

**FACTORS AFFECTING CUSTOMERS' SATISFACTION
IN USING FOODPANDA DELIVERY SERVICE DURING
COVID-19 PANDEMIC AMONG SAB STUDENTS AT
UNIVERSITI MALAYSIA KELANTAN**

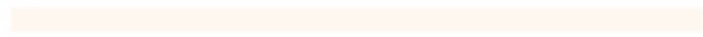
MUHAMMAD ASHRAF BIN AHMAD SHUKRI (A19B0334)
NUR AINA SYAHIIRAH BINTI SALIM (A19B0503)
NUR AMANI HURAIN BINTI ALIYAS (A19B0517)
NUR QURRATU'AINI BINTI AZHAR (A19B0606)

BACHELOR OF BUSINESS ADMINISTRATION (ISLAMIC BANKING AND
FINANCE) WITH HONOURS

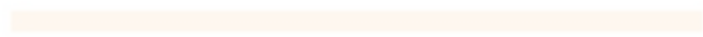
2023



UNIVERSITI



MALAYSIA



KELANTAN

FKFP



UNIVERSITI
MALAYSIA
KELANTAN

EKFP

**FACTORS AFFECTING CUSTOMERS' SATISFACTION IN
USING FOODPANDA DELIVERY SERVICE DURING
COVID-19 PANDEMIC AMONG SAB STUDENTS AT
UNIVERSITI MALAYSIA KELANTAN**

by

MUHAMMAD ASHRAF BIN AHMAD SHUKRI (A19B0334)
NUR AINA SYAHIIRAH BINTI SALIM (A19B0503)
NUR AMANI HURAIN BINTI ALIYAS (A19B0517)
NUR QURRATU'AINI BINTI AZHAR (A19B0606)

A thesis submitted in fulfillment of the requirements for the Bachelor of Business Administration
(Islamic Banking and Finance) with Honours

Faculty of Entrepreneurship and Business

UNIVERSITI MALAYSIA KELANTAN

THESIS DECLARATION

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

- OPEN ACCESS** I agree that my thesis is to be made immediately available as hardcopy or on-line open access (full text).
- EMBARGOES** I agree that my thesis is to be made available as hardcopy or on-line (full text) for a period approved by the Post Graduate Committee.
Dated from _____ until _____.
- CONFIDENTIAL** (Contain confidential information under the Official Secret Act 1972)*
- RESTRICTED** (Contains restricted information as specified by the organization where research was done)*

I acknowledge that Universiti Malaysia Kelantan reserves the right as follows:

1. The thesis is the property of Universiti Malaysia Kelantan.
2. The library of Universiti Malaysia Kelantan has the right to make copies for the purpose of research only.
3. The library has the right to make copies of the thesis for academic exchange.

Ashraf

SIGNATURE

NAME: MUHAMMAD ASHRAF BIN AHMAD SHUKRI

Hasanudin bin Hassan

SIGNATURE OF SUPERVISOR
NAME: DR. HASANUDIN BIN HASSAN
Pensyarah Kanan
Fakulti Keusahawanan dan Perniagaan
Date: _____
Universiti Malaysia Kelantan

Aina

SIGNATURE

NAME: NUR AINA SYAHIIRAH BINTI SALIM

Amani

SIGNATURE

NAME: NUR AMANI HURAIN BINTI ALIYAS

Aini

SIGNATURE

NAME: NUR QURRATU'AINI BINTI AZHAR

Date:

ASSESSMENT FORM FOR FINAL YEAR RESEARCH PROJECT: RESEARCH REPORT (Weight 50%)

Student's Name: MUHAMMAD ASHRAF BIN AHMAD SHUKRI

Student's Name: NUR AINA SYAHIRAH BINTI SALIM

Student's Name: NUR AMANI HURAIN BINTI ALIYAS

Student's Name: NUR QURRATU'AINI BINTI AZHAR

Name of Supervisor: DR HASANNUDDIIN BIN HASSAN

Research Topic: _____

Matric No.: A19B0334

Matric No.: A19B0503

Matric No.: A19B0517

Matric No.: A19B0606

Name of Programme: SAB

NO.	CRITERIA	PERFORMANCE LEVEL				WEIGHT	TOTAL
		POOR (1 MARK)	FAIR (2 MARKS)	GOOD (3 MARKS)	EXCELLENT (4 MARKS)		
1.	<p>Content (10 MARKS) (Research objective and Research Methodology in accordance to comprehensive literature review)</p> <p>Content of report is systematic and scientific (Systematic includes Background of study, Problem Statement, Research Objective, Research Question) (Scientific refers to researchable topic)</p>	<p>Poorly clarified and not focused on Research objective and Research Methodology in accordance to comprehensive literature review.</p>	<p>Fairly defined and fairly focused on Research objective and Research Methodology in accordance to comprehensive literature review.</p>	<p>Good and clear of Research objective and Research Methodology in accordance to comprehensive literature review with good facts.</p>	<p>Strong and very clear of Research objective and Research Methodology in accordance to comprehensive literature review with very good facts.</p>	<p>____ x 1.25 (Max: 5)</p>	
		<p>Content of report is written unsystematic that not include Background of study, Problem Statement, Research Objective, Research Question and unscientific with unsearchable topic.</p>	<p>Content of report is written less systematic with include fairly Background of study, Problem Statement, Research Objective, Research Question and less scientific with fairly researchable topic.</p>	<p>Content of report is written systematic with include good Background of study, Problem Statement, Research Objective, Research Question and scientific with good researchable topic.</p>	<p>Content of report is written very systematic with excellent Background of study, Problem Statement, Research Objective, Research Question and scientific with very good researchable topic.</p>		

2.	Overall report format (5 MARKS)	Submit according to acquired format	The report is not produced according to the specified time and/ or according to the format	The report is produced according to the specified time but fails to adhere to the format.	The report is produced on time, adheres to the format but with few weaknesses.	The report is produced on time, adheres to the format without any weaknesses.	___ x 0.25 (Max: 1)
		Writing styles (clarity, expression of ideas and coherence)	The report is poorly written and difficult to read. Many points are not explained well. Flow of ideas is incoherent.	The report is adequately written; Some points lack clarity. Flow of ideas is less coherent.	The report is well written and easy to read; Majority of the points is well explained, and flow of ideas is coherent.	The report is written in an excellent manner and easy to read. All of the points made are crystal clear with coherent argument.	___ x 0.25 (Max: 1)
		Technicality (Grammar, theory, logic and reasoning)	The report is grammatically, theoretically, technically and logically incorrect.	There are many errors in the report, grammatically, theoretically, technically and logically.	The report is grammatically, theoretically, technically and logically correct in most of the chapters with few weaknesses.	The report is grammatically, theoretically, technically, and logically perfect in all chapters without any weaknesses.	___ x 0.25 (Max: 1)
		Reference list (APA Format)	No or incomplete reference list.	Incomplete reference list and/ or is not according to the format.	Complete reference list with few mistakes in format adherence.	Complete reference list according to format.	___ x 0.25 (Max: 1)
		Format organizing (cover page, spacing, alignment, format structure, etc.)	Writing is disorganized and underdeveloped with no transitions or closure.	Writing is confused and loosely organized. Transitions are weak and closure is ineffective.	Uses correct writing format. Incorporates a coherent closure.	Writing include a strong beginning, middle, and end with clear transitions and a focused closure.	___ x 0.25 (Max: 1)

3.	Research Findings and Discussion (20 MARKS)	Data is not adequate and irrelevant.	Data is fairly adequate and irrelevant.	Data is adequate and relevant.	Data is adequate and very relevant.	___ x 1 (Max: 4)
		Measurement is wrong and irrelevant	Measurement is suitable and relevant but need major adjustment.	Measurement is suitable and relevant but need minor adjustment.	Measurement is excellent and very relevant.	___ x 1 (Max: 4)
		Data analysis is inaccurate	Data analysis is fairly done but needs major modification.	Data analysis is satisfactory but needs minor modification.	Data analysis is correct and accurate.	___ x 1 (Max: 4)
		Data analysis is not supported with relevant output/figures/tables and etc.	Data analysis is fairly supported with relevant output/figures/tables and etc.	Data analysis is adequately supported with relevant output/figures/table and etc.	Data analysis is strongly supported with relevant output/figures/table and etc.	___ x 1 (Max: 4)
		Interpretation on analyzed data is wrong.	Interpretation on analyzed data is weak.	Interpretation on analyzed data is satisfactory.	Interpretation on analyzed data is excellent	___ x 1 (Max: 4)
4.	Conclusion and Recommendations (15 MARKS)	Implication of study is not stated.	Implication of study is weak.	Implication of study is good.	Implication of study is excellent	___ x 1.25 (Max: 5)
		Conclusion is not stated	Conclusion is weakly explained.	Conclusion is satisfactorily explained.	Conclusion is well explained.	___ x 1.25 (Max:5)
		Recommendation is not adequate and irrelevant.	Recommendation is fairly adequate and irrelevant.	Recommendation is adequate and relevant.	Recommendation is adequate and very relevant.	___ x 1.25 (Max:5)
TOTAL (50 MARKS)						

ASSESSMENT FORM FOR FINAL YEAR RESEARCH PROJECT (PPTAID): REFLECTIVE NOTE (Weight 20%)

Student's Name: MUHAMMAD ASHRAF BIN AHMAD SHUKRI

Student's Name: NUR AINA SYAHIRAH BINTI SALIM

Student's Name: NUR AMANI HURAIN BINTI ALIYAS

Student's Name: NUR QURRATU'AINI BINTI AZHAR

Name of Supervisor: DR HASANNUDDIIN BIN HASSAN

Research Topic: _____

Matric No.: A19B0334

Matric No.: A19B0503

Matric No.: A19B0517

Matric No.: A19B0606

Name of Programme: SAB

NO.	CRITERIA	PERFORMANCE LEVEL				WEIGHT	TOTAL
		POOR (1 MARK)	FAIR (2 MARKS)	GOOD (3 MARKS)	EXCELLENT (4 MARKS)		
1.	Determination	Is not determined and does not put in any effort in completing the research report	Is determined but puts in little effort in completing the research report	Is determined and puts in reasonable effort in completing the research report	Is very determined and puts in maximum effort in completing the research report	____ x 1 (Max: 4)	
2.	Commitment	Is not committed and does not aim to complete on time and/ or according to the requirements	Is committed but makes little effort to complete according to the requirements	Is committed and makes reasonable effort in fulfilling some of the requirements	Is very committed and makes very good effort in fulfilling all the requirements, without fail.	____ x 1 (Max: 4)	
3.	Frequency in meeting supervisor	Has not met the supervisor at all.	Has met the supervisor but less than five times.	Has met the supervisor for at least five times.	Has met the supervisor for more than five times.	____ x 1 (Max: 4)	
4.	Take corrective measures according to supervisor's advice	Has not taken any corrective action according to supervisor's advice.	Has taken some corrective actions but not according to supervisor's advice, or with many mistakes.	Has taken some corrective actions and most are according to supervisor's advice, with some mistakes.	Has taken corrective actions all according to supervisor's advice with few mistakes.	____ x 1 (Max: 4)	
5.	Initiative	Does not make any initiative to do the research.	Make the initiative to work but requires consistent monitoring.	Make the initiative to do the research with minimal monitoring required.	Makes very good initiative to do the research with very little monitoring required.	____ x 1 (Max: 4)	
TOTAL (20 MARKS)							/20

TOTAL MARKING SCHEME

Assessment	Marks Given by Supervisor	Marks Given by Examiner	Total
(A) Effort (10%)			
(B) Oral Presentation (20%)			/ 2 =
(C) Research Report (60%)			/ 2 =
(D) Peer Evaluation (10%)			i)
i)			ii)
ii)			iii)
iii)			iv)
iv)			
Grand Total			i)
Grand Total			ii)
Grand Total			iii)
Grand Total			iv)

Name of Supervisor/ Examiner: _____ Signature: _____ Date: _____

ACKNOWLEDGEMENT

First of all, we want to thank the Almighty God, Allah S.W.T., for the grace and blessings He has given us, which have allowed us to keep fighting until the end of the period. We were eventually able to complete this research project with the supervisor's support and determination after months of hard effort on PPTA (I) and PPTA (II). Our desire and ability to come up with new ideas were sharpened as a result of taking this on as a personal challenge. By using the benefits of conducting this study, we were able to hone our skills and interests in a new way of thinking while also learning certain ideas, methods, and techniques. Even more importantly, we may use this study to motivate ourselves to become more educated and successful in the years to come. We want to thank our research supervisor, Dr. Hasannuddiin Bin Hassan, in particular. We'd like to thank you for providing us with incredibly full assistance, direction, and information as we worked on this report until it was completed. Without your assistance, we could not have completed this paper. Thank you to Dr. Azira Hanani Binti Ab Rahman, our examiner, who has been supportive throughout the process of writing this research project. We would also like to thank our colleagues for their constant feedback, encouragement, and brainstorming, which helped us complete this research project on schedule. Finally, we'd want to express our gratitude to our parents for their unending support, prayers, and understanding. We would also like to thank everyone who helped us complete this final year project, whether directly or indirectly.

TABLE OF CONTENT

CHAPTER 1	1
INTRODUCTION	1
1.1 Introduction	1
1.2 Background Study	2
1.3 Problem Statement	3
1.4 Research Questions	4
1.5 Research Objectives	5
1.6 Scope of Study	6
1.7 Significance of Study	7
1.8 Operational Definition	8
1.9 Conclusion	9
CHAPTER 2	11
LITERATURE REVIEW	11
2.1 Introduction	11
2.2 Underpinning Theory	11
2.3 Literature Review	13
2.3.1 Customer Satisfaction	13
2.3.2 Price	15
2.3.3 Ordering Process	16
2.3.5 Ease of Payment	18
2.4 Conceptual Framework	19
2.5 Conclusion	21
CHAPTER 3	22
RESEARCH METHODOLOGY	22
3.1 Introduction	22
3.2 Research Design	23
3.3 Data Collection Method	24
3.4 Population	25
3.5 Sample Size	26
3.6 Sampling Technique	27

3.7	Research Instrument Development	28
3.7.1	Original Items & Modified	29
3.7.2	Questionnaire Design	30
3.7.3	Content Validity	30
3.8	Measurements of Variables	32
3.8.1	Nominal Scale	33
3.8.2	Interval Scale	33
3.9	Procedure for Data Analysis	34
3.10	Pilot Test	35
3.11	Conclusion	38
CHAPTER 4		39
DATA ANALYSIS AND FINDINGS		39
4.1	Introduction	39
4.2	Preliminary Analysis	40
4.3	Demographic Profile of Respondents	41
4.3.1	Number of Respondents Based on Gender	41
4.3.2	Number of Respondents Based on Age	42
4.3.3	Number of Respondents Based on Race	43
4.3.4	Number of Respondents Based on Frequency of Online Food Ordering before COVID-19	43
4.3.5	Number of Respondents Based on Frequency of Online Food Ordering after COVID-19	44
4.4	Descriptive Analysis	45
4.4.1	Descriptive analysis for Dependent Variables	46
4.4.2	Descriptive analysis for Independent Variables	47
4.5	Validity and Reliability Test	51
4.5.1	Dependent Variable – Customer Satisfaction	52
4.5.2	Independent Variable – Price	53
4.5.3	Independent Variable – Ordering Process	54
4.5.4	Independent Variable – Ease of Payment	55
4.6	Hypothesis Testing	56

4.7	Spearman’s Correlation Coefficient	57
4.7.1	Spearman’s Correlation Analysis for Price and Customer Satisfaction	58
4.7.2	Spearman’s Correlation Analysis for Ordering Process and Customer Satisfaction	59
4.7.3	Spearman’s Correlation Analysis for Ease of Payment and Customer Satisfaction	60
4.8	Conclusion	61
CHAPTER 5		62
DISCUSSION AND CONCLUSION		62
5.1	Introduction	62
5.2	Findings	63
5.3	Discussion	64
5.3.1	The Relationship Between Price and Customer Satisfaction	64
5.3.2	The Relationship Between Ordering Process and Customer Satisfaction	66
5.3.3	The Relationship Between Ease of Payment and Customer Satisfaction	67
5.4	Implication of Study	68
5.5	Limitation of Study	70
5.6	Recommendation for Future Research	71
5.7	Conclusion	72
References		74
Appendix A – Draft of Questionnaire		81
Section A: Demographic Information		81
Section B: Customers’ Satisfaction/Kepuasan Pelanggan (Dependent Variable)		82
Section C: Independent Variables		83
Appendix B – Gantt Chart PPTA I & II		86

LIST OF FIGURES

Figure 1.1: Outline of Introduction	1
Figure 2.1: Outline of Literature Review	11
Figure 2.2: Model of CSAT Theory	12
Figure 2.3: Conceptual Framework	20
Figure 3.1: Outline of Research Methodology	23
Figure 4.1: Outline of Data Analysis and Findings	39
Figure 5.1: Outline of Discussion and Conclusion	62

LIST OF TABLES

Table 2.1: Dependent and Independent Variable	20
Table 3.1: Total SAB Students from FKP in Semester 7	26
Table 3.2: Sample Size of Krejcie & Morgan (1970)	27
Table 3.3: Overview of Research Instruments	28
Table 3.4: Table of Original and Modified Items	29
Table 3.5: Five-Point Likert Scale	32
Table 3.6: Reliability Statistic Dependent Variable: Customer Satisfaction	36
Table 3.7: Reliability Statistic Independent Variable: Price	36
Table 3.8: Reliability Statistic Independent Variable: Ordering Process	37
Table 3.9: Reliability Statistic Independent Variable: Ease of Payment	37
Table 4.1: Gender of Respondents	41
Table 4.2: Age of Respondents	42
Table 4.3: Race of Respondents	43
Table 4.4: Percentage of Frequency before COVID-19	43
Table 4.5: Percentage of Frequency after COVID-19	44
Table 4.6: Interpretation of Mean Score	45
Table 4.7: Dependent Variable: Customer Satisfaction	46
Table 4.8: Independent Variable: Price	47
Table 4.9: Independent Variable: Ordering Process	49
Table 4.10: Independent Variable: Ease of Payment	50
Table 4.11: Cronbach's Alpha	51
Table 4.12: Reliability Statistics for Customer Satisfaction	52

Table 4.13: Scale Statistics for Customer Satisfaction	52
Table 4.14: Reliability Statistics for Price	53
Table 4.15: Scale Statistics for Price	53
Table 4.16: Reliability Statistics for Ordering Process	54
Table 4.17: Scale Statistics for Ordering Process	54
Table 4.18: Reliability Statistics of Ease of Payment	55
Table 4.19: Scale Statistics of Ease of Payment	55
Table 4.20: Hypothesis Result	56
Table 4.21: Rule of Thumb for Spearman's Correlation Value	57
Table 4.22: Spearman's Correlation Analysis between Price and Customer Satisfaction .	58
Table 4.23: Spearman's Correlation Analysis between Ordering Process and Customer Satisfaction	59
Table 4.24: Spearman's Correlation Analysis between Ease of Payment and Customer Satisfaction	60
Table 5.1: Result based on Price	64
Table 5.2: Result based on Ordering Process	66
Table 5.3: Result based on Ease of Payment	67

LIST OF ABBREVIATIONS

COD	Cash-on-Delivery
COVID-19	Corona Virus Disease - 2019
CSAT	Customer Satisfaction Theory
DV	Dependent Variable
FKP	Faculty of Entrepreneurship and Business
IV	Independent Variable
MCO	Movement Control Order
SAB	Islamic Banking and Finance
SPSS	Statistical Package for Social Science
UMK	Universiti Malaysia Kelantan

FKP

UNIVERSITI
MALAYSIA
KELANTAN

LIST OF SYMBOLS

H^1	Hypothesis 1
H^2	Hypothesis 2
H^3	Hypothesis 3
<	Greater than
Sig.	Significant
Std.	Standard
N/n	Numbers
r	Correlation Coefficient

FKP

UNIVERSITI
MALAYSIA
KELANTAN

ABSTRACT

The main goal of this study is to determine the factors which consist including price, ordering process, and ease of payment that affect customer satisfaction when using Foodpanda delivery services during the COVID-19 pandemic. This study used quantitative methods and convenience sampling to acquire data from 132 respondents who studied Islamic Banking and Finance at UMK City Campus in Semester 7 for Session September 2022/2023. Results revealed that the correlation value for all variables had a positive relationship towards the customers' satisfaction and was explained by the three variables which are price ($r=1.000$), ordering process ($r=0.482$), and ease of payment ($r=0.440$). Therefore, all variables significantly impact customer satisfaction with Foodpanda delivery services during the COVID-19 pandemic.

Keywords: Foodpanda, customer satisfaction

ABSTRAK

Matlamat utama kajian ini adalah untuk menentukan faktor-faktor yang terdiri daripada harga, proses pesanan, dan kemudahan pembayaran yang mempengaruhi kepuasan pelanggan apabila menggunakan perkhidmatan penghantaran “Foodpanda” semasa pandemik COVID-19. Kajian ini menggunakan kaedah kuantitatif dan persampelan kemudahan untuk memperoleh data daripada 132 responden yang mengikuti pengajian Perbankan dan Kewangan Islam di UMK Kampus Kota pada Semester 7 bagi Sesi September 2022/2023. Hasil kajian menunjukkan bahawa nilai korelasi bagi semua pemboleh ubah mempunyai hubungan positif terhadap kepuasan pelanggan dan dijelaskan oleh tiga pemboleh ubah iaitu harga ($r=1.000$), proses pesanan ($r = 0.482$), dan kemudahan pembayaran ($r=0.440$). Oleh itu, semua pemboleh ubah memberi kesan ketara kepada kepuasan pelanggan terhadap perkhidmatan penghantaran “Foodpanda” semasa pandemik COVID-19.

Kata kunci: Foodpanda, kepuasan pelanggan

CHAPTER 1

INTRODUCTION

1.1 Introduction

Chapter one describes quantitative research on the study of factors affecting customers' satisfaction in using Foodpanda delivery services during the COVID-19 pandemic among SAB students in UMK (City Campus). In this chapter, the researchers will discuss the introduction, background of the study, problem statement, research questions, research objectives, scope of study, significance of the study, operational definition, and conclusion.

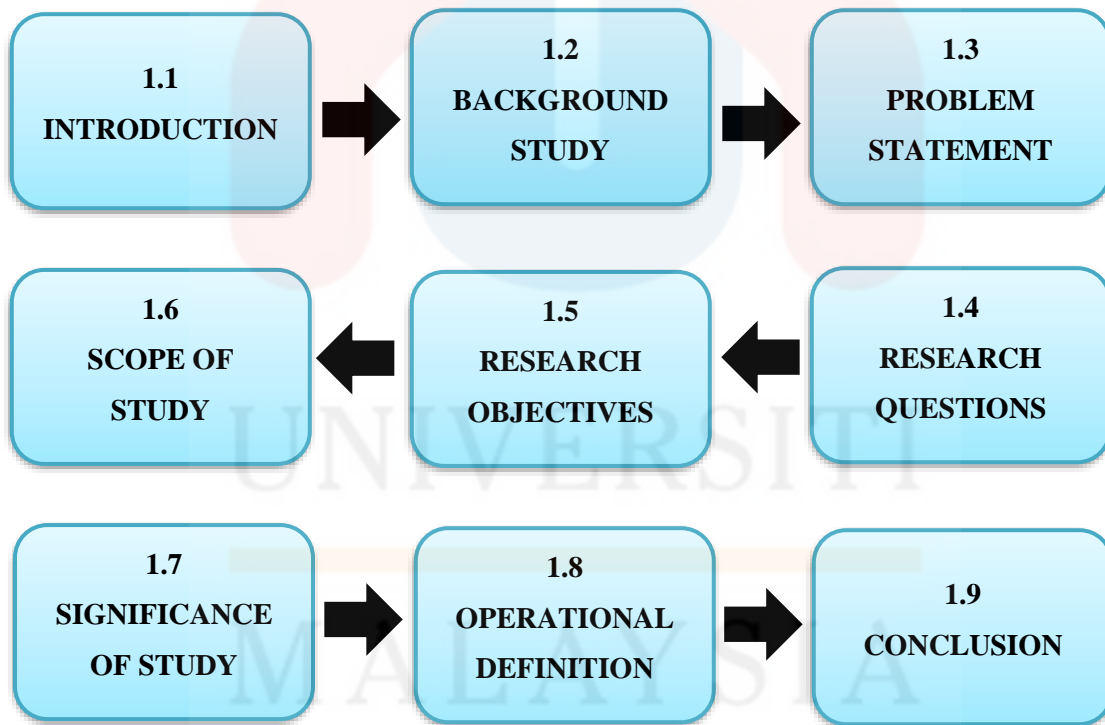


Figure 1.1: Outline of Introduction

1.2 Background Study

Coronavirus Disease 2019 (COVID-19) was discovered in Wuhan, China in December 2019. According to Mat Dawi et al. (2021), the disease then rapidly spread to numerous countries globally, with Malaysia being one of the first to be affected due to its close proximity to China. Malaysia found the first case of COVID-19 on 25th January 2020, involving three passengers from Wuhan, China (Elengoe, 2020). Many nations have established a variety of social distancing measures to fight the spread of COVID-19, ranging from unenforced suggestions to quarantine. According to the Malaysian Prime Minister's Office (2020), the Malaysian government has taken precautionary measures to prevent the virus from spreading by enacting the Movement Control Order (MCO) beginning in March 2020.

However, the implementation of MCO had left an impact on all industries. Many consumers start to find other alternatives such as ordering food via online services after shops and restaurants are forced to close. It is because there is a rapid decline in customers in the food industry (Baker et al., 2020). At the beginning of MCO, there was an early sign of significant demand growth for online food delivery services due to the population being restricted to the house. Online food delivery service, Foodpanda, which is one of the leading food delivery services in Malaysia (Kamilah et al., 2020), has received a major boost in its revenue. Foodpanda is based in Singapore for the Asia region, owned by Germany's Delivery Hero and it already has a successful presence in more than 85 cities in Malaysia (www.foodpanda.my/).

The benefits of Foodpanda applications attract new users. Foodpanda applications provide buyers with practically everything they need such as food and beverages at the touch of a button. People do not need to go out alone to purchase food. These applications allow users to search for nearby

eateries, see menus, and order food or drinks. To make purchases easier, Foodpanda provides digital payment options. Due to this new practice, several restaurants have Foodpanda applications to attract customers and enhance their brand exposure.

According to Saad (2021), it is worthwhile to focus future research on the variances in individual customer habits. The study proposes more vast research with a wide range of respondents in terms of demographic dimensions such as education. Individuals differ in their online behavior, it can be seen from a positive attitude toward technology, in the belief that technology makes their lives easier and better; and ability and online experience, both of which play an important role in the exchange process (Strauss & Frost, 2012). Further study can be conducted to analyze differences in consumer choice across different demographic groups.

1.3 Problem Statement

Amidst the COVID-19 pandemic, food delivery services have been seen as the savior for most restaurants to stay resilient. Many people, especially university students are using Foodpanda as their option food delivery service because people are not allowed to dine at restaurants. However, some customers faced different experiences in many factors such as availability of food, customer ratings, payment method, and human interaction when using online food delivery services (See-Kwong et al., 2017). According to Ganatra et al. (2021), students' dissatisfaction with the food served in university cafes was one of the primary reasons they preferred to purchase food off-campus. The most prevalent factor is the menu or dishes offered by the cafe itself.

In accordance with this issue, this study aims to study customer satisfaction with Foodpanda delivery applications and how students react to the application services. According to Saad (2021), future studies should concentrate on the differences in individual customer habits such as,

education. Customer satisfaction has been deemed as a crucial role of online food delivery services. But, Foodpanda's efforts to improve its services have not been successful; there are still challenges to achieving customer satisfaction. For instance, a food delivery service like Foodpanda disregards past errors and causes them to reoccur. This is according to Yimie Yong in Foodtech Malaysia (2021) said that Foodpanda Malaysia apologized for its wastage policy amid several protests and complaints.

Consequently, it is necessary to study the relationship between price and customer satisfaction based on their experience using the online platform during the COVID-19 pandemic (Razak et al., 2016) as well as the relationship between ordering process and customer satisfaction based on their experience using the online platform during the COVID-19 pandemic (Ganapathi & Abu-Shanab, 2020). Lastly, there is a need to study the influence of the customers' satisfaction with the ease of payment (Alhammedi & Tariq, 2020) when using Foodpanda's service during the COVID-19 pandemic.

Overall, it is clear that the independent variable and customer satisfaction are inextricably linked. This study aims to figure out what factors impact customer satisfaction among SAB students, based on one dependent variable and three independent variables. Hence, this factor of the problem statement needs to be continued for further study and research. This is because it covers every sector of customer satisfaction and, for now, part of education, among students.

1.4 Research Questions

Research objectives are derived from research questions. The purpose of this study is to determine the parameters influencing customer satisfaction with Foodpanda's delivery service during the COVID-19 pandemic. This research specifically addressed the following questions:

1. What is the relationship between price and customers' satisfaction based on customers' experience in using the Foodpanda delivery service during COVID-19 pandemic?
2. What is the relationship between ordering process and customers' satisfaction based on customers' experience in using the Foodpanda delivery service during COVID-19 pandemic?
3. What is the relationship between ease of payment and customers' satisfaction based on customers' experience in using the Foodpanda delivery service during COVID-19 pandemic?

1.5 Research Objectives

On the basis of the problem statement, the researchers aim to uncover the elements influencing customer's satisfaction through their use of the Foodpanda delivery service during the COVID-19 pandemic. Specifically, there are three research objectives have been established which are:

1. To study the effect of price on customers' satisfaction based on their experience in using the Foodpanda delivery service during COVID-19 pandemic.
2. To study the effect of ordering process on customers' satisfaction based on their experience in using the Foodpanda delivery service during COVID-19 pandemic.
3. To study the effect of ease of payment on customers' satisfaction based on their experience in using the Foodpanda delivery service during COVID-19 pandemic.

1.6 Scope of Study

The purpose of this study is to better understand the elements that influence customers' satisfaction with Foodpanda's delivery service during the COVID-19 pandemic. The scope of this research is guided by the research's objectives, questions, and limitations. The primary emphasis of this research will be the relationship between the Foodpanda delivery service's price, ordering process, and ease of payment, as well as the effect on customer satisfaction based on customers' experiences during the COVID-19 pandemic.

This research was carried out on a population of SAB students in Semester 7 Session September 2022/2023 at Universiti Malaysia Kelantan (UMK) City Campus. Online questionnaire was used as a research tool and distributed to SAB students in Semester 7 Session September 2022/2023 at UMK (City Campus) in order to perform this study. The questionnaire was distributed to all respondents by following a non-probability sampling technique which was a convenience sampling method. The reasoning behind factors that had been chosen like price, ordering processes, and ease of payment also needs to be studied in order to know the detailed contribution to customers' satisfaction in using the Foodpanda delivery service during the COVID-19 pandemic.

1.7 Significance of Study

Since MCO has been around, individuals can no longer eat at sit-down restaurants. Instead, they have to use meal delivery apps, especially university students. The results of this study show that Foodpanda has not been able to improve its services before this, and there are still issues with making customers satisfied. For this study, researchers used gaps like the theoretical gap and the methodological gap.

Theoretical gaps were about online food delivery. Studies on the customers' satisfaction in using Foodpanda delivery service during the COVID-19 pandemic at this time were aimed to study customer satisfaction with Foodpanda delivery applications and how students react to the application services. There was a significant link between the ordering food process that users undertake through Foodpanda and customer satisfaction. Moreover, Zhao and Bachao (2020); Sharma et al. (2021) reported that the popularity of food delivery apps increased during the COVID-19 pandemic. This is due to avoid being infected with covid-19 and needs to maintain social distancing.

In addition, methodological gaps were investigated to determine how to obtain information. However, the method employed was quantitative. Quantitative study of customer satisfaction with the Foodpanda delivery service during the COVID-19 pandemic revealed substantial results. In this study, it can be seen that some customers faced different experiences in many factors such as food availability, customer ratings, payment method, and human interaction when using online food delivery services (See-Kwong et al., 2017). Consequently, the researcher is employing items that have been previously verified and utilized in published studies with individuals derived from digital food environments, and a questionnaire has been developed. According to Dillman et.

(2014), a questionnaire may include demographic questions in addition to valid and reliable research instruments. In this questionnaire, respondents provided their demographic information and responded to 24 items in this report.

1.8 Operational Definition

According to Franklin (2021), customer satisfaction measures a company's products, services, and overall customer experience. It shows how well your products or services are received by customers. When looked at as a whole, three main parts can be described. The first is emotional or mental and has to do with how happy a customer is. Second, the response is about something specific, like expectations, the product, or the customer's experience. Lastly, the response takes place at a certain time. After using it, after making a choice and based on experience (Giese & Cote, 2000).

While, the price of a good or service is the amount that consumers are prepared to pay to obtain it, whether they need it or not (Avendano, 2022). According to Prasetyo et al. (2021), customers' willingness to pay and perceptions of online food delivery services are influenced by the price, which includes food, tax, and delivery costs. This makes sense, as customers' perceptions of these services can be quantified by how much money they save by using them. Even if they want to use a meal delivery service, clients may decide not to go through with it if the price is too expensive. Online meal delivery services are a growing industry, and Sanayei et al. (2011) suggest that prices should be justified in light of the competitive landscape.

After a consumer placed an order, the company's end will handle the order processing, a crucial step in the order fulfillment process. It starts when an organization gets an order and finishes when the product is delivered to the customer (Heegard, 2021). Customers may be able to make orders

more quickly and monitor the progress of their food deliveries, leading to more efficient service in terms of time, effort, and speed. If the product is not delivered promptly after the order is placed, the consumer will be frustrated and is unlikely to make another purchase through the same platform (Khan et al., 2015).

Payment is defined as the exchange of money, products, or services for goods and services in proportions that have been agreed upon by all parties concerned (Sobti, 2019; Zhong et al., 2021). Based on Kenton (2020), money, products, or services are all acceptable forms of payment, as long as they are exchanged for one another by the terms established by the parties involved in the transaction. The online market may propose items and offer several payment choices to make purchasing more comfortable for customers (Salehi et al., 2012). The simplicity and ease with which a person may make a payment is referred to as “ease of payment” (Madinios & Theodoridis, 2010). Whether making a purchase online or in-store, if the payment procedure is made easy for the customer, it may enhance their likelihood to make a purchase.

1.9 Conclusion

This study focuses on the factors affecting customers’ satisfaction in using Foodpanda delivery service during the COVID-19 pandemic among SAB students in Semester 7 Session September 2022/2023 at Universiti Malaysia Kelantan (City Campus). Chapter 1 presents an overview of customers’ satisfaction in using Foodpanda delivery service during the COVID-19 pandemic current practices, the problem statement of this study, the research objectives and question of the study, the scope of study, the significance of study, and the operational definition. Chapter 2 discusses the literature review of the study, while Chapter 3 analysis the research methods. This chapter covers the methods used to obtain good research results. This third chapter

also states and explains the data collection method used in completing this study, the study population, and the sample size. This research is based on three main indicators which are price, ordering process, ease of payment, and factors affecting customers' satisfaction in using Foodpanda delivery service during the COVID-19 pandemic among SAB students in Semester 7 Session September 2022/2023 at Universiti Malaysia Kelantan (City Campus). Chapter 4 contains the data analysis and findings. In this chapter, the quantitative data will be analysed through descriptive analysis and differential statistical techniques to address the researched question position for our research. Chapter 5 covered the discussion and conclusion of our research. This chapter will provide implications of study, limitations of study, and recommendation for future research that related to customers satisfaction in using Foodpanda at Universiti Malaysia Kelantan.



CHAPTER 2

LITERATURE REVIEW

2.1 Introduction

This chapter will address dependent and independent variables. This chapter will define each variable for a better understanding of the research issue. This study's dependent variable is customers' satisfaction with Foodpanda's delivery service during the COVID-19 pandemic, whereas the independent factors are price, ordering process, and ease of payment. In this chapter, the researchers will discuss about introduction, underpinning theory, literature review, conceptual framework, and conclusion.

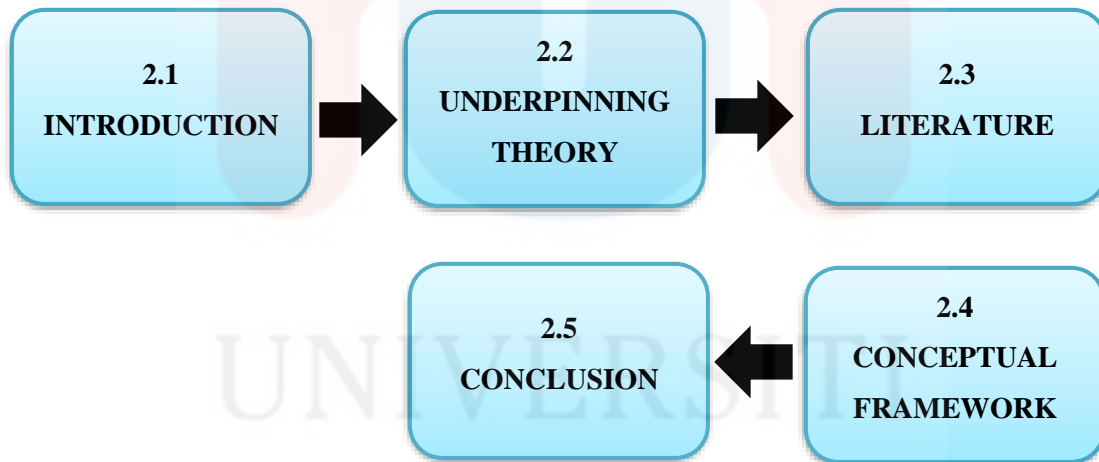


Figure 2.1: Outline of Literature Review

2.2 Underpinning Theory

Satisfaction is one of the responses of consumer satisfaction, it is assessed through the features of services and products. Zeithmal (2009) describes customer satisfaction as a response to user satisfaction. A product or service will be evaluated by the user of the service. Customer

Satisfaction Theory (CSAT) is a commonly used key performance indicator that measures customer satisfaction with your organization's products and/or services.

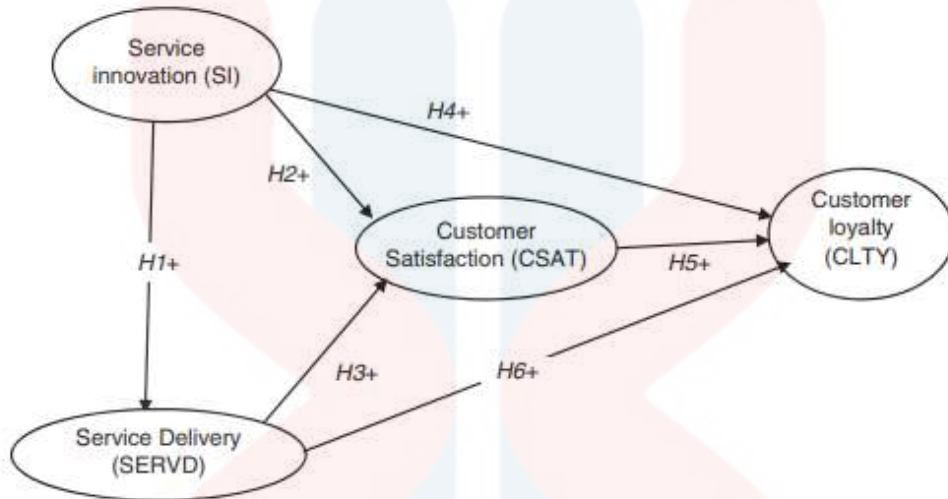


Figure 2.2: Model of CSAT Theory

This model has the ability of services or products to meet the needs of customer expectations (Fornell et al., 1996). From the consumer's perspective, the price is often recognized to be handed over or sacrificed to get services and products (Zeithaml, 1988). This theory is the best for this study. Satisfaction is an overall psychological state that represents the judgment of a customer or consumer relationship with a business, environment, product, or service. Satisfaction incorporates one of the three psychological components cognitive (thinking/evaluation), affective (emotional/feeling), or behavioral. It is a psychological state evaluated by the customer's expectations. By understanding these expectations, businesses can significantly boost client brand loyalty. A conceptual model was developed to study the factors that influence online customer satisfaction among SAB students in Semester 7 Session September 2022/2023 at Universiti Malaysia Kelantan (City Campus). Based on CSAT Theory, customer satisfaction drivers have been identified through a comprehensive literature review. The factors include website design, app design, security, customer service, product information quality, purchasing process convenience,

response, delivery, payment, merchandising, price, privacy, transaction capability, and product quality, among others. This is also driving the company to innovate their product for better and update quality. Price, ordering process, and ease of payment were selected as the three variables for this study.

2.3 Literature Review

2.3.1 Customer Satisfaction

Researchers have always paid close attention to the study of customers' satisfaction. It is, however, a subjective notion, as seen by the various definitions available in the literature. The rivalry for clients in the food delivery sector is fiercer than it has ever been. Bringing in new customers is not enough to ensure corporate success. To boost income and expand the client base, ensuring customer happiness and keeping existing customers satisfied have become the most important corporate goals.

Firstly, according to Hui and Zheng (2010), satisfaction is an evaluative assessment of a single transaction based on perceived quality and customer satisfaction may be a useful tool for evaluating and reflecting the performance of employees and facility managers. Customer satisfaction is a nebulous and abstract notion with different definitions depending on the sector. Due to that, it is a need to look into the terms of services that business provided. The degree to which service performance meets or exceeds the customer's expectations is characterised as customer satisfaction in services (Kumar, 2012; Santouridis & Trivellas, 2010). In the context of online food delivery service, satisfaction is described as the user's enjoyment from using the online food delivery service's application (Chotigo & Kadono, 2021a). As providing outstanding services

and exceeding customer expectations, it has increased consumer satisfaction when utilising food delivery apps during the current COVID-19 pandemic.

In this concept customer satisfaction is one of the most studied constructs in the marketing literature. Keeping current customers and attracting new ones is critical in today's competitive marketplace (Tandon et al., 2017). On the other hand, according to See-Kwong et al. (2017), there is mention about customer experience and satisfaction being directly related to online food delivery. Thus, among the numerous variables are such as food availability, customer evaluation, payment methods, and human interaction.

However, since the outbreak of the COVID-19 pandemic, online food delivery services have played a critical role in our daily lives (Yusra & Agus, 2019). Also, customers have had a range of positive and negative experiences with online food delivery. Customer experience is much more important for business sustainability because a positive consumer experience results in customer satisfaction.

Based on Yusra and Agus (2019), customers' satisfaction and service quality have been identified as two of the most important antecedents of customer loyalty and yet, customer satisfaction is affected first by customer perceptions of service quality. This statement also supported as it said that customer satisfaction leads to repeat purchases, loyalty, positive word-of-mouth, and higher long-term profitability, according to a growing body of research (Heskett et al., 1994). As a result, it is crucial to pay close attention to the smallest details when giving services to clients in order to improve customer satisfaction.

2.3.2 Price

Price is the amount of money required to purchase a product, and because the amount people are willing to pay for a product symbolizes its value, price is also a measure of value. Price is also an essential motivator for attracting customers as a product with a lower price than the market price has a reinforced and abolished influence on the consequences of abandoning the online delivery application (Khan et al., 2015). According to Thilakarathne and Abeysekera (2016), customers consider price perception while deciding whether or not to switch to a competitor's product.

The price of a product or service is always considered in the purchasing decision. According to Aslam and Frooghi (2018), the price is a significant factor in purchasing decisions, it plays a critical role in switching from one service provider to another. On the other hand, based on Alalwan (2020); Kalimuthu and Sabari Ajay (2020) in terms of price, food service delivery also plays a role in providing discounts or special promotions which is also one of the factors to provide satisfaction to customers.

In terms of online food delivery service, based on Prasetyo et al. (2021), price, which includes food, tax and delivery costs, is influencing customer willingness to pay and perceptions of online food delivery services as their views of online food delivery services can be quantified by how much money they can save by using it. It is also said that customers will cancel orders if the price is too high, even if they intend to employ an online food delivery service. In addition, even if customers intend to use an online food delivery service, they are said to cancel orders if the price is too high. However, according to Rahim and Yunus (2021), the price was not the primary factor influencing the satisfaction level of the consumers.

As stated by Sanayei et al. (2011), price should be justifiable based on the operating market segment which is online food delivery service and competitor offerings. Furthermore, people will be more likely to use online food delivery services if they are offered a promotion in addition to a low price is a good way to keep clients utilizing an online meal delivery service (Prasetyo et al., 2021).

Based on the previous study, there is a close relationship between price affecting customers' satisfaction. This hypothesis is supported as price is a significant aspect for customer satisfaction, according to marketing literature, because people always consider price when evaluating the worth of a product or service (Khan et al., 2015). Customers can save money by comparing prices across multiple internet retailers at the same time, which is impossible to do in a physical store.

According to Biswas and Blair (1991), the price discount may influence customers' price beliefs and, as a result, their purchasing satisfaction. There is also a comparison in price discount that is also called as a reference price. A reference price can be defined as any price in relation to which other prices are seen.

H¹: There is a significant relationship between price and customer satisfaction.

2.3.3 Ordering Process

Ordering is the act of asking a firm, retailer, or factory for goods or services. Ordering on online food delivery service through application makes it simple for customers to order food and have it delivered with minimal effort and quick purchasing procedure (Chotigo & Kadono, 2021a; Maditinos & Theodoridis, 2010). It is crucial to pay close attention to the smallest details when giving services to customers in order to improve customers' satisfaction.

The ordering process entails by searching for a nearby restaurant, filtering it by cuisine to or any food, and selecting a delivery location or pick-up location. According to Pigatto et al. (2017); Saad (2021), the ordering process can save time and is very convenient, such as in terms of online payment options. These factors can contribute to their customer trust, and as a result, satisfied customers will make additional purchases and recommend it to others. Besides that, in terms of ordering processing it can change the customer mindset as well. However, with the mobile application, online food ordering will create an online food menu and deliver the requested food items directly to the user's door and customers do not wait in the restaurant for a long time (Jacob et al., 2019).

Ordering processes may be allowing customers to place orders quickly and track their food deliveries as it may achieve ideal ordering processes in terms of delivery speed, time, and effort. During ordering process, some delivery delays may happen as delay will surely annoy the customer and will not consider buying from the same platform as they do not deliver product on time (Khan et al., 2015).

According to the research, ordering process have a substantial impact on customer satisfaction. According to Zviran and Erlich (2006), the more convenient a user's ordering process is, the higher the satisfaction level is attributed to the online food delivery service. Customers can order meals from a number of establishments with a single swipe on their mobile devices thanks to the ease and simplicity of food delivery apps.

In addition, as based on previous study, online food delivery service operators should aim for optimal ordering processes in terms of delivery speed, time and effort by allowing consumers to make orders promptly and track their food deliveries to improve customer satisfaction (Chotigo &

Kadono, 2021b). By focusing more on the food delivery applications, developing and refining food delivery applications for ordering processes could improve the customer's experience ordering meals.

H²: There is a significant relationship between ordering process and customer satisfaction.

2.3.5 Ease of Payment

Based on Kenton (2020), payment is defined as the exchange of money, products, or services for goods and services in proportions that have been agreed upon by all parties concerned. To make purchasing more convenient for customers, the online market can recommend products and provide a variety of payment options (Salehi et al., 2012).

In terms of payment, if an order is placed online, it does not imply that the payment must be made online as well. This is because of inherent dangers of online transactions; customers are reluctant to use online payment portals. In other options, customers should be able to pay for their food with cash by cash on delivery. According to Parashar and Ghadiyali (2017); Vignesh and Arun (2019), payment tool by food delivery service is to ensure that all payment transactions made are smooth. Most customers use food delivery services also due to the ease to make payment. According to the Nicolaides and Grobler (2017), to create an environment that is conducive to their customer's needs and desires, they safeguard their customers privacy and ensure their financial security to foster consumer trust and facilitate the payment process.

Consumer convenience has improved as a result of factors such as no minimum order value and a variety of payment choices such as net banking, digital wallets, and cash on delivery (Nayan & Hassan, 2020). This really eases the payment process. Ease of payment is referring to a user's ease

and convenience in making a payment (Meditinos & Theodoridis, 2010). In general, customers' purchasing intentions may be increased by the simplicity of the online and offline payment process.

In terms of payment, the findings revealed that ease of payment has a significant impact on consumer satisfaction. According to See-Kwong et al. (2017), customers' satisfaction involved many factors, including payment methods that were used. It is also thought that online delivery services play a significant part in improving customer satisfaction and experience by allowing customers to pay in a variety of ways like online method and offline method. Different approaches are used by business owners when it comes to providing payment methods to their clients in order to make the process easier for them. According to De Silva and Abeysekara (2012), customers' convenience in doing internet banking eases the payment process and has a high possibility of customer satisfaction.

H³: There is a significant relationship between ease of payment and customer satisfaction.

2.4 Conceptual Framework

A lot more effort can be put into learning the theoretical aspect of service quality and customer satisfaction and their level of associations. In translating the above relationship into the hypothesis of this study, the conceptual framework model is developed as illustrated.

The theoretical and conceptual framework describes the path of a research and bases it firmly in the construction of theory so that a research is successful and achieves the objectives that have been targeted (Adom et al., 2018). The conceptual framework has two key major components: Foodpanda services and customer satisfaction. Foodpanda services serve as the independent variable of this study, and customer satisfaction is the dependent variable.

Table 2.1: Dependent and Independent Variable

NO	DEPENDENT VARIABLE/INDEPENDENT VARIABLE	SOURCES
1.	Dependent Variable (Customer Satisfaction)	Yusra and Agus (2014)
2.	Independent Variable (Price)	Prasetyo et al. (2021)
3.	Independent Variable (Ordering Process)	Maditinos and Theodoridis (2010)
4.	Independent Variable (Ease of Payment)	Maditinos and Theodoridis (2010)

Based on the discussion and the previous article, Conceptual Framework for this study is as below:

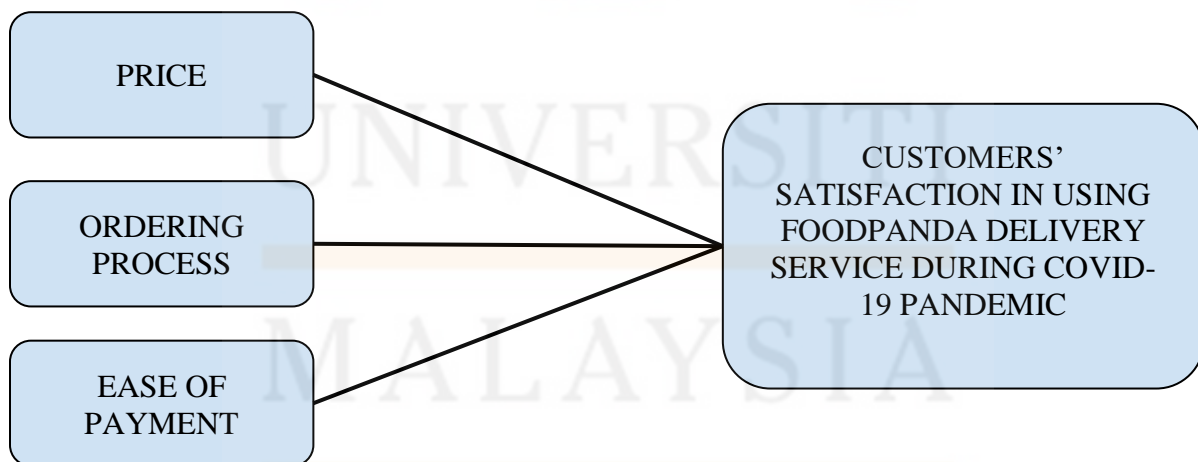


Figure 2.3: Conceptual Framework

The model illustrates the connection between Foodpanda's services and customer satisfaction. In illustrating the extent to which services and customer satisfaction have a good relationship, the Foodpanda services and customer satisfaction among SAB students in Semester 7 Session September 2022/2023 at Universiti Malaysia Kelantan (City Campus) demonstrates this relationship.

2.5 Conclusion

This chapter focuses on the ongoing research efforts of earlier researchers. These findings contribute to a better understanding of factors affecting customers' satisfaction among SAB students in Semester 7 Session September 2022/2023 at Universiti Malaysia Kelantan regarding on using the Foodpanda delivery service during COVID-19 pandemic. Hypothesis were developed using the theories and literature review. The techniques employed in this research project are detailed in the next chapter.

CHAPTER 3

RESEARCH METHODOLOGY

3.1 Introduction

This chapter contains ten (10) sections, starting with the introduction followed by the research design in the second section. The third section begins with the data collection methods. This is followed by the fourth section which discusses the study population and sample size in the fifth section. The sampling techniques and research instrument development are included in the sixth and seventh sections respectively. Sections eight and nine describe the measurement instrument development and procedure for data analysis. Section ten will be discussed about pilot test. Finally, section eleven provides the conclusion of this chapter.

This study explores the relationship between Foodpanda services and customers' satisfaction among SAB students in Semester 7 Session September 2022/2023 at Universiti Malaysia Kelantan.

This study aims to solve the questions:

- What is the relationship between price and customers' satisfaction based on customers' experience in using the Foodpanda delivery service during COVID-19 pandemic?
- What is the relationship between ordering process and customers' satisfaction based on customers' experience in using the Foodpanda delivery service during COVID-19 pandemic?
- What is the relationship between ease of payment and customers' satisfaction based on customers' experience in using the Foodpanda delivery service during COVID-19 pandemic?

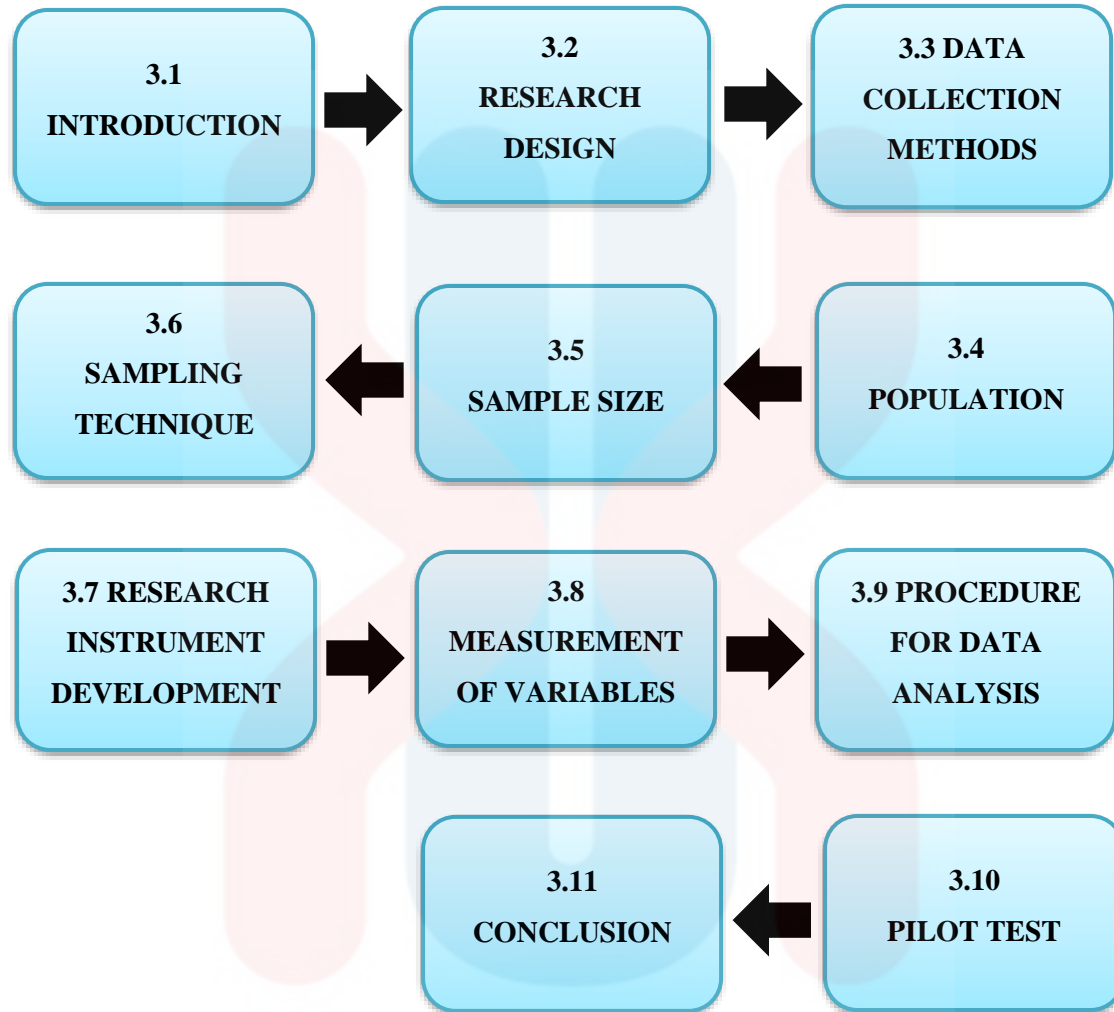


Figure 3.1: Outline of Research Methodology

3.2 Research Design

This study's research approach is using a quantitative method to collect data. The researchers will distribute the questionnaire through Google Form to collect data and analysis data through statistics software, which is SPSS version 25. Respondent for this research paper is SAB students in Semester 7 Session September 2022/2023 at Universiti Malaysia Kelantan (City Campus). In addition, the researchers tend to measure the customers' satisfaction with Foodpanda service during COVID-19 pandemic. The respondents are required to rate their factors of price,

ordering process, and ease of payment through a 5-point Likert-type scaling range from 1 (strongly disagree) to 5 (strongly agree).

A questionnaire is used in this study as part of a quantitative research technique. The researchers will be able to access the relationship between dependent variable and independent variables using this study design, which entails planning and preparing study design and activities. The demographic profile, as well as the factors that affect customers' satisfaction in using Foodpanda delivery service during COVID-19 pandemic are all included in the questionnaire.

3.3 Data Collection Method

A correlational analysis should be conducted to evaluate the link between the two variables in order to assess whether independent variables influence customer satisfaction. According to Kabir (2016), there are two sorts of data collection methods, which are primary and secondary. Survey and questionnaires are used to collect primary data for this study because they are practicable, on-target, and cost-effective. The researchers conducted the research using primary data, which is information collected directly by the researcher on the variables of interest for the specific purpose of the study. The data are assigned numerical values to expedite the analysis. Information gathered through questionnaires and surveys can be utilized in a variety of evaluation methods. This approach is typically used to collect data from a large number of individuals.

A questionnaire is a series of pre-written questions to which respondents record answers, which are often limited to a few possibilities (Kabir, 2016). The questionnaire is the most frequent form of data collection for survey work. The purpose of this survey is to collect information from respondents, specifically on SAB students in Semester 7 Session September 2022/2023 at Universiti Malaysia Kelantan (City Campus) during the COVID-19 pandemic. There will be three

sections in the questionnaire which are Section A, Section B, and Section C. In Section A, researchers request demographic information from respondents. In the meantime, Section B, and Section C discuss the dependent and independent variables pertaining to the factors affecting customer satisfaction in using Foodpanda delivery services during the COVID-19 pandemic.

3.4 Population

The research population typically consists of huge or precise groups of individuals or objects that are the major focus of the study. In a certain population, all individuals or objects usually have a common trait or characteristic. In this research, the population will be focused on students at Universiti Malaysia Kelantan (City Campus). Likewise, the respondents that the researchers targeted are SAB students in Semester 7 Session September 2022/2023 of their studies. According to the data on active students' enrollment in the Faculty of Entrepreneurship and Business (FKP), the population of Islamic Banking and Finance (SAB) students in Semester 7 Session September 2022/2023 is 200 students. We choose to focus on this respondent because this is the batch that has faced the pandemic from the beginning of the Movement Control Order (MCO) until the MCO ended. Furthermore, as this batch is the final year of students this year, they have prior experience using food delivery services at college during pandemics and endemics.

Table 3.1: Total SAB Students from FKP in Semester 7

FKP	
COURSE	SEMESTER 7 SESSION SEPTEMBER 2022/2023
ISLAMIC BANKING & FINANCE (SAB)	200
TOTAL	200 STUDENTS

Sources: Faculty of Entrepreneurship and Business UMK City Campus, 2022

3.5 Sample Size

The sample size for the study is representative of the total population. It is a subset of the population, and it is known as a “subject.” Research on every member of a population cannot be conducted frequently if research is done by people, as the number of people is simply too large. The sample is among SAB students in Semester 7 Session September 2022/2023 at Universiti Malaysia Kelantan (City Campus), which consists of 200 students in Year 4. According to Krejcie and Morgan’s (1970) table, the sample size would be around 132 students.

Table 3.2: Sample Size of Krejcie & Morgan (1970)

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

Note: N is Population Size; S is Sample Size Source: Krejcie & Morgan, 1970

3.6 Sampling Technique

The sampling technique is one of the procedures for taking samples from the population. A carefully selected sample for the study to provide accurate information about the population. Probability and non-probability sampling designs are the two types of sampling designs that are discussed in this research. According to Borges et al. (2017), probability sampling utilizes a random method to choose a sample frame unit to be an insect in the sample, whereas the non-probability sample uses the systematic judgments of the researcher to select population units. Researchers use a non-probability sampling approach in this study to choose sample units as the sample frame comprises Semester 7 Session September 2022/2023 of SAB students in UMK (City Campus) especially during COVID-19 pandemic. Convenience sampling can collect the data from the sample using technique non-probability. Convenience sampling is a method which depends on collecting data from populations that are conveniently available for research (Research

Methodology.net, 2016). The respondents are selected conveniently by sending the link of an online survey questionnaire in Google Form through social networking sites. Thus, in this study, the researchers are able to obtain the data in an easy and convenient way. A total of 132 sample sizes from 200 study populations will be represented to answer this question.

3.7 Research Instrument Development

Using questionnaires, quantitative data are collected for the investigation. The questionnaire includes demographic profiles and factors that determine customer satisfaction with online food delivery service among SAB students in Semester 7 Session September 2022/2023 at Universiti Malaysia Kelantan (City Campus).

Table 3.3: Overview of Research Instruments

SECTION	VARIABLE	ITEM	SOURCES
Dependent Variable	Customer Satisfaction	4	Yusra and Agus (2020)
Independent Variables	Price	5	Prasetyo et al. (2021)
	Ordering Process	5	Maditinos and Theodoridis (2010)
	Ease of Payment	5	Maditinos and Theodoridis (2010)

3.7.1 Original Items & Modified

Table 3.4: Table of Original and Modified Items

No.	Original Items	Modified Items
1.	It is my expectation that they would offer special discounts in different occasions or in other cases frequently.	The offer of discount vouchers influences customers in choosing Foodpanda rather than other e-hailing food delivery services.
2.	The ordering process's tracking status is accurate and useful.	The tracking status for the ordering process is helpful and up-to-date.
3.	I am satisfied with the efficiency of payment gateway system.	It is easy to complete the payment process when using the Foodpanda delivery service.
4.	I am satisfied when certain restaurant only accept cash on delivery for the payment.	Cash on delivery payment method is convenient for customers' use.

3.7.2 Questionnaire Design

Researchers applied questionnaires to collect data for the study. The questionnaire consists of a network of questions and other indicators designed to collect data from the SAB student at Universiti Malaysia Kelantan (City Campus). In this study, all statements in the questionnaire were written in English and Malay. This questionnaire of study is divided into sections A, B, and C. The question includes a demographic profile of respondents and independent variables focusing on the customer satisfaction of SAB students in Semester 7 Session September 2022/2023 at Universiti Malaysia Kelantan (City Campus) who utilized the Foodpanda delivery service during the COVID-19 pandemic. Section A is demographic questions pertaining to gender, age, race, ordering frequency before and after COVID-19 pandemic. The questions in Section B relate to variables that are dependent which is customer satisfaction. The last part is Section C represented as independent variables. This section uses five points of like skills to assess respondents' levels of agreement with the proposition. The 5-point Likert scale will also be used in this section.

3.7.3 Content Validity

i. Expert Validation

The primary purpose of a questionnaire in research is to collect pertinent data in the most accurate and valid manner. Thus, the precision and consistency of a survey or questionnaire constitute an important part of research methodology known as validity and reliability. The degree to which items in an instrument reflect the content universe to which the measure will be generalized is characterized as content validity (Straub et al., 2004). For determining if a piece of material is valid, the judgmental method calls for a literature review, which is followed up by an expert panel. It is necessary for researchers to be present

with experts to facilitate validation when using a judgmental approach to content validity. In this research, the expert validation approach was employed to test the questionnaire's understanding and validity. This technique is particularly crucial since faults and defects in the questionnaire's design can be recognized with evaluation from an expert. The researchers distribute a copy of the questionnaire to an expert panel, such as a lecturer, to review and evaluate if there are errors in the questionnaire, and the panel can give comments or make suggestions pertaining to the question.

ii. Peer Evaluation

The quality of students' peer interactions has a significant impact on their performance. According to Miyamoto and Sono (2012), peer support is a broad concept with varied meanings, outcomes, and consequences. While the researchers also used the peer validation method in this questionnaire. The researchers provide a copy of the question to a peer for review and provide comments as well as suggestions for improvement of the questionnaire. Regarding Section C for measurement scale in variables, the respondent suggested in each section to related to grammar and sentence structure. Therefore, the researchers have improved some sentences, to avoid misunderstanding among the respondents.

3.8 Measurements of Variables

The rating scale, often known as the Likert scale, was utilized in this research as the scale of measurement. The Likert scale is a five-point scale that ranges from 1 (strongly disagree) to 5 (strongly agree). According to Sekaran and Bougie (2016), its purpose is to determine how strongly the respondent is likely to agree or disagree with the author's statement in the questionnaire.

A Likert scale is a sort of scale in which respondents are asked to agree on a series of statements regarding the items measuring the concept. It is going to be broken down into five different response categories, starting with 1- Strongly Disagree, 2- Disagree, 3- Slightly Agree, 4- Agree, and 5- Strongly Agree on a five-point scale.

Table 3.5: Five-Point Likert Scale

Strongly Disagree	Disagree	Slightly Agree	Agree	Strongly Agree
1	2	3	4	5

Source: Sekaran and Bougie (2016)

There are four types of scales: nominal, ordinal, interval, and ratio. But researchers will focus on nominal and ordinal scale only. In this study, the questionnaire will be used as the research instrument. The questionnaires are split into three parts: Section A, B, and C. Section A will use nominal scales because it will ask about the demographics of the people who are supposed to answer. On the other hand, in Section B and C, both the dependent and independent variables were measured using an interval scale based on the framework used in previous studies. In these sections, excessively accurate information is gathered with the help of 5-point Likert scales. Since

the information gathered will be analyzed, this questionnaire will help researchers look at each scale variable.

3.8.1 Nominal Scale

The nominal scale is a measuring scale that is used for identification. It provides numbers to qualities for simple identification and is also known as a category scale. It will assist researchers in categorizing and grouping subjects. Gender (male or female), age (19 years old till 27 years old above), race (Malay, Chinese, Indian, or others), how frequently did you order food online before the COVID-19 pandemic (often, sometimes or rarely) and how frequently did you order food online during the COVID-19 pandemic (often, sometimes or rarely) are all nominal scales in our questions. All of these questions will be grouped together so that a demographic profile of each targeted respondent can be made.

3.8.2 Interval Scale

The interval scale represents the value of the sortable variable, with the difference between them representing their separation. The interval comprises equally spaced points along a continuum. This scale is quantitative in nature. The number of replies on a Likert scale ranging from 1 to 5 reflected the level of customer satisfaction in using Foodpanda delivery service among SAB students in Semester 7 Session September 2022/2023 at Universiti Malaysia Kelantan (City Campus) during the COVID-19 pandemic. There is no actual 0 on this scale. It classifies and arranges categories in a meaningful way to distinguish them. The central tendency was examined in this study using mean, mode, median, and standard deviation.

3.9 Procedure for Data Analysis

There are two different ways that the data from the respondents might be analyzed. The first approach is known as qualitative data analysis, and the second approach is known as quantitative data analysis. However, as a result of our research, the researchers decided to use a quantitative approach. Hence, when the researchers analyze the data, the researchers will employ quantitative data analysis.

IBM's Statistical Package for the Social Sciences (SPSS) version 25 will be used to evaluate this survey. According to Daniel Arkkelin (2014), SPSS was chosen to analyze the data in the study due to its widespread use in academic and business circles, making it the most commonly used programmed of its kind. These research studies are implemented by using descriptive, correlation, reliability, and bivariate to obtain the quality of the data. All of these analyses are done to gain and utilize the data gathered from the survey, which is to achieve research objectives. The data will be summarized and organized according to the study's categories. These include customer satisfaction, price, ordering process, and ease of payment as previously described.

3.10 Pilot Test

This pilot test will detail the process used to collect data for the study and the findings obtained. The researchers sought 35 participants for the pilot test. Google Form is often used by academics to disperse survey instruments. The surveys were sent out between 28 October till 6 November 2022, a span of only 10 days. Questionnaires are distributed by researchers via Google Form. 35 participants were surveyed for the pilot project, while 132 people will be asked to take part in the main field study. The demographic profile, dependent variable, and independent variables provide a total of 24 questions contained in the questionnaire. The data is not damaged since researchers prohibit respondents from answering the same Google Forms question again. If the respondent responds to the same question more than once, then the answer will be classified as corrupt data. Since Google Forms employs cutting-edge technology to set rules to filter data, there is no chance of corrupt data occurring as a result of using the service.

The aim of this pilot study is to examine the reliability of the questions by computing their Cronbach's Alpha before doing a complete field investigation. Therefore, the researchers found that the value of Cronbach's Alpha for the dependent variable of customer satisfaction is calculated to be 0.836. The value of Cronbach's alpha for the independent variable of price is 0.673. Cronbach's Alpha for the ordering process is 0.664, while for the ease of payment is 0.792. According to Hair et al. (2016) in "Essentials of Business Research Method", Cronbach's Alpha values between 0.60 and 0.80 are regarded to be between moderate and good. A value of 0.90 and higher is deemed excellent. This Cronbach's Alpha is significant enough to be maintained for genuine field research. Cronbach's Alpha for each subsample must be 0.60 or above for the test to be considered reliable.

Table 3.6: Reliability Statistic Dependent Variable: Customer Satisfaction

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of items	Result
.836	.851	4	Very Good

According to the reliability statistic table, Cronbach's Alpha for the dependent variable, customer satisfaction, is 0.836, which is a very good scale (Hair et al., 2016). The pilot test shows that the questionnaire for the dependent variable of customer satisfaction is good and may be used to gather data from fourth-year Universiti Malaysia Kelantan, City Campus students.

Table 3.7: Reliability Statistic Independent Variable: Price

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of items	Result
.673	.657	5	Moderate

According to the reliability statistic table, Cronbach's Alpha for the independent variable, price is 0.673, which is a moderate scale (Hair et al., 2016). The pilot test shows that the questionnaire for the independent variable of price is acceptable and may be used to gather data from fourth-year Universiti Malaysia Kelantan, City Campus students.

Table 3.8: Reliability Statistic Independent Variable: Ordering Process

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of items	Result
.664	.720	5	Moderate

According to the reliability statistic table, Cronbach's Alpha for the independent variable, the ordering process is 0.664, which is a moderate scale (Hair et al., 2016). The pilot test shows that the questionnaire for our independent variable of the ordering process is acceptable and may be used to gather data from fourth-year Universiti Malaysia Kelantan, City Campus students.

Table 3.9: Reliability Statistic Independent Variable: Ease of Payment

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of items	Result
.792	.795	5	Good

According to the reliability statistic table, Cronbach's Alpha for the independent variable, ease of payment is 0.792, which is in a good scale (Hair et al., 2016). The pilot test shows that the questionnaire for the independent variable of ease of payment is acceptable and may be used to gather data from fourth-year Universiti Malaysia Kelantan, City Campus students.

3.11 Conclusion

This chapter covers the research methodology. This is a web-based quantitative study. Convenience sampling was used as the method of sampling. Using a Google Form-created web-based questionnaire, the data were collected. Three components make up the questionnaire: Section A consists of demographic data, whilst Section B and C consist of answers to study-related questions. The use of social networking to collect responses from respondents.

CHAPTER 4

DATA ANALYSIS AND FINDINGS

4.1 Introduction

This chapter represents the analysis and major research findings of the study and the data in this chapter were analyzed using the Statistical Package for the Social Science (SPSS) software program. Data analysis was used and performed to test the questions contained in the questionnaire provided by the researcher and distributed to the respondents of the place studied. The main target population of this study is 132 respondents. The Google Form created by the researcher was successfully answered by the respondents. This chapter will discuss the introduction, preliminary analysis, demographic profile, descriptive analysis, validity and reliability test. Furthermore, this chapter also contains hypothesis testing, Spearman's Correlation Coefficient and conclusion.

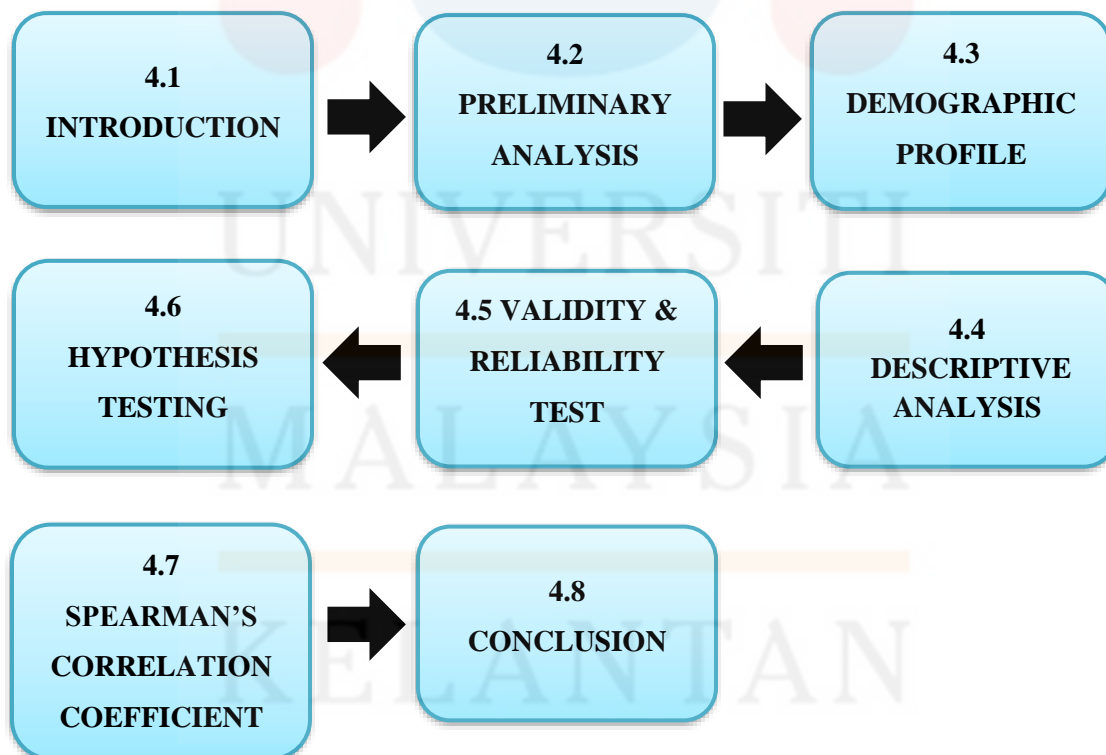


Figure 4.1: Outline of Data Analysis and Findings

4.2 Preliminary Analysis

This section includes a number of analyses as part of the data inspection process for this investigation. The preliminary test is how we want to ascertain the procedure or sequence of each piece of information gathered for the investigation. Questionnaires were developed and distributed to SAB students in Semester 7 at Universiti Malaysia Kelantan (City Campus). Before collecting the actual data from 132 respondents, a total of 35 questionnaires were distributed in advance for the purpose of the pilot test. A pilot test needs to be done before distributing the questionnaire to the target respondents. The total outcome was quite positive, we also detected some questions that we need to make an amendment to ensure our respondents have a good understanding due to our questionnaire. The researcher obtained a total of 141 respondents from the Google Form distribution of all the questionnaires. The collection and analysis of all data took place in the following order which are demographic analysis, and Spearman's correlation.

4.3 Demographic Profile of Respondents

Questionnaires were distributed to SAB students in Semester 7 Session September 2022/2023 at Universiti Malaysia Kelantan (City Campus). A total of 141 questionnaires were collected and successfully completed. In section A, there are five questions posed in the questionnaire. The five questions are about gender, age, race, frequency of online food ordering using Foodpanda before and after COVID-19.

4.3.1 Number of Respondents Based on Gender

Table 4.1: Gender of Respondents

		Gender / Jantina			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Female / Perempuan	95	67.4	67.4	67.4
	Male / Lelaki	46	32.6	32.6	100.0
	Total	141	100.0	100.0	

Based on the sample obtained through the distribution of the questionnaire, the total sample was collected which is 141. As a result of the collection of the sample, the results showed a majority of female respondents who have dominated a total of 67.4% which is 95 people, and the rest are male respondents which are 32.6 % equivalent to 46 people. The disparity in the gender gap was 49. In conclusion, respondents from among SAB students in Semester 7 Session September 2022/2023 at UMK (City Campus) were dominated by female.

4.3.2 Number of Respondents Based on Age

Table 4.2: Age of Respondents

		Age / Umur			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18 - 20 years old	4	2.8	2.8	2.8
	21 - 23 years old	66	46.8	46.8	49.6
	24 - 26 years old	69	48.9	48.9	98.6
	27 years old and above	2	1.4	1.4	100.0
	Total	141	100.0	100.0	

Table 4.2 show the age distribution of 141 respondents. From this questionnaire, the age distribution of SAB students in Semester 7 Session September 2022/2023 at UMK (City Campus) is the majority from the age range of 24 – 26 years old which has dominated a total of 69 respondents equivalent to 48.9%. While respondents aged between 21 – 23 years old contributed 46.8% which is 66 respondents. Furthermore, the age of 18 – 20 years old contributed 2.8% equivalent to 4 respondents and the age of 27 years old and above contributed 1.4% equivalent to 2 respondents in a sufficient number of respondents in the study.

4.3.3 Number of Respondents Based on Race

Table 4.3: Race of Respondents

Race / Bangsa		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Chinese / Cina	1	.7	.7	.7
	Malay / Melayu	140	99.3	99.3	100.0
	Total	141	100.0	100.0	

Table 4.3 describe the distribution of the respondents, namely Malay, Chinese, Indian, and others. In this survey, we only have Malay and Chinese as our respondents. Through this study, the first rank is the Malays whose majority answered the question of this questionnaire which is a total of 140 people equivalent to 99.3%. Next followed by the Chinese which is a total of 1 person who contributed 0.7%.

4.3.4 Number of Respondents Based on Frequency of Online Food Ordering before COVID-19

Table 4.4: Percentage of Frequency before COVID-19

How frequently did you order food online before the COVID-19 pandemic?

Berapa kerapkah anda memesan makanan dalam talian sebelum wabak COVID-19?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Often / Selalu	29	20.6	20.6	20.6
	Rarely / Jarang	48	34.0	34.0	54.6
	Sometimes / Kadang-kadang	64	45.4	45.4	100.0
	Total	141	100.0	100.0	

Based on the Table 4.4, respondents on frequently ordering food online before COVID-19 pandemic of higher percentage is sometimes with the percentage of 45.4% of 64 out of 141 respondents. Second, followed by respondents rarely ordering food online before COVID-19 pandemic with 34.0% of 48 respondents. Lastly, the lowest percentage is often by 20.6% of 29 respondents out of 141.

4.3.5 Number of Respondents Based on Frequency of Online Food Ordering after COVID-19

Table 4.5: Percentage of Frequency after COVID-19

How frequently did you order food online during the COVID-19 pandemic?

Berapa kerapkah anda memesan makanan dalam talian semasa wabak COVID-19?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Often / Selalu	56	39.7	39.7	39.7
Rarely / Jarang	29	20.6	20.6	60.3
Sometimes / Kadang-kadang	56	39.7	39.7	100.0
Total	141	100.0	100.0	

Based on Table 4.5 above, it is explained of frequent respondents ordering food online after the COVID-19 pandemic. In this survey, we got the same result for sometimes and often which are 39.7% equivalent to 56 respondents out of 141. Lastly is followed by respondents who rarely order food online during COVID-19 pandemic with 29 respondents by 20.6%.

4.4 Descriptive Analysis

The researchers applied the mean for each part to assess and determine which variable best ensures customer satisfaction with online food delivery service among SAB students in Semester 7 Session September 2022/2023 at Universiti Malaysia Kelantan (City Campus). These are the SPSS comparison of the mean of the independent variables with each research problem. Using the 5-Likert Scale, the researcher can assess the respondents' responses.

Table 4.6: Interpretation of Mean Score

Likert Scale	Mean Range	Level	Score Range
5	Strongly Agree	Very High	4.50 – 5.00
4	Agree	High	3.50 – 4.49
3	Slightly Agree	Average	2.50 – 3.49
2	Disagree	Low	1.50 – 2.49
1	Strongly Disagree	Very Low	1.00 – 1.49

Sources: Kitjaroonchai (2012)

4.4.1 Descriptive analysis for Dependent Variables

Table 4.7: Dependent Variable: Customer Satisfaction

Item Statistics	Mean	Std. Deviation	N
	Overall, the service provided by Foodpanda delivery service is good and satisfactory. Secara keseluruhannya, perkhidmatan yang disediakan oleh perkhidmatan penghantaran Foodpanda adalah baik dan memuaskan.	4.52	.616
I am very pleased with the price placed by the Foodpanda delivery service. Saya sangat berpuas hati dengan harga yang diletakkan oleh perkhidmatan penghantaran Foodpanda.	3.91	.706	141
I was pleased with my overall experience with the Foodpanda delivery service when I completed the ordering process. Saya berpuas hati dengan pengalaman keseluruhan saya dengan perkhidmatan penghantaran Foodpanda apabila saya menyelesaikan proses pesanan.	4.34	.674	141
I am satisfied with the overall experience when completing the method of payment of the Foodpanda delivery service. Saya berpuas hati dengan pengalaman keseluruhan apabila menyelesaikan kaedah pembayaran perkhidmatan penghantaran Foodpanda.	4.61	.630	141

Table 4.7 shows the mean value for the dependent variable, customer satisfaction. As it showed in the table above, the mean score for I am satisfied with the overall experience when completing the method of payment of the Foodpanda delivery service is 4.61 which is very high (Kitjaroonchai,

2012). This means that the respondents are very satisfied when using the application from ordering food to completing payment. Meanwhile, the mean score for I am very pleased with the price placed by the Foodpanda delivery service is 3.91 which is the lowest mean value for customer satisfaction. So, it shows that a few respondents do not agree with the price in the application which is a breakdown of the prices and additional charges. For this dependent variable, obtain the mean range of “agree” (Kitjaroonchai, 2012).

4.4.2 Descriptive analysis for Independent Variables

Table 4.8: Independent Variable: Price

Item Statistics			
	Mean	Std. Deviation	N
The delivery charge set by the Foodpanda delivery service is relevant for me. Caj penghantaran yang ditetapkan oleh perkhidmatan penghantaran Foodpanda adalah relevan untuk saya.	3.96	.769	141
The food price placed in the Foodpanda delivery service is relevant for me. Harga makanan yang diletakkan dalam perkhidmatan penghantaran Foodpanda adalah relevan bagi saya.	3.94	.868	141
The offer of discount vouchers influences customers in choosing Foodpanda rather than other e-hailing food delivery services. Tawaran baucar diskaun mempengaruhi pelanggan dalam memilih Foodpanda berbanding perkhidmatan penghantaran makanan e-hailing yang lain.	4.49	.703	141

I can compare the price of the same product from different stores when using the Foodpanda delivery application. Saya boleh membandingkan harga produk yang sama dari kedai yang berbeza apabila menggunakan aplikasi penghantaran Foodpanda.	4.50	.661	141
I am willing to pay more even if Foodpanda increases the delivery price. Saya sanggup bayar lebih walaupun Foodpanda naikkan harga penghantaran.	3.09	.982	141

Referring to the table above, shows the mean value for the independent variable, price. From the results of the study, the researcher can see that the mean score for I can compare the price of the same product from different stores when using the Foodpanda delivery application is 4.50, which is very high (Kitjaroonchai, 2012). This shows that most SAB students in Semester 7 Session September 2022/2023 at Universiti Malaysia Kelantan (City Campus) will compare the price of the same product first before placing an order. It clearly shows that this Foodpanda application is suitable for them to use during the Covid-19 pandemic. Meanwhile, the mean score for I am willing to pay more even if Foodpanda increases the delivery price is 3.09, which is the lowest mean value for the price. This is because it is not suitable for the delivery charges charged with small orders, and the std. deviation for the price is 0.982. Therefore, the respondent is not willing to pay it. In conclusion, the results of the study showed that the respondents slightly agreed in the range of means with the stated questions (Kitjaroonchai, 2012).

Table 4.9: Independent Variable: Ordering Process

Item Statistics			
	Mean	Std. Deviation	N
The ordering process in the Foodpanda delivery application is convenient to use. Proses pesanan dalam aplikasi penghantaran Foodpanda adalah mudah untuk digunakan.	4.64	.577	141
I quickly received help from the Foodpanda staff whenever I faced difficulties or problems with the ordering part. Saya segera menerima bantuan daripada kakitangan Foodpanda setiap kali saya menghadapi kesukaran atau masalah dengan bahagian pesanan.	3.97	.870	141
The step taken to order using the Foodpanda application is easy. Langkah yang diambil untuk memesan menggunakan aplikasi Foodpanda adalah mudah.	4.70	.506	141
Food delivered at the estimated time by Foodpanda rider. Makanan dihantar pada masa yang dianggarkan oleh penunggang Foodpanda.	4.16	.690	141
The tracking status for the ordering process is helpful and up to date. Status penjejakan untuk proses pesanan adalah berguna dan terkini.	4.40	.608	141

Based on the table above, shows the mean value for the independent variable, ordering process.

As it showed in the table above, the mean score for the step taken to order using the Foodpanda application is easy is 4.70 which is very high (Kitjaroonchai, 2012). This means that when the Foodpanda application fully meets the needs of the end user and does so quickly and effectively.

Meanwhile, the mean score for I quickly received help from the Foodpanda staff whenever I faced difficulties or problems with the ordering part is 3.97, which is the lowest mean value for the ordering process. It showed that the staff needed to further improve their performance and upgrade the application system to be easier to use.

Table 4.10: Independent Variable: Ease of Payment

Item Statistics			
	Mean	Std. Deviation	N
It is easy to complete the payment process when using the Foodpanda delivery service. Ia mudah untuk menyelesaikan proses pembayaran apabila menggunakan perkhidmatan penghantaran Foodpanda.	4.65	.573	141
The options that are available on payment methods are convenient. Pilihan yang tersedia pada kaedah pembayaran adalah mudah.	4.66	.545	141
Contactless payment methods that Foodpanda uses during the COVID-19 pandemic to minimize risk are very easy to use. Kaedah pembayaran tanpa sentuh yang Foodpanda gunakan semasa pandemik COVID-19 untuk meminimumkan risiko adalah sangat mudah digunakan.	4.74	.540	141
Cash on delivery payment method is convenient for customers' use. Kaedah pembayaran tunai semasa penghantaran adalah mudah untuk kegunaan pelanggan.	4.54	.627	141
Payment method platforms that are available on payment method options like Cash on Delivery, Credit/Debit card, and PayPal really ease the payment process. Platform kaedah pembayaran yang tersedia pada pilihan kaedah pembayaran seperti COD, Kad Kredit/Debit dan Paypal benar-benar memudahkan proses pembayaran.	4.71	.515	141

Based on the table above, shows the mean value of the independent variable for ease of payment.

The results of the study, have shown that the mean score for contactless payment methods that Foodpanda uses during the COVID-19 pandemic to minimize risk are very easy to use is 4.74 which is very high (Kitjaroonchai, 2012). This method prevents COVID-19 disease transmission

through contact. Also provides convenience to customers, and considering the ease of payment, customers are more likely to pay faster and avoid contracting COVID-19 through contact. Meanwhile, the mean score for cash on delivery payment method is convenient for customers' use is 4.54 which is the lowest mean value for ease of payment with a std deviation of 0.627. This shows that consumers do not like to use cash payment methods during the COVID-19 pandemic. The results of the study showed that the respondents strongly agreed on the range of means (Kitjaroonchai, 2012).

4.5 Validity and Reliability Test

Table 4.11: Cronbach's Alpha

Alpha Coefficient Range	Strength of Association
< 0.6	Poor
0.6 to < 0.7	Moderate
0.7 to < 0.8	Good
0.8 to < 0.9	Very Good
0.9	Excellent

Source: Hair et al. (2016)

The most popular method for evaluating the internal consistency and reliability of a survey is called Cronbach's Alpha. It is regarded as a measure of the reliability of a scale on which there can be an effective correlation when the range falls between 0 and 1. If the alpha value is less than 0.6, the reliability of the results is regarded as unacceptable; on the other hand, values that are greater than 0.6 suggest that the results are acceptable (Hair et al., 2016). As can be seen from the table above, Hair et al. (2016) present some useful guidelines for calculating Cronbach's Alpha value. It will be put to use to test the hypothesis of this study, which asks if the independent

variables and the dependent variable can be accepted or not. In addition, the analysis makes it possible for the study to identify whether or not these groups of items have a high level of consistency when it comes to measuring variables. Therefore, a result must be above 0.6 and the result will be accepted.

4.5.1 Dependent Variable – Customer Satisfaction

Table 4.12: Reliability Statistics for Customer Satisfaction

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.805	.809	4

Table 4.13: Scale Statistics for Customer Satisfaction

Scale Statistics			
Mean	Variance	Std. Deviation	N of Items
17.38	4.367	2.090	4

Referring to the table above shows that the results of the reliability statistic for the dependent variable, which is customer satisfaction, were acceptable and reliable to measure all the independent variables. The Cronbach's Alpha for customer satisfaction was based on four items, as shown in the table above, and the alpha coefficient was found to be 0.805. According to Hair et al. (2016), the range of 0.80 to 0.90 shows that the strength of association is very good. Aside from that, we can see that the customer satisfaction scale statistic has a mean of 17.38, a variance of 4.367, and a standard deviation of 2.090.

4.5.2 Independent Variable – Price

Table 4.14: Reliability Statistics for Price

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.716	.729	5

Table 4.15: Scale Statistics for Price

Scale Statistics			
Mean	Variance	Std. Deviation	N of Items
19.98	7.592	2.755	5

The reliability statistic for the independent variable, price, that affects customer satisfaction in using Foodpanda delivery service during the COVID-19 pandemic among SAB students in Semester 7 Session September 2022/2023 at Universiti Malaysia Kelantan is shown in the table above. The Cronbach's Alpha, which was calculated from the five items in the table above, is 0.716. Because the range is between 0.70 to 0.80, according to Hair et al. (2016), we can tell that the strength of association is good. Also, the mean of the price scale is 19.98, the variance is 7.592, and the standard deviation is 2.755.

4.5.3 Independent Variable – Ordering Process

Table 4.16: Reliability Statistics for Ordering Process

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.759	.783	5

Table 4.17: Scale Statistics for Ordering Process

Scale Statistics			
Mean	Variance	Std. Deviation	N of Items
21.86	5.580	2.362	5

According to the table reliability statistic for the independent variable, which is ordering process, the Cronbach's Alpha coefficient is 0.759 and is determined by five items. Because the range is between 0.70 to 0.80, according to Hair et al. (2016), we can tell that the strength of association is good. The ordering process's scale statistic is then divided into a mean of 21.86, a variance of 5.580, and a standard deviation of 2.362.

4.5.4 Independent Variable – Ease of Payment

Table 4.18: Reliability Statistics of Ease of Payment

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.874	.879	5

Table 4.19: Scale Statistics of Ease of Payment

Scale Statistics			
Mean	Variance	Std. Deviation	N of Items
23.30	5.242	2.290	5

The independent variable of ease of payment is in very good condition in terms of their strength of association based on the table reliability statistic (Hair et al., 2016). This is because their range of Cronbach's Alpha is determined by five items that show the alpha coefficient is 0.874. On the scale statistic table, the mean for ease of payment is 23.30, the variance is 5.242, and the standard deviation is 2.290.

Overall, an item will be accepted if its Cronbach's Alpha score is higher than 0.6 (Hair et al., 2016). Based on the above statements, the researcher came to the conclusion that all of the items in the study were good and related to each other in a good way.

4.6 Hypothesis Testing

There are three hypotheses that have been tested in this research.

Table 4.20: Hypothesis Result

	Hypothesis	Result	Remark
H ¹	There is a significant relationship between price and customer satisfaction.	1.000	Accepted
H ²	There is a significant relationship between ordering process and customer satisfaction.	0.482	Accepted
H ³	There is a significant relationship between ease of payment and customer satisfaction.	0.440	Accepted

1st Hypothesis - Price

H¹: There is a significant relationship between price and customer satisfaction.

The table indicates that the value of Spearman's Correlation (r) is 1.000, indicating a very high positive correlation. Therefore, it can be explained that the price offered by Foodpanda to their customer is achieving customer satisfaction. Hence, hypothesis 1 (H¹) is accepted.

2nd Hypothesis – Ordering Process

H²: There is a significant relationship between ordering process and customer satisfaction.

The table indicates that the value of Spearman's Correlation (r) is 0.482, indicating a moderate positive correlation. Therefore, it can be explained that the ordering process from the user is practical and user-friendly, leading to customer satisfaction. Hence, hypothesis 2 (H²) is accepted.

3rd Hypothesis – Ease of Payment

H³: There is a significant relationship between ease of payment and customer satisfaction.

The table indicates that the value of Spearman's Correlation (r) is 0.440, indicating a moderate positive correlation. Therefore, it can be explained that the ease of payment offered by Foodpanda to their user is practical and lead to customer satisfaction. Hence, hypothesis 3 (H³) is accepted.

4.7 Spearman's Correlation Coefficient

According to Schober et al. (2018), Spearman's Correlation Coefficient was a statistical indicator of the strength of the monotonous (increase/decrease) relationship between a dependent variable and independent variables. Its concept is close to that of Pearson Correlation. Besides Spearman's Correlation Coefficient was used to test if the hypothesis can be accepted or rejected. There is one main dependent variable; customer satisfaction and three independent variables which are price, ordering process, and ease of payment.

Table 4.21: Rule of Thumb for Spearman's Correlation Value

Coefficient Range (r_s) Correlation	Strength of Association
0.81 to 1.0 or -0.81 to -1.0	Very high positive (negative) correlation
0.61 to 0.80 or -0.61 to -0.80	High positive (negative) correlation
0.41 to 0.60 or -0.41 to -0.60	Moderate positive (negative) correlation
0.21 to 0.40 or -0.21 to -0.40	Low positive (negative) correlation
0.00 to 0.20 or -0.00 to -0.20	Little if any correlation

Source: Prion and Haerling (2014)

4.7.1 Spearman's Correlation Analysis for Price and Customer Satisfaction

Table 4.22: Spearman's Correlation for Price

		Price	Customer Satisfaction
Price	Correlation Coefficient	1.000	.556**
	Sig. (2-tailed)	.000	.000
	N	141	141

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

The table above shows the relationship between price and customer satisfaction. Based on the study, the coefficient of correlations obtained is 1.000. According to the rules of correlation coefficient size from Prion and Haerling (2014), it shows a very high positive correlation. Moreover, based on these results, the significant value obtained is p-value 0.000 (p-value). These results prove that price and customer satisfaction in the Foodpanda Malaysia industry among SAB students at UMK (City Campus) in Semester 7 Session September 2022/2023 have a positive relationship. So, Hypothesis 1 is accepted.

H¹: There is a significant relationship between price and customer satisfaction.

4.7.2 Spearman's Correlation Analysis for Ordering Process and Customer Satisfaction

Table 4.23: Spearman's Correlation for Ordering Process

		Ordering Process	Customer Satisfaction
Ordering Process	Correlation Coefficient	.482**	.556**
	Sig. (2-tailed)	.000	.000
	N	141	141

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

The table shows the relationship between the ordering process and customer satisfaction. Based on the study, the coefficient of correlations obtained is .482. According to the rules of correlation coefficient size from Prion and Haerling (2014), it shows a moderate positive correlation. Moreover, based on these results, the significant value obtained is p-value 0.000 (p-value). These results prove that the ordering process and customer satisfaction in the Foodpanda Malaysia industry among SAB students at UMK (City Campus) in Semester 7 Session September 2022/2023 have a positive relationship. So, Hypothesis 2 is accepted.

H²: There is a significant relationship between ordering process and customer satisfaction.

4.7.3 Spearman's Correlation Analysis for Ease of Payment and Customer Satisfaction

Table 4.24 Spearman's Correlation for Ease of Payment

		Ease of Payment	Customer Satisfaction
Ease of Payment	Correlation Coefficient	.440**	.526**
	Sig. (2-tailed)	.000	.000
	N	141	141

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

The table above shows the relationship between ease of payment and customer satisfaction. Based on the study, the coefficient of correlations obtained is .440. According to the rules of correlation coefficient size from Prion and Haerling (2014), it shows a moderate positive correlation. Moreover, based on these results, the significant value obtained is p-value 0.000 (p-value). These results prove that ease of payment and customer satisfaction in the Foodpanda Malaysia industry among SAB students at UMK (City Campus) in Semester 7 Session September 2022/2023 have a positive relationship. So, Hypothesis 3 is accepted.

H³: There is a significant relationship between ease of payment and customer satisfaction.

4.8 Conclusion

This chapter analyses the actual data collected from the actual survey. Out of 141 questionnaires were collected from final year SAB students who used Foodpanda's online platform during the COVID-19 pandemic at Universiti Malaysia Kelantan (City Campus). After the questionnaires were distributed, the time taken for data collection is two weeks from 10 November 2022 to 24 November 2022. Then the data are compiled into SPSS version 25 to get the actual data. The result SPSS will come out with a Descriptive Analysis (demographic and all variables), reliability analysis, and Spearman's Correlation analysis. According to Prion and Haerling (2014), all the hypothesis of this study is answered through correlation analysis. In a nutshell, all the research questions and objectives of this study have been achieved through these statistical analyses.

CHAPTER 5

DISCUSSION AND CONCLUSION

5.1 Introduction

In this chapter, we will describe the findings obtained in Chapter 4. The results from the study will be presented and will be summarized. The following is more focused on major findings on factors affecting customers' satisfaction in using Foodpanda delivery service during the COVID-19 pandemic give an impact or relationship to SAB students at UMK (City Campus). Firstly, it will discuss the introduction, followed by findings, discussion, the implications, and limitations of the study. Last but not least, we will discuss the recommendations for future research and conclusion. Overall, this chapter provides a clear picture of the research conducted.

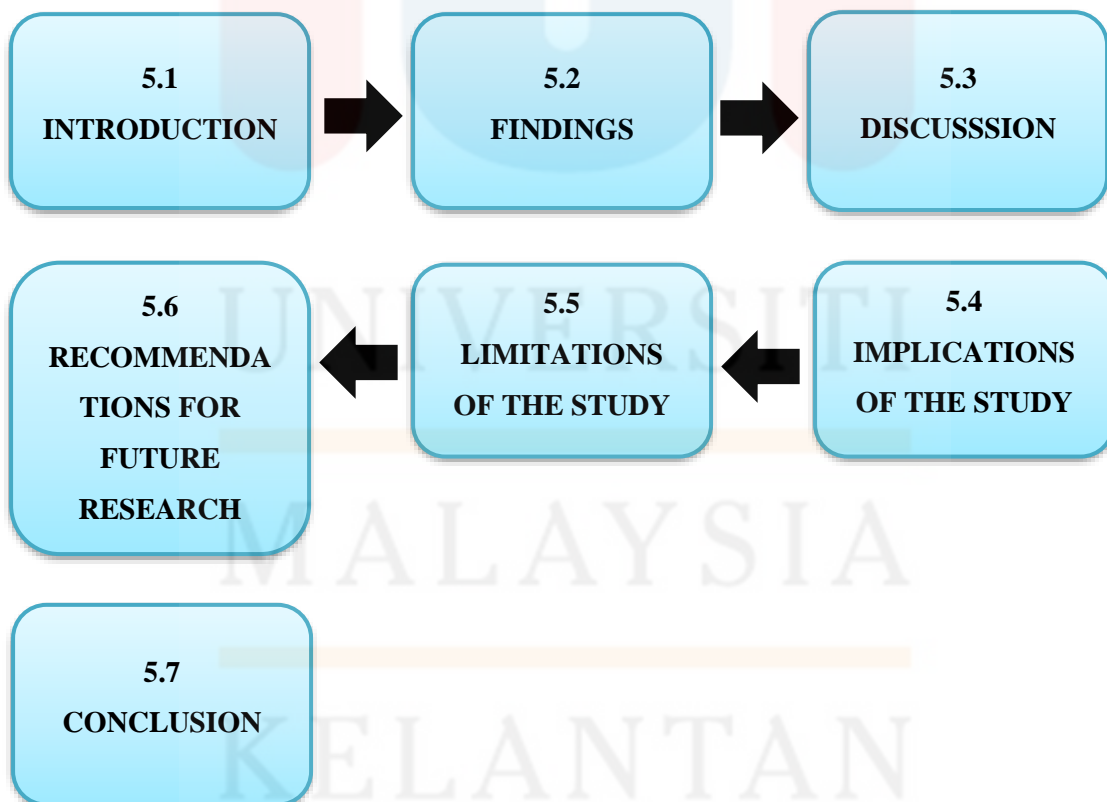


Figure 5.1: Outline of Discussion and Conclusion

5.2 Findings

Overall, in the process of collecting the main data, a quantitative approach was used to build a questionnaire and distributed to SAB students at Universiti Malaysia Kelantan (City Campus) in Semester 7 Session September 2022/2023. The findings of this study will help and guide researchers in determining the factors affecting customer satisfaction in using Foodpanda delivery services during COVID-19 pandemic. This study is to find out whether the three factors (price, ordering process and ease of payment) are affected customer satisfaction or not. The reliability of the test should be measured using Cronbach's Alpha.

Next, 141 usable questionnaires were derived from the research and were to be completed by 95 (67.4%) female and 46 (32.6%) male UMK students (City Campus). The target population for this research is from the millennial age group from 18 until 27 years old and above. Respondents also came from various races, such as Malay, Chinese, and Indian. But the majority who answered the questionnaire came from the Malay race, which is 140 peoples equivalent to 99.3%. This study focuses only on SAB students in Semester 7 Session September 2022/2023.

In addition, the results show that before COVID-19 there has 20.6% of respondents are often used online food delivery which is 29 respondents. During COVID-19, there has increase of the number that customers using online food delivery which is 39.7% that represent 56 respondents. The results show that there are surge percentage of customers from before Covid-19 to after COVID-19 which is 19.1%.

5.3 Discussion

Within this scope describes a discussion of research results that focuses on the researcher's findings, the results of the hypothesis obtained, and the research goals that can be identified. This research aims to study the relationship between three independent variables which are price, ordering process, and ease of payment with customers' satisfaction in using the Foodpanda delivery service during COVID-19 pandemic.

5.3.1 The Relationship Between Price and Customer Satisfaction

Table 5.1: Result based on Price

OBJECTIVE	HYPOTHESIS	CORRELATION	RESULT
To study the effect of price on customers' satisfaction based on their experience in using the Foodpanda delivery service during COVID-19 pandemic.	There is a significant relationship between price and customer satisfaction.	1.000	Positive

Based on the finding of Spearman Correlation Analysis (refer to Table 4.22) revealed that the relationship between price and customer satisfaction is significant and very high positive correlation ($p=0.000$, $r=1.000$). Based on Table 4.14, the result indicates that the Cronbach's Alpha for price is 0.716 which is good and the result demonstrates that the questionnaire is comprehensible and relevant to the situation. This means that the price by Foodpanda is relevant based on the customer experience that influences their customer satisfaction in using Foodpanda delivery service during COVID-19.

As stated from questionnaires, “The delivery price set by the Foodpanda delivery service is relevant, the food price placed in the Foodpanda delivery service is relevant, the offer discount vouchers influence customers in choosing Foodpanda rather than other e-hailing food delivery service, I can compare the price of the same product from different stores when using the Foodpanda delivery application and I am willing to pay more even if Foodpanda increases the delivery price.” It proved that the price might give a big impact towards customer satisfaction. Therefore, we accept the hypothesis because the result shows that there is a significant relationship between price and customer satisfaction.

According to Turel and Serenko (2006), the level of customer satisfaction is related to the level of service a company offers and the price it offers. As a result, it was shown that the influence of customer satisfaction is primarily due to perception of price while partially due to perception of price fairness. In terms of price fairness and the manner it is determined and provided, the way in which prices are calculated and charged has a huge impact on customer satisfaction (Herrmann et al., 2007).

5.3.2 The Relationship Between Ordering Process and Customer Satisfaction

Table 5.2: Result based on Ordering Processes

OBJECTIVE	HYPOTHESIS	CORRELATION	RESULT
To study the effect of ordering process on customers' satisfaction based on their experience in using the Foodpanda delivery service during COVID-19 pandemic.	There is a significant relationship between ordering process and customer satisfaction.	0.482	Positive

Based on the finding the Spearman Correlation Analysis (refer to Table 4.23) revealed that the relationship between ordering process and customer satisfaction is significant and moderate positive correlation ($p=0.000$, $r=0.482$). Based on Table 4.16, the result indicates that the Cronbach's Alpha for ordering process is 0.759 which is good and the result demonstrate that the questionnaire is comprehensible and relevant to the situation. This means that the ordering process by Foodpanda is very good compared to others variable based on the customer experience that influence their customer satisfaction in using Foodpanda delivery service during COVID-19.

As stated from questionnaires, "The ordering process within the Foodpanda delivery application is convenient to use, I quickly received help from the Foodpanda staff whenever I faced difficulties or problems with the ordering part, the step taken to order using the Foodpanda application is easy, food delivered at the estimated time by Foodpanda rider and the tracking status for the ordering

process is helpful and up-to-date.” It proved that the ordering process might give a big impact on customer satisfaction.

Therefore, we accept the hypothesis because the result shows that there is a significant relationship between ordering process and customer satisfaction. Barsky (1992) found that the approach in which employees interact with consumers affects their impression on service quality. An extremely significant aspect of foodservice staff-customer interaction is polite actions, example, greetings and a very high level of response, cleanliness, and speedy service.

5.3.3 The Relationship Between Ease of Payment and Customer Satisfaction

Table 5.3: Result based on Ease of Payment

OBJECTIVE	HYPOTHESIS	CORRELATION	RESULT
To study the effect of ease of payment on customers' satisfaction based on their experience in using the Foodpanda delivery service during COVID-19 pandemic.	There is a significant relationship between ease of payment and customer satisfaction.	0.440	Positive

Based on the finding the Spearman Correlation Analysis (refer to Table 4.24) revealed that the relationship between ease of payment and customer satisfaction is significant and moderate positive correlation ($p=0.000$, $r=0.440$). Based on Table 4.18, the result indicates that Cronbach's Alpha for ease of payment is 0.874 which is very good and the result demonstrates that the questionnaire is comprehensible and relevant to the situation. This means that the ease of payment by Foodpanda is excellent based on the customer experience that influences their customer

satisfaction in using Foodpanda delivery service during COVID-19. The value of standard deviation for price is 2.290.

As stated in questionnaires, “It is easy to complete the payment process when using the Foodpanda delivery service, the options that are available on payment methods are convenient, contactless payment methods that Foodpanda use during the COVID-19 pandemic to minimize risk are very easy to use, cash on delivery payment method is convenient for customers use and payment method platforms that are available on payment method options like Cash on Delivery, Credit/Debit card, and PayPal really ease the payment process.” It proved that the ease of payment might give a big impact on customer satisfaction.

Therefore, we accept the hypothesis because the result shows that there is a significant relationship between ease of payment and customer satisfaction. Hygiene is a major concern for customers nowadays when certain forms of payment that remove physical contact from the transaction are swiftly becoming one of the most in-demand techniques such as contactless payment is getting popular in business trends (Revfine, 2020).

5.4 Implication of the Study

This study has revealed some intriguing results that have applications in the Foodpanda Malaysia market and should be considered whether they may help the business and its patrons. After administering the survey and analysing the results using SPSS version 25, empirical findings showed that the price dimensions were the most significant independent variables. Three factors have been found to significantly correlate with customer satisfaction: price ($r = 1.000$, $p < 0.01$), ordering process ($r = 0.482$, $p < 0.01$), and ease of payment ($r = 0.440$, $p < 0.01$). All these outcomes have the greatest possible effect on customer satisfaction. One obvious way in which a service

provider like Foodpanda Malaysia may improve its standing in the market is by listening to its customers and responding to their feedback.

The researcher concludes from this study that the price is crucial to the success of the Foodpanda Malaysia business and that all Foodpanda restaurants should receive thorough information in this regard. According to the researcher, Foodpanda's leadership also has to take some bold steps to raise the quality of its delivery service and to monitor the price offered by the restaurants which use Foodpanda's service. This will help restaurants and consumers of Foodpanda get along better in the long run. Next, the ordering process affects customer satisfaction, as studied in this research. The smoother the process, the better the quality of the restaurant's service. While for the management of Foodpanda itself, the researcher thinks the ease of payment really eases the customer into making a payment because Foodpanda has a variety of options for making payments, which is the perfect way to increase customer satisfaction. If those are done, customers will feel valued and will be loyal to Foodpanda's services in the long run. For researchers, this is a basic way to get close to customers.

The next implication of this study is related to customer trust. Customer trust in Foodpanda rider is also an important factor in fostering customer satisfaction among SAB students at UMK (City Campus). The items the consumer is inspecting are often the Foodpanda rider's way of conveying information to them. Customers will feel more comfortable with the Foodpanda rider if they are able to effectively communicate with them. This may include, for instance, responding to all inquiries from consumers with patience and expertise. The second way to increase trust is for the restaurants to set a reasonable price for the customer. If the food is affordable, of course, customers

will place a higher value on trusting the restaurants that used Foodpanda's service and will place orders repeatedly because they are confident with the price provided.

5.5 Limitation of the Study

There are several limitations to this research due to the fact that this study is being made. The researchers will begin their work by looking for data that is based on past studies first. On the other hand, the title of our study does not include any prior research papers on the subject. Therefore, it is now quite challenging for researchers to acquire the data. The data that are going to be utilized in the study have to be correct, and they have to come from reliable sources. The topic that will be presented in the literature review is going to be based on previous research; nevertheless, the topic has become so challenging for researchers in the modern period, and studies are also moving at a slow pace. However, this kind of stuff does not deter researchers from carrying out study at the present time because we seek, and we will continue to search, until we find what it is that we are looking for.

The second restriction of the research is that it was only conducted at the UMK (City Campus) and only with SAB students. The restriction is only for SAB students in Semester 7 Session September 2022/2023 and not for those in other courses. We have to limit the population due to the possibility of collecting the data. Because the study is conducted online, it is difficult for the researcher to collect a representative sample of all courses at the University of Malaysia Kelantan. Due to the fact that the research is carried out online, which is a challenging process in and of itself, it is challenging for the researcher to obtain a complete sample of 132 respondents from SAB students in Semester 7 Session September 2022/2023. The restriction is associated with the sample group that was collected from the UMK City Campus since there was insufficient time allotted to gather

the sample. It is possible to draw the conclusion that the conduct of the study, as well as the procedure of gathering responses, is beset with a number of challenges as well as limitations that cannot be circumvented. We had to remind the respondents many times because they were taking such a long time to respond to the survey.

The number of populations represents the final limitation that must be considered. At the time that the survey was being distributed, the government had placed restrictions on gathering in large numbers that made it difficult for us to physically approach the respondents. These restrictions were a direct result of the COVID-19 outbreak that had occurred around the world, including in Malaysia. As a consequence of this, we would like to suggest to the following group of researchers that they broaden the scope of the populations of consumers that use this service. When seen in this light, the number of people that may be studied can potentially expand due to the fact that the researcher is able to approach not only students but also employees, housewives, or anybody else.

5.6 Recommendation for Future Research

Generally, the variables indicated in our research, including prices, ordering process, and ease of payment can be recommended for inclusion in future studies. Future research could focus on gaining a better knowledge of the factor affecting customer satisfaction in using Foodpanda during the COVID-19 pandemic, either for students or for others. However, this research will take a considerable amount of time to accomplish.

Due to the outbreak of COVID-19 around the world, particularly in Malaysia, we had difficulty physically approaching respondents due to the government's restrictions on going out. We were only able to receive responses from 141 students in total. Thus, we would urge future investigations that they broaden the community of consumers that utilize this service. In this setting, the

researcher can approach not just students, but also workers, housewives, and anybody else where Foodpanda has a presence to become better user feedback ideas.

Lastly, perform activities with the customer. For examples are organizing community programs, offering help for those in need, or making large-scale promotions. The benefit of this activity is that indirectly, the public will know more about Foodpanda Malaysia and free marketing will take place. But in order to succeed, frequent advertisements need to be done on social media. As such the platform allows customers to get the link and order directly from Facebook pages. Therefore, customers can enjoy a simple and satisfying experience.

5.7 Conclusion

In conclusion, our study focuses on the factors affecting customers' satisfaction with Foodpanda's delivery services during the COVID-19 pandemic. This research was carried out with three independent variables. It is the price, ordering process, and ease of payment. All variables have a considerable impact on customer satisfaction with Foodpanda's delivery services. In part of the customers satisfaction, food delivery should ensure the quality of application upgrades and their efficacy. The involved students are only SAB students in UMK (City Campus). A questionnaire was developed and randomly given to SAB students in UMK (City Campus) with sample size is 132 and we got 141 respondents.

Based on the research, all variables are having the good result from the analysis, it is can relate to the factor affecting customer satisfaction with Foodpanda's delivery services especially in ease of payment because it has the highest Cronbach's alpha value. Before using a service, most customers carefully consider their options and look at what's being offered. The customer will choose the

service offered if he or she is confident that the service will be valuable and meet the requirements of the customers.

Researchers investigated the data gathered using SPSS (Statistical Package for the Social Science) version 25 to support the hypothesis that was developed, the findings of this study are detailed in Chapter 4. The collected results clearly demonstrate that independent variables have a relationship with the dependent variable. Hypothesis testing was conducted using Spearman's Correlation Coefficient analysis method to confirm the association between independent variables and dependent variable.

In Chapter 5, the researcher provides a summary of the findings based on data analysis. Based on three hypothesis statement and stated in Chapter 2, namely H^1 : There is a significant relationship between price and customer satisfaction, H^2 : There is a significant relationship between ordering process and customer satisfaction, H^3 : There is a significant relationship between ease of payment and customer satisfaction, the results obtained are that all hypothesis are accepted. It is abundantly clear that the all variables are related to the customer satisfaction with Foodpanda's delivery services. According to the researchers, this research has the potential to contribute to the advancement of all firms that do provide food delivery service, and it will also, in a roundabout way, improve the national income and open employability for the general community.

References

- Adom, D., Hussein, E. K., & Agyem, J. A. (2018). Theoretical and conceptual framework: Mandatory ingredients of a quality research. *International Journal of Scientific Research*, 7(1), 438-441.
- Alalwan, A. A. (2020). Mobile food ordering apps: An empirical study of the factors affecting customer e-satisfaction and continued intention to reuse. *International Journal of Information Management*, 50, 28-44.
- Alhammadi, A. A., & Tariq, M. U. (2020). The Impact of Quality E-payment System on Customer Satisfaction. *Journal of Critical Reviews*, 7(15), 5438-5447.
- Arkkelin, D. (2014). Using SPSS to Understand Research and Data Analysis. *Psychology Curricular Materials*, 1. Retrieved 11 June 2022, from https://scholar.valpo.edu/psych_oer/1
- Aslam, W., & Frooghi, R. (2018). Switching behaviour of young adults in cellular service industry: an empirical study of Pakistan. *Global Business Review*, 19(3), 635-649.
- Avendaño, D. (2022, October 22). *Kotler pricing strategies, a strategy theory*. Toolshero. Retrieved November 13, 2022, from <https://www.toolshero.com/strategy/kotler-pricing-strategies/>
- Azzahra, Salika & Ilmi, Zainal & Wijaya, Adi. (2021). The Influence of Role Ambiguity, Job Stress and Leadership on Job Satisfaction and Employee Turnover at PT. Bank BRI Syariah Samarinda. *Saudi Journal of Business and Management Studies*. 6. 15-23. 10.36348/sjbms.2021.v06i01.003.
- Azizul, J., Albattat, A., Shahrman, I. A., & Irfan, K. F. (2019). The relationship between food delivery apps attributes towards customer perceived value among young working adults in Shah Alam. *International Journal of Scientific & Technology Research*, 8(11), 2478-2482.
- Baker, S. R., Farrokhnia, R. A., Meyer, S., Pagel, M., & Yannelis, C. (2020). How does household spending respond to an epidemic? Consumption during the 2020 COVID-19 pandemic. *The Review of Asset Pricing Studies*, 10(4), 834-862.
- Barsky, J. D. (1992). Customer Satisfaction in the Hotel Industry: Meaning and Measurement. *Hospitality Research Journal*, 16(1), 51-73. <https://doi.org/10.1177/109634809201600105>
- Biswas, A., & Blair, E. A. (1991). Contextual effects of reference prices in retail advertisements. *Journal of marketing*, 55(3), 1-12. <https://doi.org/10.2307/1252143>
- Borges, W. G., Ng, S. I., Chew, B. C., Lau, T. C., Ong, D. L. T., Nadarajah, D., Mamat, M. N. B. (2017). *Business research methods*. Kuala Lumpur: SJ Learning.

- Chandrasekhar, N., Gupta, S., & Nanda, N. (2019). Food delivery services and customer preference: a comparative analysis. *Journal of Foodservice Business Research*, 22(4), 375-386. <https://doi.org/10.1080/15378020.2019.1626208>
- Chotigo, J., & Kadono, Y. (2021a). Are there any key factors that encourage food delivery applications use during the COVID-19 pandemic in Thailand and the role of HRM? *Human Systems Management*, 1-23.
- Chotigo, J., & Kadono, Y. (2021b). Comparative analysis of key factors encouraging food delivery app adoption before and during the COVID-19 pandemic in Thailand. *Sustainability*, 13(8), 4088. <https://doi.org/10.3390/su13084088>
- Contributor, C. (2020, October 16). *What is the definition of order processing systems?* Small Business - Chron.com. Retrieved November 13, 2022, from <https://smallbusiness.chron.com/definition-order-processing-systems-3197.html>
- Das, J. (2018). Consumer perception towards “online food ordering and delivery services”: an empirical study. *Journal of Management (JOM)*, 5(5), 155-163.
- De Silva, H., & Abeysekera, N. (2012). Influence of Internet banking on customer satisfaction in the Sri Lankan context. doi:10.13140/RG.2.1.1453.9762
- Dillman D. A., Smyth J. D., Christian L. M. *Internet, phone, mail, and mixed-mode surveys: The tailored design method*. Hoboken, NJ: John Wiley & Sons, Inc; 2014
- Elengoe, A. (2020). COVID-19 outbreak in Malaysia. *Osong public health and research perspectives*, 11(3), 93.
- Elwalda, A., Lu, K. and Ali, M. (2016), “Perceived derived attributes of online customer reviews”, *Computers in Human Behavior*, Vol. 56, pp. 306-319.
- Foodpanda. (2022). *Food and grocery delivery in Malaysia | Order online on foodpanda*. Foodpanda Malaysia. Retrieved 11 June 2022, from <https://www.foodpanda.my/>
- Fornell, C., Johnson, M. D., Anderson, E. W., Cha, J., & Bryant, B. E. (1996). The American Customer Satisfaction Index: Nature, Purpose, and Findings. *Journal of marketing*, 60(4), 7-18. <https://doi.org/10.1177/002224299606000403>
- Franklin, A. (2022, August 11). *What is customer satisfaction? definition + importance*. Zendesk. Retrieved November 13, 2022, from [https://www.zendesk.com/blog/3-steps-achieving-customer-satisfaction-loyalty/#:~:text=Customer%20satisfaction%20\(CSAT\)%20is%20a,or%20services%20resonate%20with%20buyers.](https://www.zendesk.com/blog/3-steps-achieving-customer-satisfaction-loyalty/#:~:text=Customer%20satisfaction%20(CSAT)%20is%20a,or%20services%20resonate%20with%20buyers.)
- Ganapathi, P., & Abu-Shanab, E. A. (2020). Customer satisfaction with online food ordering portals in Qatar. *International Journal of E-Services and Mobile Applications (IJESMA)*, 12(1), 57-79.

- Ganatra, V., Kaakandikar, R., Izzuddin, M., Kee, D. M. H., Zainuddin, N. B., Bukhari, M. A.-Z., Nurhakim, M. A., & Panwar, V. (2021). The Impact of Food Delivery Apps on Customer Perceived Value Among Universiti Students. *Journal of the Community Development in Asia (JCDA)*, 4(3), 68-78.
- Giese, J., & Cote, J. (2000, 01/01). Defining Consumer Satisfaction. *Academy of Marketing Science Review*, 4, 1-24.
- Hair, J. F., Celsi, M., Money, A., Samouel, P., & Page, M. (n.d.). *The Essentials of Business Research Methods, 3rd Edition*. DigitalCommons@Kennesaw State Universiti. Retrieved June 11, 2022, from <http://digitalcommons.kennesaw.edu/facbooks2016/2>
- Heegaard, S. (2022, March 3). *Order processing definition and meaning*. Recharge Payments. Retrieved November 13, 2022, from <https://rechargepayments.com/glossary/order-processing/>
- Herrmann, A., Xia, L., Monroe, K. B., & Huber, F. (2007). The influence of price fairness on customer satisfaction: an empirical test in the context of automobile purchases. *Journal of Product & Brand Management*, 16(1), 49-58. <https://doi.org/10.1108/10610420710731151>
- Heskett, J. L., Jones, T. O., Loveman, G. W., Sasser, W. E., & Schlesinger, L. A. (1994). Putting the service-profit chain to work. *Harvard business review*, 72(2), 164-174.
- Hirschmann, R. (2021, November 30). *Malaysia: Favorite Food Delivery Apps 2021*. Statista. Retrieved June 18, 2022, from <https://www.statista.com/statistics/1149404/malaysia-favorite-food-delivery-apps/>
- Hui, E. C. M., & Zheng, X. (2010). Measuring customer satisfaction of FM service in housing sector. *Facilities*, 28(5/6), 306-320. <https://doi.org/10.1108/02632771011031538>
- Jacob, A. M., Sreedharan, N., & Sreena, K. (2019). Consumer perception of online food delivery apps in Kochi. *International Journal of Innovative Technology and Exploring Engineering*, 8(752), 302-305.
- Kabir, S. M. (2016). *BASIC GUIDELINES FOR RESEARCH: An Introductory Approach for All Disciplines*.
- Kalimuthu, M., & Sabari Ajay, K. (2020). a Study on Customers Satisfaction Towards Uber Eats Online Food Delivery Services with Special Reference to Coimbatore City. *EPRA International Journal of Environmental Economics, Commerce and Educational Management*, 7(4), 37-47. <https://doi.org/10.36713/epra0414>
- Kamilah, N., Kee, D. M. H., Syafiq, M., Aina, S., San Yap, H., Alqallaf, A. A., & Quttainah, M. A. (2020). Factors affecting organizational success: A case study of Foodpanda. *Journal of the Community Development in Asia (JCDA)*, 3(3), 58-69.
- Kenton, W. (2020). *Payment*. Investopedia. Retrieved 11 June 2022, from <https://www.investopedia.com/terms/p/payment.asp>

- Khan, S. A., Liang, Y., & Shahzad, S. (2015). An empirical study of perceived factors affecting customer satisfaction to re-purchase intention in online stores in China. *Journal of Service Science and Management*, 8(03), 291.
- Kitjaroonchai, N. (2012). Motivation toward English language learning of students in secondary and high schools in education service area office 4, Saraburi Province, Thailand. *International Journal of Language and Linguistics*, 1(1), 22-33.
- Krejcie, R. V., & Morgan, D. W. (1970). Determining sample size for research activities. *Educational and psychological measurement*, 30(3), 607-610.
- Kumar, K. S. (2012). Expectations and Perceptions of Passengers on Service Quality with Reference to Public Transport Undertakings. *IUP Journal of Operations Management*, 11(3).
- Maditinos, D. I., & Theodoridis, K. (2010). Satisfaction determinants in the Greek online shopping context. *Information Technology & People*, 23(4), 312-329. <https://doi.org/10.1108/09593841011087789>
- Mat Dawi, N., Namazi, H., Hwang, H. J., Ismail, S., Maresova, P., & Krejcar, O. (2021). Attitude toward protective behavior engagement during COVID-19 pandemic in Malaysia: The role of e-government and social media. *Frontiers in public health*, 9, 113.
- MarketWatch. (2019), *India Online Food Delivery Market – Global Trends, Market Share, Growth, Opportunity, and 2023*, 18 September, available at: www.marketwatch.com/press-release/indiaonline-food-delivery-market-global-trends-market-share-growth-opportunity-and-2023-2019-09-18
- Miyamoto, Y., & Sono, T. (2012). Lessons from peer support among individuals with mental health difficulties: a review of the literature. *Clinical practice and epidemiology in mental health: CP & EMH*, 8, 22.
- Nayan, N. M., & Hassan, M. (2020). Customer satisfaction evaluation for online food service delivery system in Malaysia. *Journal of Information System and Technology Management*, 5(19), 123-136.
- Nicolaidis, A., & Grobler, A. (2017). Spirituality, Wellness tourism and quality of life. *African Journal of Hospitality, Tourism and Leisure*, 6(1), 1-37.
- Ogut, H. and Onur Tas., B. (2012), “The influence of internet customer reviews on the online sales and prices in hotel industry”, *The Service Industries Journal*, Vol. 32 No. 2, pp. 197-214
- Parashar, N., & Ghadiyali, S. (2017). A study on customer’s attitude and perception towards digital food app services. *Amity journal of management*, 6.
- Pigatto, G., Machado, J. G. d. C. F., Negreti, A. d. S., & Machado, L. M. (2017). Have you chosen your request? Analysis of online food delivery companies in Brazil. *British Food Journal*, 119(3), 639-657. <https://doi.org/10.1108/BFJ-05-2016-0207>

- Prasetyo, Y. T., Tanto, H., Mariyanto, M., Hanjaya, C., Young, M. N., Persada, S. F., Miraja, B. A., & Redi, A. A. N. P. (2021). Factors affecting customer satisfaction and loyalty in online food delivery service during the COVID-19 pandemic: Its relation with open innovation. *Journal of Open Innovation: Technology, Market, and Complexity*, 7(1), 76.
- Prime Minister's Office of Malaysia (2020). Coronavirus Disease 2019 (Covid-19). Retrieved on 11 June 2022, from <https://www.pmo.gov.my/specialcontents/2019-novel-coronavirus-2019-ncov/>
- Prion, S & Haerling, K. A. (2014). Making sense of methods and measurement: Spearman-Rho ranked-ordered coefficient. *Clin. Simul. Nurs.* 10 (10) 535–536. <https://doi.org/10.1016/j.ecns.2014.07.005>
- Rahim, N. M., & Yunus, N. F. A. M. (2021). Consumers satisfaction towards e-Hailing food delivery services during Movement Control Order period: A case study in Selangor. *Journal of Science and Mathematics Letters*, 9, 1-9.
- Ray, A., Dhir, A., Bala, P. K., & Kaur, P. (2019). Why do people use food delivery apps (FDA)? A uses and gratification theory perspective. *Journal of Retailing and Consumer Services*, 51, 221-230. <https://doi.org/10.1016/j.jretconser.2019.05.025>
- Razak, I., Nirwanto, N., & Triatmanto, B. (2016). The impact of product quality and price on customer satisfaction with the mediator of customer value. *IISTE: Journal of Marketing and Consumer Research*, 30, 59-68.
- Revfine. (2022, February 19). Contactless payments are becoming more important within hospitality. Revfine.com. Retrieved December 13, 2022, from <https://www.revfine.com/contactless-payments-hospitality/>
- Saad, A. T. (2021). Factors affecting online food delivery service in Bangladesh: an empirical study. *British Food Journal*, 123(2), 535-550. <https://doi.org/10.1108/BFJ-05-2020-0449>
- Salehi, F., Abdollahbeigi, B., Langroudi, A. C., & Salehi, F. (2012). The impact of website information convenience on e-commerce success of companies. *Procedia-Social and Behavioral Sciences*, 57, 381-387.
- Sanayei, A., Ranjbarian, B., Shaemi, A., & Ansari, A. (2011). Determinants of customer loyalty using mobile payment services in Iran. *Interdisciplinary Journal of Contemporary Research in Business*, 3(6), 22-34.
- Santouridis, I., & Trivellas, P. (2010). Investigating the impact of service quality and customer satisfaction on customer loyalty in mobile telephony in Greece. *The TQM Journal*, 22(3), 330-343. <https://doi.org/10.1108/17542731011035550>
- Schober, P., Boer, C., & Schwarte, L. A. (2018). Correlation Coefficients: Appropriate Use and Interpretation. *Anesthesia & Analgesia*, 126(5), 1763-1768. <https://doi.org/10.1213/ane.0000000000002864>

- See-Kwong, G., Soo-Ryue, N., Shiun-Yi, W., & Lily, C. (2017). Outsourcing to online food delivery services: Perspective of F&B business owners. *The Journal of Internet Banking and Commerce*, 22(2), 1-18.
- Sekaran, U., & Bougie, R. (2016). *Research methods for business: a skill-building approach*. UK:Wiley.
- Sharma, R., Dhir, A., Talwar, S. and Kaur, P. (2021), “Over-ordering and food waste: the use of food delivery apps during a pandemic”, *International Journal of Hospitality Management*, Vol. 96, 102977.
- Sobti, N. (2019). Impact of demonetization on diffusion of mobile payment service in India. *Journal of Advances in Management Research*, 16(4), 472-497. <https://doi.org/10.1108/JAMR-09-2018-0086>
- Straub, D., Boudreau, M.-C., & Gefen, D. (2004). Validation guidelines for IS positivist research. *Communications of the Association for Information Systems*, 13(1), 24.
- Strauss, J. and Frost, R.D. (2012), *E-Marketing*, 6th ed., Pearson Prentice Hall, S~ao Paulo.
- Tandon, U., Kiran, R., & Sah, A. (2017). Analyzing customer satisfaction: users perspective towards online shopping. *Nankai Business Review International*, 8(3), 266-288. <https://doi.org/10.1108/NBRI-04-2016-0012>
- Thilakarathne, C., & Abeysekara, N. (2016). Influencing factors for customer satisfaction of mobile-money services, with special reference to mcash service by Mobitel Sri Lanka. *Asia Pacific Journal of Marketing and Retail Management*, 7(2), 2317-2349.
- Turel, O., & Serenko, A. (2006). Satisfaction with mobile services in Canada: An empirical investigation. *Telecommunications Policy*, 30, 314-331. <https://doi.org/10.1016/j.telpol.2005.10.003>
- Vignesh, G., & Arun, B. (2019). A study on online food delivery service market (swiggy). *ZENITH International Journal of Multidisciplinary Research*, 9(4), 370-376.
- Yong, Y. (2021, November 2). *Foodpanda Malaysia apologizes, updates its wastage policy amid several vendors' protests & complaints*. TechNode Global. Retrieved November 13, 2022, from <https://technode.global/2021/10/29/foodpanda-malaysia-apologizes-updates-its-wastage-policy-after-several-vendors-protests-complaints/>
- Yusra, & Agus, A. (2019). The Influence of Online Food Delivery Service Quality on Customer Satisfaction and Customer Loyalty: The Role of Personal Innovativeness.
- Zhao, Y. and Bacao, F. (2020), “What factors determining customer continually using food delivery apps during 2019 novel coronavirus pandemic period?”, *International Journal of Hospitality Management*, Vol. 91, 102683.

Zhong, Y., Oh, S., & Moon, H. C. (2021, February). Service transformation under industry 4.0: Investigating acceptance of facial recognition payment through an extended technology acceptance model. *Technology in Society*, 64, 101515. <https://doi.org/https://doi.org/10.1016/j.techsoc.2020.101515>

Zviran, M., & Erlich, Z. (2006). Identification and authentication: technology and implementation issues. *Communications of the Association for Information Systems*, 17(1), 4. <https://doi.org/10.17705/1cais.01704>

Appendix A – Draft of Questionnaire

Section A: Demographic Information

Direction: Please choose one answer and fill in the following general information about yourself.

Arahan: Sila pilih satu jawapan dan isikan maklumat umum berikut tentang diri anda.

1. Gender / Jantina

- Male / Lelaki
- Female / Perempuan

2. Age / Umur

- 18-20 years old
- 21-23 years old
- 24-26 years old
- 27 years old and above

3. Race / Bangsa

- Malay / Melayu
- Chinese / Cina
- Indian / India
- Others / Lain-lain

4. How frequently did you order food online **before** the COVID-19 pandemic?

Berapa kerapkah anda memesan makanan dalam talian **sebelum** wabak COVID-19?

- Often / Selalu
- Sometimes / Kadang-kadang
- Rarely / Jarang

5. How frequently did you order food online **during** the COVID-19 pandemic?

Berapa kerapkah anda memesan makanan dalam talian **semasa** wabak COVID-19?

- Often / Selalu
- Sometimes / Kadang-kadang
- Rarely / Jarang

Section B: Customers' Satisfaction/Kepuasan Pelanggan (Dependent Variable)

Strongly Disagree Sangat tidak setuju	Disagree Tidak setuju	Slightly Agree Sedikit Setuju	Agree Setuju	Strongly Agree Sangat setuju
1	2	3	4	5

This section intended to study customers' satisfaction based on their experience using the Foodpanda delivery service during the COVID-19 pandemic.

Bahagian ini bertujuan untuk mengkaji kepuasan pelanggan berdasarkan pengalaman mereka menggunakan perkhidmatan penghantaran Foodpanda semasa pandemik COVID-19.

Please choose the most suitable rating scale for each of the following questions and statements:

Sila pilih skala penilaian yang paling sesuai untuk setiap soalan dan pernyataan berikut:

1.	Overall, the service provided by Foodpanda delivery service is good and satisfactory. Secara keseluruhannya, perkhidmatan yang disediakan oleh perkhidmatan penghantaran Foodpanda adalah baik dan memuaskan.	1 2 3 4 5
2.	I am very pleased with the price placed by the Foodpanda delivery service. Saya sangat berpuas hati dengan harga yang diletakkan oleh perkhidmatan penghantaran Foodpanda.	1 2 3 4 5
3.	I was pleased with my overall experience with the Foodpanda delivery service when I completed the ordering process . Saya berpuas hati dengan pengalaman keseluruhan saya dengan perkhidmatan penghantaran Foodpanda apabila saya menyelesaikan proses pesanan.	1 2 3 4 5
4.	I am satisfied with the overall experience when completing the method of payment of the Foodpanda delivery service. Saya berpuas hati dengan pengalaman keseluruhan apabila menyelesaikan kaedah pembayaran perkhidmatan penghantaran Foodpanda.	1 2 3 4 5

Section C: Independent Variables

Strongly Disagree Sangat tidak setuju	Disagree Tidak setuju	Slightly Agree Sedikit Setuju	Agree Setuju	Strongly Agree Sangat setuju
1	2	3	4	5

i. Price/Harga

This section is intended to study the price placed by Foodpanda on customers' satisfaction in using the Foodpanda delivery service during the COVID-19 pandemic.

Bahagian ini bertujuan untuk mengkaji harga yang diletakkan oleh Foodpanda terhadap kepuasan pelanggan menggunakan perkhidmatan penghantaran Foodpanda semasa pandemik COVID-19.

Please choose the most suitable rating scale for each of the following questions and statements:

Sila pilih skala penilaian yang paling sesuai untuk setiap soalan dan pernyataan berikut:

1.	The delivery charge set by the Foodpanda delivery service is relevant for me. Caj penghantaran yang ditetapkan oleh perkhidmatan penghantaran Foodpanda adalah relevan untuk saya.	1 2 3 4 5
2.	The food price placed in the Foodpanda delivery service is relevant for me. Harga makanan yang diletakkan dalam perkhidmatan penghantaran Foodpanda adalah relevan bagi saya.	1 2 3 4 5
3.	The offer of discount vouchers influences customers in choosing Foodpanda rather than other e-hailing food delivery services. Tawaran baucar diskaun mempengaruhi pelanggan dalam memilih Foodpanda berbanding perkhidmatan penghantaran makanan e-hailing yang lain.	1 2 3 4 5
4.	I can compare the price of the same product from different stores when using the Foodpanda delivery application. Saya boleh membandingkan harga produk yang sama dari kedai yang berbeza apabila menggunakan aplikasi penghantaran Foodpanda.	1 2 3 4 5

5.	I am willing to pay more even if Foodpanda increases the delivery price. Saya sanggup bayar lebih walaupun Foodpanda naikkan harga penghantaran.	1 2 3 4 5
----	---	-----------

ii. Ordering Process/Proses Tempahan

This section intended to study the Foodpanda ordering process with customers' satisfaction based on their experience in using the online platform during the COVID-19 pandemic.

Bahagian ini bertujuan untuk mengkaji proses tempahan Foodpanda dengan kepuasan pelanggan berdasarkan pengalaman mereka menggunakan platform dalam talian semasa pandemik COVID-19.

Please choose the most suitable rating scale for each of the following questions and statements:

Sila pilih skala penilaian yang paling sesuai untuk setiap soalan dan pernyataan berikut:

1.	The ordering process in the Foodpanda delivery application is convenient to use. Proses pesanan dalam aplikasi penghantaran Foodpanda adalah mudah untuk digunakan.	1 2 3 4 5
2.	I quickly received help from the Foodpanda staff whenever I faced difficulties or problems with the ordering part. Saya segera menerima bantuan daripada kakitangan Foodpanda setiap kali saya menghadapi kesukaran atau masalah dengan bahagian pesanan.	1 2 3 4 5
3.	The step taken to order using the Foodpanda application is easy. Langkah yang diambil untuk memesan menggunakan aplikasi Foodpanda adalah mudah.	1 2 3 4 5
4.	Food delivered at the estimated time by Foodpanda rider. Makanan dihantar pada masa yang dianggarkan oleh penunggang Foodpanda.	1 2 3 4 5
5.	The tracking status for the ordering process is helpful and up-to-date. Status penjejakan untuk proses pesanan adalah berguna dan terkini.	1 2 3 4 5

iii. Ease of Payment/Kemudahan Pembayaran

This section intended to study Foodpanda's ease of payment with customers' satisfaction based on their experience in using the online platform during the COVID-19 pandemic.

Bahagian ini bertujuan untuk mengkaji kemudahan pembayaran Foodpanda dengan kepuasan pelanggan berdasarkan pengalaman mereka menggunakan platform dalam talian semasa pandemik COVID-19.

Please choose the most suitable rating scale for each of the following questions and statements:

Sila pilih skala penilaian yang paling sesuai untuk setiap soalan dan pernyataan berikut:

1.	It is easy to complete the payment process when using the Foodpanda delivery service. Ia mudah untuk menyelesaikan proses pembayaran apabila menggunakan perkhidmatan penghantaran Foodpanda.	1 2 3 4 5
2.	The options that are available on payment methods are convenient. Pilihan yang tersedia pada kaedah pembayaran adalah mudah.	1 2 3 4 5
3.	Contactless payment methods that Foodpanda uses during the COVID-19 pandemic to minimize risk are very easy to use. Kaedah pembayaran tanpa sentuh yang Foodpanda gunakan semasa pandemik COVID-19 untuk meminimumkan risiko adalah sangat mudah digunakan.	1 2 3 4 5
4.	Cash on delivery payment method is convenient for customers' use. Kaedah pembayaran tunai semasa penghantaran adalah mudah untuk kegunaan pelanggan.	1 2 3 4 5
5.	Payment method platforms that are available on payment method options like Cash on Delivery, Credit/Debit card, and PayPal really ease the payment process. Platform kaedah pembayaran yang tersedia pada pilihan kaedah pembayaran seperti COD, Kad Kredit/Debit dan Paypal benar-benar memudahkan proses pembayaran.	1 2 3 4 5

Appendix B – Gantt Chart PPTA I

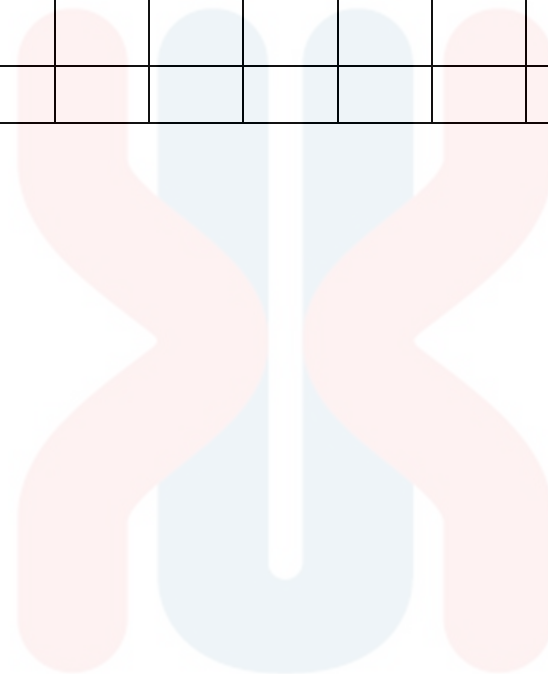
No.	Items	W1	W2	W3	W4	W5	W6	W7	W8	MID-SEM BREAK	W9	W10	W11	W12	W13	W14
	Selection of Research Title															
CHAPTER 1																
1.1	Background of the Study															
1.2	Problem Statement															
1.3	Research Question															
1.4	Research Objectives															
1.5	Scope of the Study															
1.6	Significance of Study															
1.7	Operational Definition															
1.8	Conclusion															
CHAPTER 2																
2.1	Introduction															
2.2	Underpinning Theory															
2.3	Literature Review															
2.4	Conceptual Framework															
2.5	Conclusion															
CHAPTER 3																
3.1	Introduction															
3.2	Research Design															

3.3	Data Collection Methods																			
3.4	Study Population																			
3.5	Sample Size																			
3.6	Sampling Techniques																			
3.7	Research Instrument Development																			
3.8	Measurement of the Variables																			
3.9	Procedure for Data Analysis																			
3.10	Pilot Test																			
3.11	Conclusion																			

Gant Chart PPTA II

No.	Items	W1	W2	W3	W4	W5	W6	W7	W8	MID-SEM BREAK	W9	W10	W11	W12	W13	W14
	Questionnaire Distribution															
	Run SPSS															
CHAPTER 4																
4.1	Introduction															
4.2	Preliminary Analysis															
4.3	Demographic Profile of Respondent															
4.4	Descriptive Analysis															
4.5	Validity & Reliability Test															
4.7	Hypothesis Testing															
4.8	Spearman 's Correlation Coefficient															
4.9	Conclusion															
CHAPTER 5																
5.1	Introduction															
5.2	Findings															
5.3	Discussion															
5.4	Implications of Study															
5.5	Limitations of Study															

5.6	Recommendations for Future Research																	
5.7	Conclusion																	



UNIVERSITI
 MALAYSIA
 KELANTAN

EKLP

 Universiti Malaysia KELANTAN	REKOD PENGESAHAN PENYARINGAN TURNITIN VERIFICATION RECORD OF TURNITIN SCREENING
---	--

Kod>Nama Kursus: AFS4112

Code/ Course Name: PROJEK PENYELIDIKAN (PERBANKAN DAN KEWANGAN ISLAM II)

Sesi/Session: September 2022/2023

Semester: Semester 7

Nama Program/Name of Programme: SAB

Fakulti/Pusat/Faculty/Centre: Fakulti Keusahawanan Dan Perniagaan/Faculty of Entrepreneurship and Business

Pengesahan Penyaringan Plagiat/ Verification of Plagiarism Screening

Saya, Muhammad Ashraf bin Ahmad Shukri (Nama),No.Matrik A19B0334 dengan ini mengesahkan Kertas Projek Penyelidikan ini telah melalui saringan aplikasi turnitin. Bersama ini dilampirkan sesalinan laporan saringan Turnitin dengan skor persamaan sebanyak 24%.

I, Muhammad Ashraf bin Ahmad Shukri (Name), Matrix number A19B0334 hereby declare that I have screen my thesis using Turnitin Software. Enclosed here with a copy of verification of Turnitin screening with similarity score of 24%.

Tajuk Kertas Kerja Penyelidikan/ The Tittle of Research Project Paper: -

FACTORS AFFECTING CUSTOMERS' SATISFACTION IN USING FOODPANDA DELIVERY SERVICE DURING COVID-19 PANDEMIC AMONG SAB STUDENTS AT UNIVERSITI MALAYSIA KELANTAN

Tandatangan/Signature



Nama Pelajar/Student Name: Muhammad Ashraf bin Ahmad Shukri

No.Matrik/Matrix No: A19B0334

Tarikh/Date: 11 January 2023

Pengesahan Penyelia/Supervisor: Dr. Hasannuddiin Bin Hassan Tandatangan/Signature: _____ Tarikh/Date: _____
--

ORIGINALITY REPORT

24%
SIMILARITY INDEX

19%
INTERNET SOURCES

5%
PUBLICATIONS

13%
STUDENT PAPERS

PRIMARY SOURCES

FKP

UNIVERSITI
MALAYSIA
KELANTAN