVID-19.
3. To examine relationship between social influence and intention to use foodpanda delivery service during COVID-19.

1.3 RESEARCH QUESTION

1. What is the relationship between product performance and intention to use foodpanda delivery service during COVID-19?
2. What is the relationship between ease of use and intention of using foodpanda delivery service during COVID-19?
3. What is the relationship between social influence and intention to use foodpanda delivery service during COVID-19?

1.6 SIGNIFICANCE OF THE STUDY

The findings will help to shape customers' and consumers' expectations for online meal delivery services in Malaysia. In addition, future researchers will profit from this discovery. Future researchers will be able to learn about consumers' perceptions of online meal delivery services, as well as the variables that can influence these perceptions. As a result, these findings may aid future research into these characteristics to fill in the gaps in customer and consumer mindsets. As a result, this research will aid future researchers in improving the quality of their work.

There are a variety of online food delivery services available these days, many of which allow customers to order food through web-based applications. As a result, client happiness is extremely vital to the company. There are some variables to consider, such as maintaining tight control over the delivery process to ensure that the food is delivered on time to the clients. Aside from that, it has the potential to raise client expectations and loyalty. As a result, the purpose of this research is to learn how clients feel about online food delivery services. Aside from that, the hospitality business, entrepreneurs, and future scholars will gain from this research.

This study will aid the hospitality industry in terms of developing new marketing strategies and maintaining market share. This is because the industry may face numerous challenges as it attempts to address customer unhappiness while improving its offerings. The industry might also investigate the impact of the quality of online meal delivery services on consumer happiness and loyalty. They will discover that customers' perceptions might change depending on the situation. Everyone has a different perspective on land, which has an impact on the buying rate. From the research done, it will help the industry better understand food delivery users (foodpanda) and be able to

improve the needs and desires of customers by making the right option about online food delivery applications and services.

For the benefit of entrepreneurs, this study is useful for those who are looking for an opportunity to invest in any company that offers food delivery services or has the intention to start an online food delivery service. When they anticipate higher market growth potential, business owners may also think about launching an online meal delivery service. This is due to the fact that the study's findings give entrepreneurs an overview or preliminary data regarding their main objective and the acceptance of consumers.

1.7 DEFINITION OF TERM

1.7.1 Product Performance

Product performance is one of the most utilised key performance metrics in businesses of all sizes and industries (Heejung, 2018). The product performance measures by the service quality. To evaluate service quality, one can employ both subjective and objective methods. In both circumstances, some component of consumer happiness is frequently evaluated. On the other hand, customer happiness is an indicator of whether or not they like the service provided.

1.7.2 Ease of Use

According to Sook and Cheng (2021), the degree to which a consumer believes that using a technology system will improve his or her job performance is referred to as ease of use, whereas perceived usefulness refers to the degree to which a consumer believes that using the idea that a technology system will help a person perform better at work is known as perceived usefulness. There are few aspects that measure in this factor which are facilitating the user, self-efficacy of using the technology, features that are easy to understand and secure.

1.7.3 Social Influence

Social influence refers to the effect of peers, family, friends, the media, and the community is in it. Social influence encompasses how a person is influenced by the opinions of others whether to buy through online or not (Saeideh et al., 2016). By the social influence reflects how people influence each other's behavior to buy using food delivery applications.

1.7.4 Customer Satisfaction

Generally, customer satisfaction can be experienced by a variety of situations. According to Vithya Leninkumar (2017), satisfaction is dependent on the user's interaction with the firm as well as personal consequences. For instance, if a user gets a good and positive experience from a buyer or an organization then they will repeat purchases from the same organization or person. It is because of high level satisfaction.

1.7.5 Intention to Use

A person is said to plan on using an online meal delivery service if they want to get food and drinks from sites like foodpanda and grabfood. (Yeo et al., 2017). Behavior intention defines the probability of a person taking a particular action or user the tendency to pay for the system afterwards (Prabowo, 2018). Consumer purchasing behavior predictions are used as types of purchase intention which is part of the behavioral intention. Therefore, “intention is assumed to capture motivational factors that influence

behavior; it is an indicator of how difficult people are willing to try, as far as the effort they plan to make, to engage in a behavior” (Likoebe M. Maruping H. B., 2016).

1.8 SUMMARY

This chapter described about customer intention factors using delivery service by foodpanda in Malaysia during pandemic COVID-19. This chapter consist background of the study, problem statement, research objective and research question. Background of the study explain about hospitality industry, food, and beverage industry and origin of foodpanda. The goal of this study is to determine the relationship between the elements that influence a customer's intention to utilise a delivery service from foodpanda and that intention.

CHAPTER 2

LITERATURE REVIEW

2.1 INTRODUCTION

This chapter examines and expands on existing knowledge, assisting in the identification of important theories, methodologies, and constraints in current research. It summarised, explained, assessed, and described the key findings of this study on the customer's intention variables and level of satisfaction with foodpanda's delivery service in Malaysia during the COVID-19 pandemic.

2.2 E- COMMERCE (FOODPANDA)

foodpanda was the first food delivery service in Malaysia to open its borders. Around 75% of Malaysians support the usage of foodpanda as a food delivery service, according to (Hirschmann, 2020). foodpanda is a global online food ordering and delivery service and its operates in 43 countries. foodpanda has partnered with over 45,000 eateries all around the world and is rapidly expanding (Mainuddin, 2018). Due to the rising

potential of delivery services to ensure employee productivity, order accuracy, and customer database building, food delivery applications and services have progressively revolutionized the food and beverage industry (Moriarty, 2018). The online-to-offline business strategy is used by foodpanda, as well as the existence of a platform service supply chain.

With the advent of mobile technology, online food delivery services can be easily accessed via mobile devices or computers, which strongly encourages consumers to use the foodpanda service in their daily food intake. Users enjoy this application and its delivery service as it brings the greatest convenience in their daily lives. This foodpanda application is aggressively providing food delivery services to consumers (Kong & Bizhive, 2018). These restaurants aim to fix the problem by offering food delivery services such as foodpanda, which allows customers to order food via their websites or mobile applications (Chavan, Jadhav, Korade, & Teli, 2015). Therefore, there will be more potential consumers to try their food by just using the food delivery service as it is indeed giving great convenience to them.

Furthermore, since people's lives become busier every day, they don't have time to go out to eat or make meals at home, rather than generating interest in online meal ordering (Chen & Hsieh, 2017). The growth of internet meal delivery services has been prompted by changes in society (Chai & Yat, 2019). foodpanda and other online food delivery services are business platforms that handle ordering, payment, and process monitoring, but not food production (Pigatto, 2017). Communities prefer to purchase food online because they can do so in the privacy of their own homes and in their spare time, especially to platforms like foodpanda (Dr. Neha Parashar, 2019). Customers who buy food through the foodpanda application have more alternatives and convenience because they may order from a variety of eateries with just one swipe on their phone (Hirschberg

et al., 2016). Customers who purchase food online value convenience and convenience since it reduces transportation congestion and poor weather (Nugroho, 2018). Researchers discovered that people prefer pricing, quality, and delivery privileges while using online meal delivery services such as foodpanda (Chandrasekhar et al., 2019). Consumers and all other stakeholders in society must work together to establish a favourable online recruitment environment, including tempting discounts, rewards, and cash back offers on foodpanda services (Lan et al., 2016).

Food delivery services like foodpanda were highly popular during the COVID-19 outbreak, especially in Malaysia. Since the development of COVID-19, non-cash transactions and food delivery services have been increasingly important in Malaysia. Moreover, customers rarely buy at stalls to avoid viruses. Non-cash transactions can also have a negative impact on customers which is privacy risk. Personal data, such as credit card details and phone numbers, could be accessed and misused, providing a security risk (Dr. Neha Parashar, 2019). When consumers were required to submit personal information when utilising online payment applications, they feel insecure (Saad, 2020). Consumers are more willing to respect their personal information because they must utilise mobile applications to obtain meal delivery services.

2.3 INTENTION TO USE THE ONLINE FOOD DELIVERY

Behavioural intention is the user can perform a particular activity or is willing to pay for the system in the future (Brown & Venkatesh, 2017). The intention to buy is a subset of the intention to behave, was used to predict consumer purchase behaviour. "It is thought that purpose encompasses the driving components that drive behaviour," (Likoebe M. Maruping, 2016). The consumer's experience and their intentions are intertwined (Viswanath Venkatesh, 2016). According to Ghajargar, Zenezini, and Montanaro (2016), the demand for home delivery services is increasing because of online purchases because these food delivery services cover a wide geographic area. Since this service is applied to the food and beverage industry, many individuals, particularly university students, are gradually adopting it. The existence of online businesses such as online food ordering is already widespread, especially in fast-paced cities (Yeo et al., 2017).

Customers' choice to use online food delivery services is influenced by several factors, according to the researchers (Cho, Bonn, & Li, 2019, Gunden et al., 2020). Customers' intention to use online food delivery application were strongly influenced by performance expectations and self-image appropriateness, according to (Gunden et al., 2020). Furthermore, system trust, convenience, design, and variety of food alternatives were revealed as major indicators of customer desire to use online meal delivery by (Cho, Bonn, & Li, 2019). Overall, the researchers found that if a person decides to purchase food and beverages through an online delivery platform such as foodpanda it is considered "to have intention to use this application."

2.3.1 PRODUCT PERFORMANCE OF DELIVERY COMPANY

Product performance refers to how well a product operates in its working environment as a response to public actions. A product's performance is determined by the performance of its various components. Product quality is defined as a feature of a product or service influence in the company's ability to meet stated or implied customer needs. (Kotler, 2019). Product quality was defined by Ahn, Ryu, and Han (2017) as the actual functionality of the goods, as well as the consistency between the online shop's quality specifications and the actual quality of the physical product. As measurement items, the website employed product quality is (the website offers high-quality products), product variety (the website sells a wide selection of products), and product availability (the website supports high product availability). Customers are more likely to visit an online store that provides a diverse selection of high-quality goods. (Handoko, 2020). Customers are more likely to return to an online store if the product and service quality meet their expectations. To summarise, product quality refers to the characteristics of a product that contribute to its ability to meet the needs of customers.

With the advancement of technology, people now have the option of ordering meals online and having them delivered to them (Chai & Yat, 2019). Since 2017, there has been an increase in the number of people using online food delivery services. This demonstrates that an increasing number of people have started using and are continuing to use meal delivery apps. In Southeast Asia, there has been demand for food delivery services because it is increase. (Chai & Yat, 2019). This is due to the fact that it is a win-win situation for all parties concerned (SteelKiwi, 2020). The ever-changing nature of urban consumers is another factor driving the growth of food delivery services. Younger

employees are joining the workforce at this time, and they are more likely to spend time in the office than in the kitchen (NRN, 2016). As a result, internet food delivery services like GrabFood, Foodpanda, and DeliverEat come in useful and offer a variety of options. As a city dweller, one would try to avoid the hassles of traffic congestion and parking problems. These factors help to justify the use of online food delivery services.

Many of these given definitions above suggest that product performance is a measure of the product's functional elements such as product quality and price saving orientation (Kahneman, 2016). An evaluation of how good something is known as quality. A product that is resistant to breakage is an example of product quality. A well-constructed product is an illustration of quality. In a purchase agreement, the monetary value that must be given in exchange for a product or service. (Nagle, 2018). Because they are concerned about how much money they can save through price reductions, consumers look for price reductions through price discounts. Evidence from a study backs up the effectiveness of a price reduction, stating that discounts increase the perceived worth of a product's offer since it implies that the pricing is even greater of a deal (Thaler, 2018).

2.3.2 EASE OF USE

The term 'ease of use' can be characterized as a system of use that will be effortless. When using e-commerce such as foodpanda application, it is very important

for users to know that the application is user-friendly. foodpanda's popularity during the epidemic is due to its robust and user-friendly website and mobile app. (Suleiman, 2021). Through empirical research, it has proven that the intention to use foodpanda as an online delivery service is due to its convenient use. There are a few aspects in ease of use such as facilitating the user, self-efficacy of using the technology, features that are easy to understand and secure.

Online food delivery helps customers to use applications by facilitating the users. Customers of food delivery services may use delivery apps to look for and compare goods. Delivery apps may be used as a handy and highly small-scale eateries with limited advertising and marketing resources can use this as an efficient sales and marketing technique. (Suk, 2019). According to Shiyyin (2019), foodpanda introduces new technology to facilitate the users to order food. Since the foodpanda is an online application of food delivery in the new version, so more customers use their service. Nysveen and Pedersen (2016) mentioned that users who have access to a good set of facilitating conditions, it is suggested, are more likely to have a positive desire to use that technology. It has caused a revolution in the food sector by incorporating various eateries and allowing consumers to enjoy outside meals more conveniently and at their doorstep (Shakshi, 2020). It may be inferred that this local-based service application can assist the user in ordering meals based on the user's preferences, where the user can identify the nearest restaurant, see the profile business, leave comments, and check the restaurant owner's ongoing promotions (Isabela, 2018).

The foodpanda makes the consumer feel high self-efficacy of using their application. The procedure of employing a new medium when purchasing on the web is simple due to the convenience of technological usage (Vincent, 2016). As mentioned by Rezaei (2016), customers benefit from the time saved by internet buying. A client

considers internet shopping to be beneficial since it saves time, effort, and money, as well as providing extended store hours and quick checkouts. Based on empirical studies in the fields of information systems and e-commerce based on mobile app attributes to support the notion the visual aspect of a mobile app, data gave, and navigation system design are important stimuli that impact users' inner reactions and outcomes in a purchase decision or purchase decision (Kapoor, 2018).

In terms of security, it represents customers' trust towards any delivery service to handle food from restaurant to door-home. The trust given is because foodpanda has a good security system. Suleiman et al (2021) found that more than one percent of the participants (57.8 percent) discovered foodpanda through the application, 19.6 percent through friends, and 19.8 percent through the website. This proved that foodpanda delivery service has more secure compared to other food delivery services online, such as Zomato, GrabFood, and Swiggy. From the information provided, foodpanda delivery service achieves a high level of customer intention as a food delivery company.

Customers must be able to use the Food Delivery Services System at their leisure. characteristics (Hassan, 2020). Based on Nayan and Hassan study, the proportion of challenges to grasp reveals that 55 percent of respondents strongly disagree with the assertion that foodpanda's general system aspects were difficult to understand, while 51 percent of respondents disagree with the statement. Compared to other online food delivery like GrabFood, foodpanda has features that are easy to understand and the process to make order smooth from others applications. In case the customers get spilled food from the food delivery service, and the customer wants to complain about it, the online website of the delivery service should have provided features to complain.

2.3.4 SOCIAL INFLUENCE

An individual's impression of the importance of others in influencing him or her to utilise a new system is defined as social influence. Subjective norms, social circumstances, and image are all examples of social influence (MA Bonn, 2016). An individual's subjective standard may be determined by how significant people perceive him or her to behave and whether they think that person should or should not. (Nab Ramlan, 2020). Even if he or she does not agree with the decision, an individual is somehow impelled to obey important people (Catherine, 2017). Family, close friends, coworkers, or others the people admire, as well as mass media such as Facebook, WhatsApp, and the internet, could be considered important application.

Furthermore, an individual's internalisation of a person's or group's subjective culture, as well as specific interpersonal decisions made with others in specific social contexts, are all examples of social elements (X Hu, 2019). Customers' expectations are continuing to follow current trends as a result, it is advised that the business grow while continuing to surpass clients' expectations. Food application have begun to develop as a pattern, according to Vinaik (2019), due of their compatibility with many eateries and comprehend the relationship between restaurants and consumers. The main influence is from the family and friend, they are the most influencing person to make any decision. the second main factor that contribute to influencing is mass media and internet such as television, web page, internet application like Facebook and WhatsApp, and free advertising in the web.

2.4 CUSTOMER SATISFACTION OF USING ONLINE FOOD DELIVERY

The goal of this research is to find out how satisfied customers are with online food delivery services. Before reaching competitiveness, an online food company with high competitiveness and benefits should first capture the good response of customers. Customers are satisfied with the service after experiencing the quality of service provided to them in the favourable answers. This means that the customer will develop a strong attachment to the service.

Online food delivery services greatly affect the customer's experience in using the service provided. Food availability, customer's feedback, good payment alternatives and human interaction are all elements that greatly influence consumer happiness (Kwong & Shiun-Yi, 2017). To achieve customer satisfaction and happiness at the maximum level, service provision must focus on service quality, with the goal of food delivery service being customer satisfaction at the maximum level rather than profit. Furthermore, the perception of service quality has a positive effect on customer loyalty and satisfaction in advanced technology -based businesses. This suggests a connection between the satisfaction or loyalty of a client using an online service and the quality of the service provided. Personal innovation is thought to improve or reduce the relationship between customer satisfaction and customer loyalty, as well as between perceived service quality and customer loyalty. Personal innovation is thought to improve or reduce the relationship

between customer satisfaction and customer loyalty, as well as between perceived service quality and customer loyalty (Agus, 2019).

In the field of mobile commerce, it is important to keep in mind that as the capabilities and applications of mobile technology evolve and become more sophisticated, so does the internal motivation of consumers. The role of information quality, performance expectations, customer patterns and social impact in encouraging customers in using delivery applications on a regular basis. It has been proven that the consulting role of customer satisfaction breakdown and perceived value in the relationship between food quality and online service quality, which is important for online food service delivery.

The Food Delivery Services System must provide convenience to its customers. It is vital to promote their firm and the services they offer to customers by advertising their offering, especially in response to their request to make it easy for customers to place orders with them. There are several studies describing issues about customer experience with online food delivery services and variables such as convenience, incentives of hedonism, time-saving alignment, experience of online buying intentions, how users use the app and behavioural intentions to influence customers when using an online food delivery service application, according to Yeo et al., (2017). This is discussed by Jayadevan et al. (2019), who conducted research in this field and discovered that digital applications have emerged as one of the fastest growing advances in food delivery, with consumers now having the ability to order food online from a variety of food suppliers listed in the e-commerce marketplace at any time and from any location. Customer convenience has enhanced because of variables such as no minimum order value and numerous payment alternatives such as net banking, digital wallet, and cash on delivery. Ray et al. (2019) proposes eight primary reasons for the adoption of food service,

convenience, community pressure, customer experience, restaurant search, quality control, listing, and ease of use.

Ease of use, availability of high-quality cuisine, and the customer's experience with a restaurant search are all essential factors in their decision to employ a food delivery service system. The online meal ordering system will construct an online food menu and deliver the requested meals to the consumer's door using a smart mobile application. It significantly reduces the need for customers to visit restaurants and wait in large lines in order to improve customer satisfaction. According to Lee et al., (2017) user-generated information, company-generated information, and the quality of the universal system all have a major impact on consumption.

2.5 HYPOTHESES

The hypothesis of the research is made based on the factors which are performance expectations, perceived trust, and social influence that affect the acceptance of using online food delivery applications. Here was the hypothesis listed below:

Objective 1: To identify the relationship between product performance and intention to use foodpanda delivery service during COVID-19.

H_{1a} – There is a relationship between product performance and the intention to use foodpanda delivery service during COVID-19.

Objective 2: To investigate the relationship between ease of use and intention of using foodpanda delivery service during COVID-19.

H_{1b} – There is the relationship between ease of use and intention of using foodpanda delivery service during COVID-19.

Objective 3: To examine the relationship between social influence and intention to use foodpanda delivery service during COVID-19.

H_{1c} – There is the relationship between social influence and intention to use foodpanda delivery service during COVID-19.

2.6 CONCEPTUAL FRAMEWORK

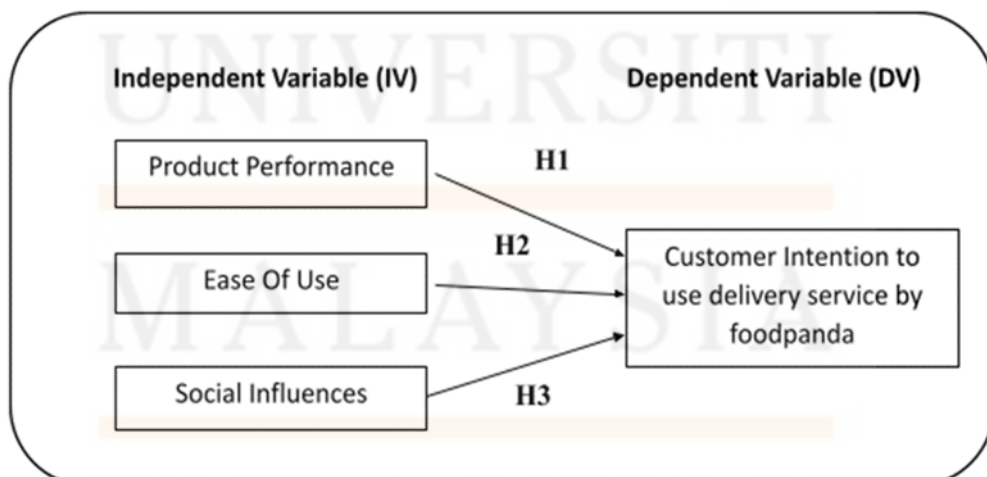


Figure 2.2: Conceptual framework

According to Kieso (2010), the accounting conceptual framework, like a constitutional, is a cohesive system that links the aims and basics that serve as a guide in the development of uniform standards and describe the form, purposes, and constraints of financial reporting.

Figure 2.2 indicates the independent variables (IV) and dependent variable (DV) of this research. The figure shows the relationship between product performance, ease of use, social influences, and the customer intention factors using delivery service by foodpanda.

The independent variables are the factors that could affect the intention of consumers. On the other hand, the dependent variable (DV) is the customer intention factors using delivery service foodpanda. There are three independent variables (IV) that have been determined in this study which are product performance, ease of use and social influence. The product performance in this study measures the perceptions and beliefs of users of online food delivery, while ease of use measures the state of a simple and user-friendly application. Lastly, the social influence covers the degree on how an individual perceives the importance of an online food delivery application and influences them towards the service.

2.7 SUMMARY

This chapter describes a literature review of using food delivery service by foodpanda in Malaysia during pandemic COVID-19. This chapter consists of a hypothesis, conceptual framework, and comparison between studies on customer's intention factor. Hypotheses brief about the objective of this research while conceptual framework elaborate more on how iv and dv have a relationship. The purpose of this study is to make a comparison between the study in three intention factors of customers using online food delivery services.

CHAPTER 3

RESEARCH METHODOLOGY

3.1 INTRODUCTION

This research employs a quantitative methodology. Quantitative approaches necessitate a thorough review of the research literature as well as the formulation of hypotheses. The type of research necessitates the sample selecting how to assess the relevant characteristics and the research tools to be utilized, such as surveys or experiments. The next stage is to collect data. Data collection is by using non -probability sampling which is convenience sampling. Data collection is to find out the intention of customers to use delivery service by foodpanda in Malaysia. This chapter will also discuss about research design, population, sample size, sampling methods, data collection methods, research instruments and data analysis.

3.2 RESEARCH DESIGN

The design of research can be classified into two categories which are qualitative research and quantitative research. Using open-ended and conversational contact, qualitative research is a sort of market research that uses this method to acquired data. This strategy considers not just "what" people believe, but also "why" they believe it. Quantitative research entails the gathering and analysis of numerical data. It can be used to find trends and averages, formulate forecasts, determine causal relationships, and extend findings to bigger populations (Hoy, 2020). Research methods are used by researchers in this research by using data, controls, and statistics, research design maximizes objectivity. Face-to-face interviews, telephone interviews, longitudinal studies, website interceptors, online polls, kiosk surveys, online surveys, paper surveys, mobile surveys, and systematic observations are all instances of quantitative data collection techniques. Detachments in characterizing and measuring phenomena are highlighted in quantitative research design. The appropriate choice for executing a research approach is a vital decision in research design since it dictates how to collect relevant information from a study (Sileyew, 2019). Quantitative design, according to Fink (2003), allows researchers to collect attitudes and behavioral data while also examining connections between factors. According to Burton and Streane (2004), quantitative study is "one of the most prevalent data collection procedures in science is a survey.,". In non-experimental research, Patten (2000) asserts that survey design is appropriate for evaluating a subject's behavior, beliefs, or attitudes. There are various data collection methods that cannot be employed in this study, in addition to surveys and interviews.

The researcher is viewed as "a central character who influences and possibly actively constructs the collection, selection, and interpretation of data" in qualitative research (Finlay & Ballinger, 2017). In qualitative research, pre-assigned variables are challenged since they are assumed to be true, but new comparisons are also made between

any form of phenomena, such as by introducing new ideas or variables. This process, as we have discussed, is carried out in empirical relation material, previous research, and thus related to theory. Previous theories and studies cannot be released or confined. The advantage of qualitative research is that it allows one to explore a topic in more depth and detail than quantitative research. In addition, qualitative research is often cheaper than quantitative research, as it does not need to recruit as many participants or use extensive methods. Since it does not have to interview numerous people at once, qualitative research provides flexibility regarding time and place. Meanwhile, the disadvantage of qualitative research cannot measure the number of users answering a given questionnaire. This makes it very difficult to gather information. Qualitative research also cannot generalize findings compared to quantitative surveys. Findings from qualitative research cannot be used to inform the public or a larger audience. In other words, "textual data" is what qualitative research generates (non-numerical). Quantitative research, on the other hand, produces "numerical data," or knowledge that can be expressed as numbers.

In this study, researcher chosed the quantitative study because the main goal of the study was to obtain consumer intention of data using the online food delivery application by foodpanda. This method explained the phenomenon of the used of such applications, as well as the extended to which Malaysians used modern technology in food service industry. Finally, this quantitative descriptive study was important to identify the key elements that influence customers' intention to accept and apply applications especially in the Malaysian during pandemic COVID-19. The advantage of quantitative research was involved the fast speed at which data collected. A rapid analysis of this data is also possible. In addition, the survey's findings can be swiftly extrapolated to the entire population using a statistically sound random sample. Planned programming and message delivery is another benefit. With reliable and repeatable information that can be provided

by quantitative surveys, a reliable set of statistics can provide confidence when making future plans. When dealing with important subjects, quantitative research can also be conducted anonymously. Quantitative research also allows it to generalize findings outside the group of participants.

After collecting data, researchers may need to process it before analysing it. For instance, it might be necessary to translate survey and test data from words to numbers. The data can then be used to do statistical analysis in order to answer research questions. Descriptive statistics provide a summary of the data and include averages and variability measurements. In addition to frequency tables, graphs, scatter plots, and other visual representations of data, researchers can use these tools to visualise data and search for patterns or outliers. It can produce predictions or generalisations based on data by employing inferential statistics. The population parameter can be estimated using sample data or by testing the hypothesis.

3.3. POPULATION

The population of interest is the study target population that it intends to study or treat. Kumar (2013) mentioned that the population refers to the entire group of people, events, or things of interest that research wishes to investigate. A study population can generally be said to be a large collection of individuals or objects that are the focus of a researcher. In research studies, researchers are unable to test everyone because of large

population sizes require a long time. Therefore, the investigator will take a random sample from the same population of interest to be included in the study.

The target population of this research is the customers who has intention of using online foodpanda delivery services and have access to the internet to facilitate their daily affairs. This application is used by working people and have less time to manage meals at home. But housewives are also the majority who show interest in using the foodpanda service nowadays. As stated by the Department of Statistics Malaysia (2020), the population of Malaysia in 2020 was estimated at 32.7 million. This was the total population in Malaysia including *bumiputera*, Chinese, Indian, others, and non-Malaysian citizens. Therefore, the online food delivery service is used by everyone who is in Malaysia. Moreover, the online food delivery service is very popular among urban areas especially in Kuala Lumpur and Selangor which is a rapid urban area and is filled with people as it is the capital and the surrounding area. These areas are the largest area where most people are busy with their work-life schedules. Therefore, this research was targeted at customers in the 18-year-old age group and older who typically use online food delivery services.

3.4 SAMPLE SIZE

A sample size is a group of subjects selected from the general population and considered to be representative of the actual population for a specific study. Sample size

is an important feature for any empirical study where the goal is to make inferences about the population of the sample (Taherdoost, 2017). To generalize from a random sample to avoid bias or sampling problems, random samples should have an adequate size. This is because in the population research section it is important to obtain the sample, but absolute size selected samples relative to complexity population, goals, and types of researcher's statistical manipulation to be used in the data analysis (Taherdoost, 2016). Sample size can be calculated using a variety of statistical formulas. A sample size formula is used to estimate the population's variance or heterogeneity.

The sample size, sometimes abbreviated as n , is the total number of unique data points required to calculate a given set of statistics. With bigger sample sizes, researchers may more accurately determine the average values of their data, and they can minimise errors by evaluating a limited number of possibly anomalous samples. Quantitative methods were used as the main guide for a structured questionnaire that was modified according to the food delivery service applications by foodpanda. Based on table 3.1 by Krejcie and Mogan, according to the total population of Malaysian who use foodpanda delivery service applications is 32.7 million. The minimum number of data collected for the sample size it enough for 384 respondents.

Table 3.1: Table for determining sample size from a given population (Krejcie, Robert V, Morgon & Daryle, 1970)

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

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

Krejcie, Robert V., Morgan, Daryle W., "Determining Sample Size for Research Activities", Educational and Psychological Measurement, 1970.

3.5 SAMPLING METHOD

A sampling method is a set of subsets of a population, while sampling is the process of selecting and taking samples from a population (Zainuddin, 2018). Sampling methods can be used to draw conclusions about populations or to generalize about existing theories. The most common sample techniques are convenience sampling and deliberate sampling, which are both effective with almost all qualitative study designs. Sampling techniques can be used separately or in conjunction with one another in a qualitative dissertation. Essentially, this is determined by the sampling technique used. Analyzing a sample and understanding its nature or explanation will help researchers understand the basic nature or characteristics of the population. In the sampling process, the researcher chooses a specific population rudiment as the study subject. Typically, sampling methods are classified as either probability or non-probability.

Each item in the population has an equal chance of being included in the sample, according to the idea of probability sampling. One approach to doing random sampling is that researchers create a sampling framework first and then select samples from that framework using a computer program that generates random numbers (Zikmund, 2020). There are five types of sampling in probability sampling which is simple random sampling, systematic sampling, stratified random sampling, cluster sampling, and multi-stage sampling. In case studies and quantitative research design investigations, non-probability sampling is widely used. Case studies, on the other hand, tend to focus on a small and deliberate sample to investigate events in real life rather than generating statistical generalizations about a wider population (Yin, 2018). There are four types of non-probability sampling which are quota sampling, snowball sampling, judgement sampling, and convenience sampling.

This study employed a non-probability sampling technique known as convenience sampling. Convenience sampling is the practise of taking samples based on the availability of elements and the ease with which they can be obtained. This sample was chosen because it was in the right place and time. The advantage of convenience sampling is that this method is fast, easy, and cheap. The researcher has the freedom to determine, select the sample and produce accurate data. For example, the respondent can answer the questionnaire quickly, the time taken to answer is short and does not require expensive costs because the respondent only needs to answer online. Meanwhile, the disadvantage of convenience sampling is selection bias, non-representative samples and descriptive or casual research are not encouraged. During the outbreak of COVID-19 disease, most Malaysians started using online food delivery applications by foodpanda. Therefore, researchers used sampling of this facility because researchers can randomly selected respondents in Malaysia because anyone can answer a given questionnaire no matter

where they are. The questionnaire was designed using Google Forms and has been distributed through social media, such as WhatsApp, Facebook and Instagram. Using the Google Forms method and social media, researchers get more respondents without the boundaries of place and time.

3.6 DATA COLLECTION PROCEDURE

Data collection is the methodical gathering and analysis of information on relevant factors that enables researchers to answer research questions, test hypotheses, and evaluate results. The most extensively and often used qualitative data collection methods include interviews, surveys, group discussions, and observations. In the physical and social sciences, humanities, and business, data collection is used across all fields of research. Any data collection should strive to obtain high-caliber information that may be converted into rich data analysis and used to provide a persuading and believable response to the questions given. Regardless of the research topic or preferred data definition method (quantitative or qualitative), reliable data collection is important to the research's integrity (Rouse, 2020).

The use of appropriate data collection instruments (existing, modified, or newly invented) as well as properly defined instructions for their proper use reduces the possibility of errors. Data collection is one of the most important steps in any research project (Kabir, 2016). Data collection is a difficult process that requires meticulous

planning, hard work, patience, tenacity, and other qualities to be completed correctly. Data collection begins with determining what type of data is required, followed by selecting a sample from a specific demographic. Following that, researchers must collect data from the chosen sample using a specific instrument.

Instead of conducting a survey, researchers can easily complete their research by using Google Form. This tool lets them collect data by sending an email or distributed through Whatsapp to a list of respondents. Also, it saves them time by allowing them to easily share the survey questions.

3.7 RESEARCH INSTRUMENT

A questionnaire is used to collect the data. A questionnaire is a type of research tool that consists of a series of questions designed to collect information and data from respondents. Questionnaires are a sort of written interview that can be conducted in person, over the phone, on the computer, through Whatsapp or by mail. Questionnaires are a low-cost, rapid, and efficient approach to collecting significant volumes of data from a big sample in a short period of time (McLeod, 2018).

The questionnaire will be consists into three sections which is section A, section B and Section C. Section A would be the first component, and it would include questions regarding the respondent's demographic information. Gender, age, status, occupation, income level, and education level would be among the demographic information queries.

The questionnaire's in the B sections will contain questions about the independent variables (product performance, intention to use and social influence of customer satisfaction by using online food delivery), whereas section C will focus more on the dependent variable (intention to use of customer satisfaction by using online food delivery). The questionnaires are bilingual, with questions written in both English and Malay for the convenience to the respondent. This research used a 5-Point Likert Scale to allow the respondents to indicate how much they agreed or disagreed with a statement. Strongly disagree is represented by 1, while strongly agree is represented by 5.

For section B, this research implemented a 30-item scale to investigate the factors influencing consumer behavioral intention to use Foodpanda. The scale consisted of three independent variables which include Product Performance (10 items), Ease of Use (10 items), and Social Influence (10 items). For section C, this research implemented a 5-item to investigate dependent variable which include intention to use (5 items).

The questionnaire will consist all the information regarding the foodpanda's application. In this questionanaire, respondent will be ask 3 main category of independent variable. They will give their experince on using online food delivery application and what is the most favourable food delivery company did they choose (Sullivan & Artino, 2017). The respondent will answer all the question about their satisfaction on using foodpanda services, including food availability, customer evaluations, payment options, and human interaction.

In both Sections B and C of the questionnaire, the measurement scale will be a 5-point Likert scale. A typical Likert scale might employ a 5- or 7-point ordinal scale to determine whether respondents agree or disagree with a statement or opinion Closed-ended questions would be asked in this study's questionnaire, and responders would be

given options ranging from 1 (Strongly Disagree), 2 (Disagree), 3 (Neutral), 4 (Agree), and 5 (Strongly Agree) (Strongly Agree). Each question would require respondents to choose exactly one option.

In that google forms, researchers created the most common answer which are foodpanda and GrabFood, and another place to write if respondent are not using these two application. Reseachers consist this extra question because it is one of the option to get the right and valid data from respondent. This online survey was chosen because it would be thorough in obtaining responses from people in different locations and nations. Furthermore, an online questionnaire is more suited during current Covid-19 outbreak because a face-to-face survey could spread the virus through contact.

3.8 DATA ANALYSIS

In order to integrate metrics, facts, and statistics into improvement initiatives, data analysis is a method and process for taking raw data and mining it for insights relevant to the company's core goals. Data analysis also can be defined as data collection, cleansing, and organisation are only a few of the phases that often make up a process. There are numerous data analysis methods, the majority of which fall into two categories: Methods for analysing quantitative data and methods for analysing qualitative data (Durcevic, 2020). A quantitative research design is used in this study. Data analysis can also be divided into sections, such as descriptive and Pearson Correlation analysis.

Reliability analysis can be used to investigate the qualities of measuring scales and the items that comprise the scales. The reliability Analysis technique computes several commonly used scale reliability metrics as well as data on the correlations between specific scale items. Inter-item correlations are used to investigate the extent to which scores on one item are related to scores on all other items on a scale. It determines item redundancy, or how many items on a scale evaluate the same material (Swerdlik, 2016). Inter-item correlations are used to investigate the extent to which scores on one item are related to scores on all other items on a scale. It determines item redundancy, or how many items on a scale evaluate the same material (Cohen, 2016).

3.8.1 DESCRIPTIVE ANALYSIS

In a study, the fundamental characteristics of the data are described using descriptive statistics. Descriptive statistics offer brief summaries of the sample and measurements. They act as the basis for almost all quantitative data analysis, combined with straightforward graphical analysis (Kenton, 2019).

Sometimes descriptive statistics and inferential statistics are distinguished. Researchers simply describe what the data is or suggests when they utilise descriptive statistics. Researchers try to infer conclusions from the data at hand when they use inferential statistics (Noel, 2017). Using inferential statistics, for instance, to guess what the general public would believe based on sample data. Alternately, researchers can use

inferential statistics to assess whether a difference between groups that was detected in this study is credible or whether it simply happened by accident. In order to know general conditions from their data, researchers employ inferential statistics, whereas descriptive statistics are used to simply report what is happening in their data.

Quantitative data is presented logically and understandably using descriptive statistics. In a research project, researchers may use a variety of measurements. Alternately, they can use any method to evaluate a sizable number of individuals. They can make sense of vast amounts of data with the help of descriptive statistics. Each descriptive statistic distils a lot of data into a good summary.

3.8.2 REABILITY ANALYSIS

Reliability analysis, which examines the relationship between the scores obtained from various administrations of the scale, can be used to determine the degree of systematic variation in a scale. The validity and dependability of research methodology and measurement tools must be taken into consideration when performing quantitative research. Reliability is the constancy with which a method measures something. When using the same approach on the same sample under the same circumstances, researchers should obtain the same results. Otherwise, the measurement technique might not be accurate. Reliability comes in four different flavours. Each can be calculated by comparing various results from the same procedure.

Table 3.2 shows the type of reliability and the measures of consistency

Type of reliability	Measures the consistency of...
Test-retest	The same test over time
Interrater	The same test conducted by different people
Parallel forms	Different version of a test which are designed to be equivalent
Internal consistency	The individual items of a test

The best types when using quantitative data in this research is test-retest. It was because the consistency of results when researcher repeat the same test on the same sample at a different time. When researcher measuring anything that didn't expect to remain consistent in this sample, researcher will utilize it.

3.8.3 CORRELATION ANALYSIS

The data is analysed using correlation analysis. One of the most important analyses that can evaluate the strength of the linear relationship between the independent variables and the dependent variable is the coefficient analysis. The purpose of this study is to see if there are any correlations between the independent variables of performance expectation, perceived trust, and social influence, and the dependent variable of acceptance of utilizing foodpanda delivery applications.

The correlation coefficient is a statistical indicator of the strength of the relationship between the relative movements of two variables. The values range from -1.0 to 1.0. If the estimated number was greater than 1.0 or less than -1.0, there was an error in the correlation measurement. A correlation of -1.0 denotes a perfect negative correlation, while a correlation of 1.0 indicates a perfect positive correlation. A correlation of 0.0 shows that there is no linear relationship between the changes in the two variables.

The most common kind of correlation coefficient is the Pearson correlation. This metric assesses the strength and direction of a linear relationship between two variables. It cannot capture nonlinear interactions between two variables or discriminate between dependent and independent variables.

The correlation coefficient's value indicates how strong of an association there is. For instance, a value of 0.2 denotes the existence of a positive correlation between two variables, but one that is small and unimportant. Analysts do not consider correlations noteworthy in some research fields until the value approaches 0.8. On the other hand, a correlation coefficient of 0.9 or above would suggest a very significant link.

3.9 SUMMARY

This chapter has gone through the most common data collection techniques. This study uses a quantitative method by using a questionnaire as a research instrument for

this research. Google forms to create questionnaires and share them on social media. These items will be adopted and adapted from previous studies and have significant relevance to the studied variables. It was a closed-ended question that respondents responded to using the Likert Scale responses supplied previously. Moreover, Malaysian customers who have internet access, use the foodpanda application as well as respondents aged between 18 to 45 years are the target demographics of this study. Facility sampling, non -probability sampling, was used as the sampling method. Finally, three statistical analyses were planned to be conducted in this study which is descriptive statistics, reliability tests, and correlation tests were all required for this study.

CHAPTER 4

RESULT AND DISCUSSION

4.1 INTRODUCTION

This chapter presents the findings of the analysis of data collected from 384 respondents in an online survey using Google Form. The research focuses on the effect of product performance, ease of use and social influence on customer's intention towards using delivery service by foodpanda. Using the SPSS system, the results were based on reliability analysis, frequency analysis, descriptive analysis, and Pearson's correlation analysis.

4.2 DEMOGRAPHICS CHARACTERISTICS OF RESPONDENT

Descriptive statistics includes frequency analysis. The frequency of an occurrence is defined in statistics as the number of times it occurs. Frequency analysis is a branch of statistics concerned with the number of events and analysis metrics such as central tendency, dispersion, percentiles, and others. In this study, there were a total of

seven questions ask such as visit any domestic travelling, gender, age, income, marital status, occupation, and domestic destination.

Table 4.1: Respondents' Gender (n = 384)

Gender	Frequency	Percentage (%)
Female	203	52.9
Male	181	47.1
Total	384	100

The table above represent the frequency and percentage of the respondents' gender. A total of 181 respondents were male and the overall percentage of it is 47.1%. The total number of respondents who were female 203 which carries the percentage of 52.9%.

Table 4.2: Respondents' Age (n = 384)

Age	Frequency	Percentage (%)
18 - 25	133	34.6
26 – 30	96	25.0
31 – 35	72	18.8
36 - 40	43	11.2
41 – 46	40	10.4
Total	384	100

The table above shows the ages of the respondents in this study. The ages have been divided into five groups. 133 (34.6 percent) of the 384 responders are under the age of 26. The second largest age group, those aged 26 to 30, accounts for approximately 96 (25%) of the total. The third biggest class is from 31 to 35 and get total of respondents are 43 with 11.2% and for the last age class, which is from the age 41 to 46, there is a total of 40 (10.4%) respondents.

Table 4.3: Respondents' Race (n = 384)

Race	Frequency	Percentage (%)
Malay	201	52.3
Chinese	81	21.1
Indian	64	16.7
Others	38	9.9
Total	384	100

The total race of respondent has been classed into 4. Out of 384 respondents, 201 (52.3%) of them are from Malay respondents, 81 (21.1%) from Chinese's respondent, 64 (16.7%) from India's respondent and the last other was (27 respondents). Out from 384 total of respondents, 57% of total respondents were Malay, followed by Chinese were 15.6%, Indian were 9.9%, and the remaining of 17.4% were other respondents by race who involved in this study.

Table 4.4: Type of Occupation (n = 384)

Type of Occupation	Frequency	Percent (%)
Student	143	37.2
Employed	159	41.4
Unemployed	55	14.3
Retired	27	7.0
Total	384	100

The table above shows the frequency percentage for type of occupation level of respondent. The highest percentage for occupation level of the respondents is employed which is 159 (41.4%). Meanwhile, the retired represent the lowest percentage which consist of 27 (7.0%). The second higher percentage is student who is 143 (37.2%) and the last unemployed with 55 (14.3%) respondents.

Table 4.5: Respondent's State (n = 384)

State	Frequency	Percentage (%)
Kelantan	38	9.4
Perak	22	5.7
Sabah	15	3.9
Sarawak	12	3.1
Wilayah persekutuan (Labuan, Kuala Lumpur, Putrajaya)	34	8.9
Selangor		
Kedah	43	11.2
Johor	32	8.3
Terengganu	37	9.6
Pahang	38	9.4
Perlis	17	4.4
Pulau Pinang	12	3.1

Negeri Sembilan	37	9.6
Melaka	23	6.0
Total	28	7.3
	384	100

The table 4.5 shows the frequency percentage for domestic destination of the respondent. There are 15 states in Malaysia were put into the option for the attributes of domestic destination. The highest domestic destination is Selangor 43 (11.2%). Meanwhile, Johor and Pulau Pinang represented the same percentage and frequency which is 37 (9.6%).

Table 4.6: Respondent of the foodpanda’s Customer (n = 384)

Are you foodpanda customer?	Frequency	Percentage (%)
yes	382	98.5
no	2	5
total	384	100

Based on table 4.1, there is a significant difference between the percentage of foodpanda users. The percentage of foodpanda users is 382 (98.5%) and those who have never been foodpanda are 2 (5%).

Table 4.7: Respondent of frequency of using foodpanda’s application

Frequency of using foodpanda’s application	frequency	Percentage (%)
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1 – 2 in a week	92	24.0
3 – 5 in a week	147	38.3
1 – 3 in a month	69	18.0
Rarely	76	19.8
Total	384	100

The table above shows the frequency of using foodpanda’s application. Frequency of using foodpanda’s application which is 3-5 in a week with the highest number 147 (38.3%). Meanwhile, the 1-3 in a month represent the lowest number percentage 69 (18%). The second higher percentage is 1-2 in a week which consist of 92 (24%) and the last rarely with 76 (19.8%).

4.2.2 MEAN AND AVERAGE MEAN OF INDEPENDENT AND DEPENDENT VARIABLES

Descriptive analysis was also utilised to describe the mean and average mean of both the dependent and independent variables. Each statement is examined to determine its mean and then interpreted based on the levels of agreement.

Table 4.8: Range of Mean and Level of Agreement

Range of Mean	Level of Agreement
4.21 – 5.00	Strongly Agree

3.41 – 4.20	Agree
2.61 – 3.40	Neutral
1.81 – 2.60	Disagree
1.00 – 1.80	Strongly Disagree

The table above shows the five ranges of mean and their levels of agreement according to each value range. The range from 1.00 – 1.80 has the lowest level of agreement of strongly disagree while 1.81 – 2.60 is to disagree. From 2.61 – 3.40, the level of agreement is on neutral ground. The range between 3.41 – 4.20 is to agree and 4.21 – 5.00 has the highest level of agreement which is to strongly agree.

Table 4.9: Descriptive Analysis Statistic of Product Performance

No.	Item Description	N	Mean	Level of Agreement
1	I am aware of the delivery policy/SOP of the food during pandemic.	384	4.01	Strongly agree
2	The delivery charge is worth it for me	384	4.01	Strongly Agree
3	Contactless delivery is a safe to prevent covid-19	384	3.98	Strongly Agree
4	I prefer food delivery services compared to take away /cooking /dine-in	384	3.93	Agree
5	When you contacted to our customer service team, were all issues resolved to your complete satisfaction?	384	3.98	Strongly Agree
6	How do you feel about the information that you receive from foodpanda application?	384	3.94	Agree
7.	I'm satisfied to purchase product by using foodpanda delivery application	384	3.96	Agree
	Average Mean	384	4.50	Strongly Agree

The mean values for the independent variable, product performance, are displayed in the table above. The two items' combined highest mean value was 4.01 “I am aware of the delivery policy/SOP of the food during pandemic” and “The delivery charge is worth

it for me” has a degree of agreement of strongly agree. That would come next “Contactless delivery is a safe to prevent covid-19” and “When you contacted to our customer service team, were all issues resolved to your complete satisfaction?” with the same mean value of 3.98, followed by “I’m satisfied to purchase product by using foodpanda delivery application” with the mean value of 3.96 and “How do you feel about the information that you receive from foodpanda application?” with a mean value of 3.94 with the same level of agreement which is agree. The lowest mean value is 3.93 for the statement “I prefer food delivery services compared to take away /cooking /dine-in” with the level of agreement being agree.

The level of agreement is strongly agreed, with a mean performance expectation average of 4.50. It demonstrates that the majority of respondents concur that a product's performance affects a customer's decision to use foodpanda's delivery service.

Table 4.10: Descriptive Analysis Statistic of Ease of Use

no	Item description	N	Mean	Level of agreement
1.	I believe I will make regular use of this system	384	4.00	Agree
2.	I thought the system is very complicated.	384	3.49	Strongly Agree
3.	I thought the system is simple to use.	384	4.02	Strongly Agree
4.	I believe I would need the assistance of technical person to operate this system.	384	3.55	Strongly Agree
5.	I thought the system’s many functionalities is properly integrated.	384	4.04	Strongly Agree
6.	I think this system had too much inconsistency	384	3.45	Agree
7.	I believe that most individuals would soon learn how to use this.	384	4.00	Strongly Agree
8.	I felt quite comfortable utilising the system.	384	3.86	Agree
9.	Before I could get started with the system, I needed to learn technology things.	384	3.66	Agree

Average Mean	384	3.70	Strongly Agree
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The table above shows the mean values for the independent variable, ease of use. The statement “I thought the system’s many functionalities is properly integrated” has the highest mean value with 4.04 and its level of agreement is ‘strongly agree.’ The second highest mean value is 4.02 with the statement “I thought the system is simple to use” with level of agreement is strongly agree. Next would be 4.00 with “I believe I will make regular use of this system” and “I believe that most individuals would soon learn how to use this.” One of these statements have ‘agree’ as their level of agreement and another one is ‘strongly agree’. The statements “I felt quite comfortable utilising the system.” and “Before I could get started with the system, I needed to learn technology things.” have the mean values of 3.86 and 3.66 respectively with ‘agree’ as both their levels of agreement. The statements “I believe I would need the assistance of technical person to operate this system.” and “I thought the system is very complicated.” are both in the ‘strongly agree’ level of agreement with 3.55 and 3.49 as their respective mean values. The lowest mean value is 3.45 which “I think this system had too much inconsistency” with ‘agree’ as its level agreement.

The level of agreement for the average mean value of ease of use is "highly agree," or 3.70. This demonstrates that the majority of respondents concur that customer intention to utilise foodpanda's delivery service is influenced by ease of use.

Table 4.11: Descriptive Analysis Statistic of Social Influence

No.	Item Description	N	Mean	Level of Agreement
1	The social media like facebook influence me to use foodpanda	384	3.91	Agree
2	The social media like Instagram influence me to use foodpanda	384	3.98	Strongly Agree
3	Foodpanda advertisement in radio influence me to order food with foodpanda	384	3.95	Strongly Agree
4	My friend suggested me to use foodpanda to order food.	384	4.04	Strongly Agree
5	My family always use food delivery application like foodpanda to order food at home.	384	3.94	Strongly Agree
6	In the youtube website there are also foodpanda advertisement always pop up when watching any video.	384	3.94	Strongly Agree
7	There are always foodpanda advertisement in the mailing website like google and yahoo.	384	3.94	Strongly Agree
8.	My neighbour always orders food by using e-commerce application.	384	3.92	Strongly Agree
9.	The foodpanda advertisement in whatsapp application influence me to order food online	384	3.91	Strongly Agree
Average Mean		384	3.94	Strongly Agree

The table above represent mean values of the independent variable, which was social influence. The highest mean value goes to the statement “My friend suggested me to use foodpanda to order food.” with 4.04 and its level of agreement is ‘strongly agree.’ The next highest is 3.98, 3.95 with the statement “The social media like Instagram influence me to use foodpanda” and “foodpanda advertisement in radio influence me to order food with foodpanda” with the same level of agreement, ‘strongly agree’. The value of mean 3.94 have three followed statements which are “My family always use food delivery application like foodpanda to order food at home.”, “In the YouTube website there are also foodpanda advertisement always pop up when watching any video.” and “There are always foodpanda advertisement in the mailing website like google and yahoo.” with the same level of agreement ‘strongly agree’. The statement “My neighbour always orders food by using e-commerce application.” have the mean value of 3.92

followed by “The foodpanda advertisement in WhatsApp application influence me to order food online” with the mean value of 3.91 and with strongly agree as both their levels of agreement.

The level of agreement for perceived trust is 'strongly agree,' with a mean of 3.94. This shows that majority of respondents believe in the importance of social influence when it comes to the customer’s intention towards using delivery service by foodpanda.

Table 4.12: Descriptive Analysis Statistic of Customer’s Intention Towards Using Delivery Service by foodpanda

No.	Item Description	N	Mean	Level of Agreement
1	I feel very confident using the food delivery service by foodpanda.	384	4.02	Strongly Agree
2	I think that using the food delivery service by foodpanda can attract the intention of buying more food.	384	4.03	Strongly Agree
3	People who influenced me to use food delivery services by foodpanda can attract my intention to use this application.	384	3.92	Agree
4	If there is a chance, I will order food through the food delivery application by foodpanda.	384	3.96	Strongly Agree
5.	I can order food with a wide range of prices through the food delivery application by foodpanda.	384	4.60	Strongly Agree
6.	I intend to use foodpanda in the future to order food.	384	4.59	Strongly Agree
	Average Mean	384	4.18	Strongly Agree

The dependent variable's mean values are displayed in the table above which is customers intention toward using foodpanda delivery service. The highest mean value with 4.60 goes to the statement “I can order food with a wide range of prices through the food delivery application by foodpanda.” The second highest with 4.59 its mean value is “I intend to use foodpanda in the future to order food.” followed by statement “I think

that using the food delivery service by foodpanda can attract the intention of buying more food.”, “I feel very confident using the food delivery service by foodpanda.”, and “If there is a chance, I will order food through the food delivery application by foodpanda.” with the mean value of 4.03, 4.02 and 3.96. The lowest mean value is 3.92 for the statement “People who influenced me to use food delivery services by foodpanda can attract my intention to use this application.’ The level of agreement of all these statements are strongly agree.

The dependent variable's average mean value is 4.18, and its level of agreement is "highly agree." This demonstrates that the majority of respondents think that product performance, convenience of use, and social effects are crucial factors when determining whether or not a client will utilise foodpanda's delivery service.

4.3 RELIABILITY TEST

The idea of test reliability is studied in terms of the stability of scores in general, group, and specific aspects among the items from trial to trial. Hypothesis self - correlation, equivalence coefficient, stability coefficient and equivalence are four fundamentally different and distinct definitions of reliability.

Cronbach's alpha was utilised to determine the study's reliability. Cronbach's alpha is a metric for internal consistency that ranges from 0 to 1. The validity and reliability of the study's questionnaire can be verified by this assessment.

Table 4.13: Cronbach's Alpha Coefficient Values

Cronbach's Alpha	Internal Consistency
$\alpha \geq 0.9$	Excellent
$0.9 > \alpha \geq 0.8$	Good
$0.8 > \alpha \geq 0.7$	Acceptable
$0.7 > \alpha \geq 0.6$	Questionable
$.6 > \alpha \geq 0.5$	Poor
$0.5 > \alpha$	Unacceptable

Cronbach's alpha coefficient values are displayed in the above table. When the value is 0.9 or above with a maximum value of 1, the internal consistency is regarded as outstanding. On the other hand, a value of less than 0.5 for Cronbach's alpha is regarded as unsatisfactory.

Table 4.14: Overall Result for Reliability Analysis

Cronbach's Alpha	No. of Items
0.798	32

The reliability analysis of variables, which covers the independent variables and the dependent variable, is summarised in the table above. It is demonstrated that the variables' Cronbach's alpha coefficient value is 0.798, which falls within the allowed

range for internal consistency. As a result, the study's questionnaire is valid, and the information gathered is applicable.

Table 4.15: Results for Reliability Analysis

Item Description	N.	No. of items	Cronbach's Alpha
The Product Performance	384	7	0.850
Ease of Use	384	9	0.784
Social Influence	384	9	0.830
Customer's intention towards using delivery service by food panda	384	7	0.743

The table displays the findings of the Cronbach's Alpha reliability study for each independent and dependent variable. Product performance is the first of a total of three independent variables. With a Cronbach's Alpha value of 0.850, this variable has a total of 7 entries listed under it. This value also meets the criteria for high internal consistency ($0.9 > 0.8$). Nine items are utilised to examine the reliability and validity of the second independent variable, which is ease of use. This variable's Cronbach's Alpha value is 0.784. This value meets the criteria for satisfactory internal consistency ($0.8 > 0.7$). Social influence is the third and final independent variable considered in this study. The Cronbach's Alpha value for this variable, which also had 9 items under it, is 0.830. This value also meets the criteria for high internal consistency ($0.9 > 0.8$). There were seven items under the dependent variable, the customer's intention to use Food Panda's delivery service, casting doubt on its accuracy. In terms of internal consistency, the Cronbach's Alpha result for this variable is 0.743, which is regarded as acceptable.

4.4 INFERENTIAL ANALYSIS

Inferential statistics are frequently used in research and studies to determine differences or correlations among variables. Product performance, ease of use, and social influence are all independent variables. Customer intention to use Food Panda's delivery service is the dependent variable. Pearson Correlation In this study, the coefficient will be utilised to determine the strength of the association between the independent and dependent variables. The table below shows the coefficient correlations and the strength of the link based on the values as a guideline.

Table 4.16: Coefficient Correlation and Strength of Relationship

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

0.00 – 0.30 (0.00 to -0.30)

Negligible correlation

Hypothesis 1

H0a – There is no relationship between product performance and the intention to use foodpanda delivery service during COVID-19.

H1a – There is a relationship between product performance and the intention to use foodpanda delivery service during COVID-19.

Table 4.17: Relationship between Product performance and Customer’s intention towards using delivery service by foodpanda

		The product performance	Customer’s intention towards using delivery service by food panda
The product performance	Pearson Correlation	1	.706**
	Sig. (2-tailed)		.000
	N	384	384
Customer’s intention towards using delivery service by food panda	Pearson Correlation	.706**	1
	Sig. (2-tailed)	.000	
	N	384	384

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

The figure above shows the relationship between product performance and customer’s intention towards using delivery service by food panda. The explanation of the number 0.706 is that there is a somewhat positive correlation between the two variables.

Hypothesis 2

H_{0b} – There is no relationship between ease of use and intention of using foodpanda delivery service during COVID-19.

H_{1b} – There is the relationship between ease of use and intention of using foodpanda delivery service during COVID-19.

Table 4.18: Relationship between ease of use and Customer’s intention towards using delivery service by foodpanda

		Ease of use	Customer’s intention towards using delivery service by food panda
Ease of use	Pearson Correlation	1	.0834**
	Sig. (2-tailed)		.221
	N	384	384
Customer’s intention towards using delivery service by food panda	Pearson Correlation	.834**	1

Sig. (2-tailed)	.000	
N	384	384

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

The table above shows the relationship between ease of use and customer's intention towards using delivery service by foodpanda. The explanation of the number 0.834 is that there is a somewhat positive correlation between the two variables.

Hypothesis 3

H_{0c} – There is no relationship between social influence and intention to use foodpanda delivery service during COVID-19.

H_{1c} – There is the relationship between social influence and intention to use foodpanda delivery service during COVID-19.

Table 4.19: Relationship between Social influence and Customer's intention towards using delivery service by foodpanda

		Social influence	Customer's intention towards using delivery service by food panda
Social influence	Pearson Correlation	1	.826**
	Sig. (2-tailed)		.000
	N	384	384

Customer's intention towards using delivery service by food panda	Pearson Correlation	.826**	1
	Sig. (2-tailed)	.000	
	N	384	384

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

The table above indicates the relationship between social influence and customer's intention towards using delivery service by foodpanda. The explanation of the number 0.826 is that there is only a weakly positive correlation between the two variables.

Table 4.20: Relationship of Factors Affecting Customer's intention towards using delivery service by foodpanda

		PP	EU	SI	CITUDSFP
PP	Pearson Correlation	1	.0834**	.826**	.706**
	Sig. (2-tailed)		.000	.000	.000
	N	384	384	384	384
EU	Pearson Correlation	.0834**	1	.800**	.820**
	Sig. (2-tailed)	.000		.000	.000
	N	384	384	384	384
SI	Pearson Correlation	.826**	.800**	1	.815**

	Sig. (2-tailed)	.000	.000	.000	.000
	N	384	384	384	384
CITUDSFP	Pearson Correlation	.706**	.820**	.815**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	384	384	384	384

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

Table 4.19 indicates the relationship between the dependent variable which was customer's intention towards using delivery service by foodpanda and the three independent variables which were Product performance (PP), Ease of use (EU) and Social Influence (SI). The relationships between product performance and social influence were positive and has moderate correlation. The relationship between ease of use and customer's intention using foodpanda is also positive but with low correlation.

4.5 SUMMARY

The results and conclusions of the descriptive analysis, reliability test, and Pearson's correlation analysis carried out on the information gathered from the questionnaires are covered in this chapter. The information gathered for this survey shows that customers intend to use foodpanda's delivery service. A total of 384

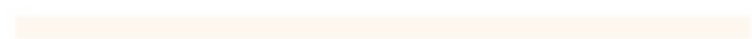
respondents took part in this survey. The majority of respondents, according to the findings, are students, while the minority belong to other categories.



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CHAPTER 5

CONCLUSION

5.1 INTRODUCTION

The previous chapter's analysis results will be discussed further in this chapter. By comparing the hypothesis to the actual data results, a discussion of the data analysis and findings has been held. This chapter will discuss the study's limitations as well as recommendations for future research based on theoretical and practical features.

5.2 RECAPITULATION OF THE FINDING

Here, a discussion of the findings' recapitulation is written in accordance with the study's research objectives, research questions, and hypothesis.

5.2.1 PRODUCT PERFORMANCE

The association between product performance and the intention to use the foodpanda delivery service during COVID-19 was the subject of research question 1 in this study. Additionally, this addresses the initial objective and hypothesis. The research aims, research questions, and hypotheses are provided in Table 5.1.

Table 5.1: Research Objective 1 and Research Question 1

No	Research Objective (RO)	Research Question (RQ)
1	To identify relationship between product performance and intention to use foodpanda delivery service during COVID-19.	What is the relationship between product performance and intention to use foodpanda delivery service during COVID-19?

H1: There is a significant relationship between product performance and the intention to use foodpanda delivery service during COVID-19.

The findings of hypothesis H1 in Chapter 4 were assessed to address RQ1. According to H1, there was a connection between product effectiveness and intention to use the foodpanda delivery service during COVID-19. The correlation coefficient for the outcome was 0.706, and the p value was 0.000, which is less than the highly significant level of 0.001. As a result, the dependent variable and the first independent variable have a strong positive connection. H1 was therefore acceptable in this study. Product performance is the way a product responds to outside forces in its working environment. The performance of a product's component elements determines its overall performance.

This study demonstrates the superior performance of the foodpanda product when delivering food to clients, such as delivering food on schedule and delivering food in good condition. As customers are more likely to visit online retailers that offer a large assortment of high-quality goods, this has demonstrated that more customers will utilise this application. 2020 (Handoko). The ever-evolving character of urban customers has fostered the expansion of food delivery services, and as technology has advanced, more individuals are using online meal delivery services. Online food delivery services like GrabFood, foodpanda, and DeliverEat are helpful and provide customers with a variety of options as a result.

5.2.2 EASE OF USE

The association between simplicity of use and the intention to utilise the Foodpanda delivery service during COVID-19 was the subject of research question 2 of this study. The second objective and hypothesis are likewise addressed by this. The research aims, research questions, and hypothesis are displayed in Table 5.2.

Table 5.2: Research Objective 2 and Research Question 2

No	Research Objective (RO)	Research Question (RQ)
2	To investigate relationship between ease of use and	What is the relationship between ease of use and

intention of using foodpanda delivery service during COVID-19.	intention of using foodpanda delivery service during COVID-19?
--	--

H2: There is a significant relationship between ease of use and intention of using foodpanda delivery service during COVID-19.

The results of hypothesis H2 were assessed in order to respond to RQ2. According to H2, ease of use and intention to use the foodpanda delivery service during COVID-19 are related. The correlation coefficient for the outcome was 0.834, and the p value was 0.000, which is less than the highly significant level of 0.001. As a result, the dependent variable and the second independent variable have a strong positive connection. H2 is therefore approved in this study. The phrase "ease of use" refers to a system that will be simple to use. It is crucial for customers to understand that e-commerce applications like the foodpanda application are user-friendly before utilising them. The sturdy and user-friendly website and mobile application of foodpanda contributed to its popularity during the outbreak. (2021; Suleiman). Due of foodpanda's simplicity of use, customers use it as an online delivery service. There are many factors that make something easy to use, including simplicity, safety features, and self-efficacy in utilising technology. Small-scale restaurants with limited advertising and marketing resources might employ delivery software as a helpful and incredibly successful sales and marketing tool (Suk, 2019). By integrating different restaurants and allowing customers to more easily enjoy meals outside and at their doorstep, foodpanda has revolutionised the food industry and brought new technology to make it easier for consumers to order food. Users of foodpanda's applications experience high levels of self-efficacy. Due to the simplicity of technology, employing a new media when making an online purchase is straightforward.

5.2.3 SOCIAL INFLUENCE

This study's third research topic examined the connection between foodpanda delivery service intention and product social influence during COVID-19. Additionally, this addresses the third goal and hypothesis. The research aims, research questions, and hypotheses are displayed in Table 5.3.

Table 5.3: Research Objective 3 and Research Question 3

No	Research Objective (RO)	Research Question (RQ)
3	To examine relationship between social influence and intention to use foodpanda delivery service during COVID-19.	What is the relationship between social influence and intention to use foodpanda delivery service during COVID-19?

H3: There is a significant relationship between social influence and intention to use foodpanda delivery service during COVID-19.

To respond to RQ3, the findings of hypothesis H3 were examined. According to H3, social influence and intention to use the foodpanda delivery service during COVID-19 are significantly correlated. The correlation coefficient for the outcome was 0.826, and the p value was 0.000, which is less than the highly significant level of 0.001. As a result, the dependent variable and the third independent variable have a strong positive connection. H3 was therefore approved for this study. Social influence refers to a person's

perception of how crucial other people are in persuading them to use a new system. Social influence can be seen in subjective norms, social situations, and image (Venkatesh et al., 2003). In metropolitan regions, internet food delivery services like foodpanda have attracted a lot of interest and response since they can help customers by delivering online food delivery options for a variety of foods, restaurants, and rates. Customers can benefit from the delivery service provided by foodpanda as they share their comments and views on social media platforms, which affect consumer trust and change their shopping patterns. For instance, image is an entering social influence. By utilising an innovation, image serves to instil confidence in the individual that his or her status and image are higher in relation to their place within the social system.

5.3 LIMITATION OF THE STUDY

In this study, there are some limitations that challenge the researcher due to the respondents to complete this study. The first limitation is a lack of questionnaire design experience. There are numerous difficulties in creating an accurate survey. Due to the lack of experience in writing surveys, the process of completing this research was relatively slow. This has caused uneasiness among researchers towards the study that is conducting contributes to the poor study rate. Furthermore, the researcher's lack of experience in question design has resulted in a variety of issues, including loss of essence, applying question bias, measuring too many items, accepting duplicate answers, making lengthy surveys, and using irrelevant questions, among others. As a result, the study

became a bit slow and time consuming to provide the best questions and meet the research criteria conducted.

The second limitation is the method of data collection. The data collection method used was online due to COVID-19 disease transmission. When the questionnaire was conducted online the data obtained from the respondents was low. This is a result of respondents taking longer than expected to complete the survey, and some respondents believe that responding to the researcher's questions will be a waste of time. In addition, respondents who had network problems also would not answer the questionnaire from the researcher because they considered the question inconvenient for them. Therefore, the data obtained are low and less satisfactory to the researchers.

The final drawback is that it takes responders a long time to complete the questionnaire. Respondents need to read the questionnaire questions carefully while answering because the respondents who answered the questionnaire are not only teenagers but also those who are older can still answer the questionnaire. Therefore, the researcher took a long time to distribute the questionnaire form and complete the data collection for one questionnaire. This to some extent affects the time of the study conducted to obtain respondents' feedback on the questionnaire.

5.4 RECOMMENDATIONS

The first suggestion for this method's upper limit is to keep collecting data from respondents using quantitative rather than qualitative methods. This is because this research is collecting data through online questionnaires which greatly facilitates researchers to distribute 384 questionnaires to 384 respondents. Therefore, using this method, data is easily collected in spite of the high sample size. Meanwhile, the results of this data will be more relevant, reliable and can be digitized to a larger population.

Finding respondents who are knowledgeable about the questionnaire is the second piece of advice. This might enable the researchers to obtain accurate survey data. As a result, data collection will be simpler and there will be more samples available. As a result, there will be more issues with respondents who do not comprehend or know how to respond to the study's questionnaire.

Furthermore, recommendation was the researcher can guide the respondent how to answer the questionnaire. This is because, some of respondent do not know how to answer online questionnaire. The respondent also suggested to know of our study very well that is online food delivery services. Based on this research, this study is only focused on the independent variables which are product performance, ease of use, and social influence towards customer's intention using delivery service by foodpanda. Thus, all respondents can give more and better information.

The next recommendation is researcher suggest foodpanda can also send more riders to cover the rural part of the area because this area face difficulties to go out to the town to enjoy meals they want. Not only that, since the distance is far away, I guarantee that the use of foodpanda will be rampant in the area. In addition, the system needs to be improved by further expanding the place to order food when using the same rider. This will give the customer more satisfaction in being able to buy their desired food.

The last recommendation is, based on the results, suggests the online food delivery to get more information from the consumer, which independent variables that is product performance, ease of use and social influence attract customer the most to online food delivery services. For instance, product performance in this study measured the level of a product would reach safely to consumers, while system facilities were felt responsible for measuring the level of consumer purchasing food using the foodpanda app. Lastly, social influence includes the level at which an individual sees the importance of online delivery applications and influences users on the service. Hence, Therefore, based on the data results, it can also be used as ready-made knowledge for consumers about online food delivery. So that, online food delivery can be more observance to improve and increase the high customer's intention towards using delivery service by foodpanda.

5.5 SUMMARY

As a conclusion, this study was conducted to learn more about the elements that influenced consumers' intention to utilise online delivery service applications. Furthermore, this study might be utilised as a reference by other academics who are conducting research on online food delivery service apps. The results acquired in Chapter 4 using the Statistical Package for the Social Sciences (SPSS) were analysed further, and conclusions have been drawn as a result of the findings. As a research, it can be determined that there is a powerful connection between product performance, ease of use, and social influence on customer's intention to use foodpanda's delivery service in

Malaysia during pandemic covid-19. As a result, it is believed that the information provided throughout this study will assist associated parties in generating revenue and profit, and also in improving Malaysia's economy.

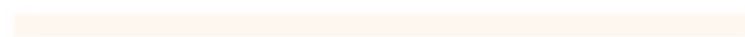
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APPENDIX

24% SIMILARITY INDEX	18% INTERNET SOURCES	6% PUBLICATIONS	14% STUDENT PAPERS
PRIMARY SOURCES			
1	umkeprints.umk.edu.my Internet Source		10%
2	Submitted to Midlands State University Student Paper		1%
3	www.coursehero.com Internet Source		1%
4	Submitted to Intercollege Student Paper		1%
5	www.ejournal.aibpm.org Internet Source		1%
	Submitted to Asia Pacific University College of		1

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Questionnaires

We are Universiti Malaysia Kelantan students pursuing a degree in Entrepreneurship (Hospitality) with Honors from the Faculty of Hospitality, Tourism and Wellness. This survey about “THE EFFECT OF PRODUCT PERFORMANCE, EASE OF USE AND SOCIAL INFLUENCE ON CUSTOMER’S INTENTION TOWARDS USING DELIVERY SERVICE BY FOODPANDA IN MALAYSIA DURING PANDEMIC COVID-19” being performed as part of our study proposal. If you could please answer the following questions, it would be greatly appreciated. We would like to inform you that your comments would be kept private and will only be used for our study. Thank you for taking part in this research and collaborating with us.

Prepared by:

WAN ROSFAZIERA BINTI WAN OTHMAN (H19A0906)

NUR FATIN SHAZLIN BINTI ZAIDI (H19A0934)

MAHIRAH BINTI MUHAMMAD NORHA (H19A0943)

NURUL IZZAH BINTI ALIAS (H19A0945).

Section A (Demographic)

The demographic questions that follow are linked to that detail. Please pick one answer that is the most suitable for you for each question. Please mark in the box below to indicate your response

Soalan demografi yang berikut dikaitkan dengan butiran tersebut. Sila pilih satu jawapan yang paling sesuai untuk anda untuk setiap soalan. Sila tandakan dalam kotak di bawah untuk menunjukkan respons anda.

.

1. Gender/ *Jantina*:

Male /*Lelaki*

Female/*Perempuan*

2. Age/*Umur*:

- 18-25 years old
- 26-30 years old
- 31-35 years old
- 36-40 years old
- 41-45 years old

3. Race/*Bangsa*:

- Malay/*Melayu*
- Chinese/*Cina*
- Indian/*India*

- Others/*Lain-lain*

Occupation/Pekerjaan:

- Student/ *Pelajar*
- Employed/*Bekerja*
- Unemployed/*Tidak Bekerja*
- Retired/*Bersara*

State/Negeri:

- *Kelantan*
- *Kedah*
- *Johor*
- *Terengganu*
- *Pahang*
- *Perlis*
- *Pulau Pinang*
- *Negeri Sembilan*
- *Melaka*
- *Perak*
- *Sabah*
- *Sarawak*
- *Wilayah Persekutuan (Labuan, Kuala Lumpur, Putrajaya)*
- *Selangor*

6. Are you a foodpanda customer?/ Adakah anda pengguna foodpanda?:

Yes/No

7.Frequency of using foodpanda's application/Kekerapan menggunakan aplikasi foodpanda:

- 1-2 in a week/*1-2 dalam seminggu*
- 3-5 in a week/*3-5 dalam seminggu*
- 1-3 in a month/*1-3 dalam seminggu*
- Rarely/*Jarang-jarang*

Section B (Independent Variable)

This question is focused on the independent variables which is the product performance, ease of use and social influence. Please select one answer that is relevant for the question.

Soalan ini tertumpu kepada pembolehubah bebas iaitu prestasi produk, kemudahan penggunaan dan pengaruh sosial. Sila pilih satu jawapan yang relevan untuk soalan tersebut.

Strongly disagree = 1, Disagree = 2, Neutral =3, Agree = 4, Strongly Agree = 5

Sangat tidak setuju = 1, Tidak Setuju = 2, Neutral = 3, Setuju = 4, Sangat Setuju = 5

THE PRODUCT PERFORMANCE (PRESTASI PRODUK)

1. I am aware of the delivery policy / SOP of the food during pandemic (*Saya mengetahui polisi penghantaran / SOP makanan semasa pandemik.*)

Strongly Agree, Agree, Neutral, Disagree, strongly disagree

2. The delivery charge is worth it for me. (*Caj penghantaran berbaloi untuk saya.*)

Strongly Agree, Agree, Neutral, Disagree, strongly disagree

3. Contactless delivery is a safe to prevent COVID-19. (*Penghantaran tanpa sentuhan adalah selamat dan untuk mencegah COVID-19.*)

Strongly Agree, Agree, Neutral, Disagree, strongly disagree

4. I prefer food delivery services compared to take away /cooking /dine-in. (*Saya lebih suka perkhidmatan penghantaran makanan berbanding bawa pulang /memasak /makan-makan.*)

Strongly Agree, Agree, Neutral, Disagree, strongly disagree

5. When you contacted to our customer service team, were all issues resolved to your complete satisfaction. (*Apabila anda menghubungi pasukan perkhidmatan pelanggan kami, adakah semua isu telah diselesaikan dengan kepuasan anda sepenuhnya*)

Strongly Agree, Agree, Neutral, Disagree, strongly disagree

6. How do you feel about the information that you receive from foodpanda application. (*Apakah perasaan anda tentang maklumat yang anda terima daripada aplikasi foodpanda*)

Strongly Agree, Agree, Neutral, Disagree, strongly disagree

7. I'm very satisfied to purchase product by using foodpanda delivery application (*Saya sangat berpuas hati untuk membeli produk dengan menggunakan aplikasi penghantaran foodpanda.*)

Strongly Agree, Agree, Neutral, Disagree, strongly disagree

EASE OF USE (KEMUDAHAN PENGGUNAAN)

1. I believe I will make regular use of this system. (*Saya percaya saya akan menggunakan sistem ini secara berkala.*)

Strongly Agree, Agree, Neutral, Disagree, strongly disagree

2. I thought the system is complicated. (*Saya fikir sistem ini rumit.*)

Strongly Agree, Agree, Neutral, Disagree, strongly disagree

3. I thought the system is simple to use. (*Saya fikir sistem ini mudah digunakan.*)

Strongly Agree, Agree, Neutral, Disagree, strongly disagree

4. I believe I would need the assistance of a technical person to operate this system. (*Saya percaya saya memerlukan bantuan orang teknikal untuk mengendalikan sistem ini.*)

Strongly Agree, Agree, Neutral, Disagree, strongly disagree
 5. I thought the system's many functionalities is properly integrated. *(Saya fikir banyak fungsi sistem telah disepadukan dengan betul.)*

Strongly Agree, Agree, Neutral, Disagree, strongly disagree
 6. I think this system had too much inconsistency. *(Saya rasa sistem ini mempunyai terlalu banyak ketidakkonsistenan.)*

Strongly Agree, Agree, Neutral, Disagree, strongly disagree
 7. I believe that most individuals would soon learn how to use this. *(Saya percaya bahawa kebanyakan individu tidak lama lagi akan mempelajari cara menggunakan teknik ini.)*

Strongly Agree, Agree, Neutral, Disagree, strongly disagree
 8. I felt quite comfortable utilising the system. *(Saya berasa agak selesa menggunakan sistem ini.)*

Strongly Agree, Agree, Neutral, Disagree, strongly disagree
 9. Before I could get started with the system, I needed to learn technology things. *(Sebelum saya mula menggunakan teknik ini, saya perlu mempelajari perkara teknologi.)*

Strongly Agree, Agree, Neutral, Disagree, strongly disagree

SOCIAL INFLUENCE (PENGARUH SOSIAL)

1. The social media like facebook influence me to use foodpanda. *(Media sosial seperti facebook mempengaruhi saya menggunakan foodpanda.)*

Strongly Agree, Agree, Neutral, Disagree, strongly disagree
 2. The social media like Instagram influence me to use foodpanda. *(Media sosial seperti Instagram mempengaruhi saya menggunakan foodpanda.)*

Strongly Agree, Agree, Neutral, Disagree, strongly disagree
 3. Foodpanda advertisement in radio influence me to order food with foodpanda. *(Iklan Foodpanda di radio mempengaruhi saya untuk memesan makanan dengan foodpanda)*

Strongly Agree, Agree, Neutral, Disagree, strongly disagree
 4. My friend suggested me to use foodpanda to order food. *(Kawan saya mencadangkan saya menggunakan foodpanda untuk memesan makanan.)*

Strongly Agree, Agree, Neutral, Disagree, strongly disagree
 5. My family always use food delivery application like foodpanda to order food at home. *(Keluarga saya selalu menggunakan aplikasi penghantaran makanan seperti foodpanda untuk memesan makanan di rumah.)*

Strongly Agree, Agree, Neutral, Disagree, strongly disagree
 6. In the youtube website also have foodpanda advertisement when watching any videos. *(Dalam website youtube juga terdapat iklan foodpanda.)*

Strongly Agree, Agree, Neutral, Disagree, strongly disagree

7. There are always foodpanda advertisement in the mailing website like google and yahoo. (*Selalu ada iklan foodpanda dalam laman web mel seperti google dan yahoo.*)

Strongly Agree, Agree, Neutral, Disagree, strongly disagree

8. My neighbour always orders food by using e-commerce application. (*Jiran saya selalu memesan makanan dengan menggunakan aplikasi e-dagang.*)

Strongly Agree, Agree, Neutral, Disagree, strongly disagree

9. The foodpanda advertisement in whatsapp application influence me to order food online (*Iklan foodpanda dalam aplikasi whatsapp mempengaruhi saya untuk memesan makanan secara online.*)

Strongly Agree, Agree, Neutral, Disagree, strongly disagree

Section C (Dependent Variable)

Please select one answer that is relevant for the question.

Sila pilih satu jawapan yang relevan untuk soalan tersebut.

Strongly disagree = 1, Disagree = 2, Neutral =3, Agree = 4, Strongly Agree = 5

Sangat tidak setuju = 1, Tidak Setuju = 2, Neutral = 3, Setuju = 4, Sangat Setuju = 5

1. I feel very confident using the food delivery service by foodpanda. (*Saya berasa sangat yakin menggunakan perkhidmatan penghantaran makanan oleh foodpanda.*)

Strongly Agree, Agree, Neutral, Disagree, strongly disagree

2. I think that using the food delivery service by foodpanda can attract the intention of buying more food. (*Saya berpendapat menggunakan perkhidmatan penghantaran makanan oleh foodpanda dapat menarik minat untuk membeli lebih banyak makanan.*)

Strongly Agree, Agree, Neutral, Disagree, strongly disagree

3. People who influenced me to use food delivery services by foodpanda can attract my intention to use this application. (*Orang yang mempengaruhi saya menggunakan perkhidmatan penghantaran makanan oleh foodpanda boleh menarik minat saya untuk menggunakan aplikasi ini.*)

Strongly Agree, Agree, Neutral, Disagree, strongly disagree

4. If there is a chance, i will order food through the food delivery application by foodpanda. (*Jika ada peluang, saya akan memesan makanan melalui aplikasi penghantaran makanan oleh foodpanda.*)

Strongly Agree, Agree, Neutral, Disagree, strongly disagree

5. I can order food with a wide range of prices through the food delivery application by foodpanda. (*Saya boleh memesan makanan dengan pelbagai harga melalui aplikasi penghantaran makanan oleh foodpanda*)

Strongly Agree, Agree, Neutral, Disagree, strongly disagree

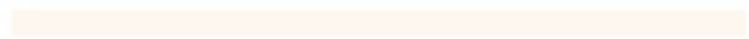
6. I intend to use foodpanda in the future to order food. (*Saya berhasrat untuk menggunakan foodpanda pada masa hadapan untuk memesan makanan*)

Strongly Agree, Agree, Neutral, Disagree, strongly disagree

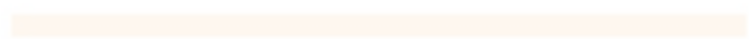
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