

**CUSTOMER SATISFACTION TOWARDS
FOOD DELIVERY APPLICATIONS: A
CASE STUDY AMONG HOUSEHOLD IN
KUALA LUMPUR**

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BACHELOR DEGREE OF ENTREPRENEURSHIP
(COMMERCE) WITH HONOURS

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CUSTOMER SATISFACTION TOWARDS FOOD DELIVERY APPLICATIONS: A CASE STUDY AMONG HOUSEHOLD IN KUALA LUMPUR

by

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A thesis submitted in fulfillment of the requirements for the Bachelor Degree of Entrepreneurship (Commerce) with Honours

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FACULTY OF ENTREPRENEURSHIP AND BUSINESS

FINAL YEAR RESEARCH PROJECT

**CUSTOMER SATISFACTION TOWARDS FOOD DELIVERY
APPLICATIONS: A CASE STUDY AMONG HOUSEHOLD IN KUALA
LUMPUR**

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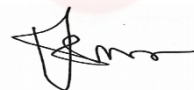
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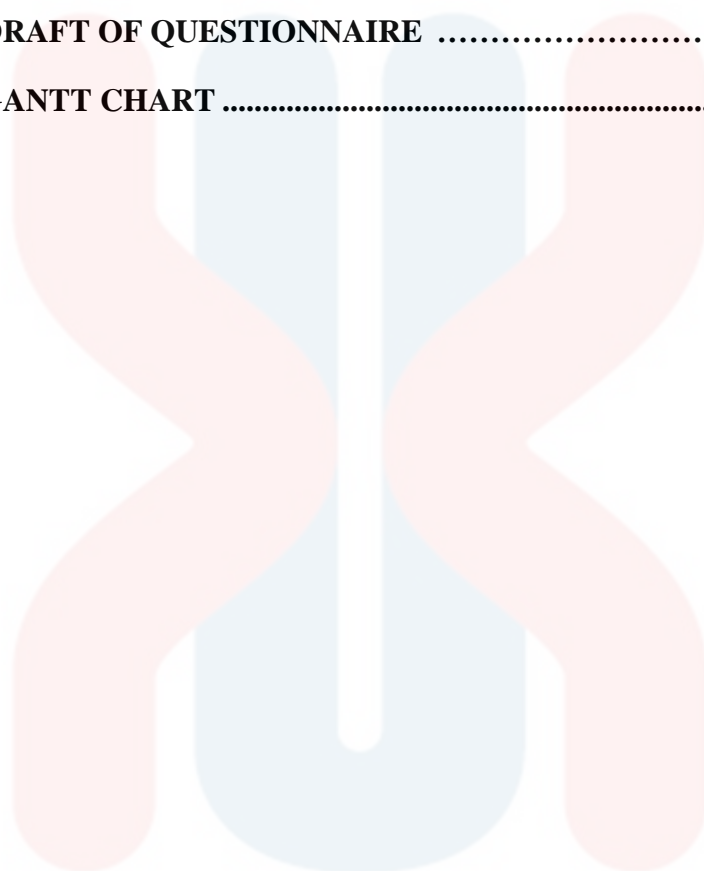
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ABSTRACT

Online food delivery services are expanding quickly, rapidly replacing offline restaurants in a very traditional way. This study found that young people are developing innovative solutions to address consumers' unmet needs, which is a key factor in today's business success. The goal of the study is to determine customer satisfaction towards food delivery applications: a case study among household in Kuala Lumpur. The independent variables of this study comprised delivery service, time, privacy/security and price whereas the dependent variable in this study was customer satisfaction. This study had four objectives which are to examine the relationship between delivery service and customer satisfaction on food delivery applications among household in Kuala Lumpur, to identify the relationship between time and customer satisfaction on food delivery applications among household in Kuala Lumpur, to analyze the relationship between privacy and customer satisfaction on food delivery applications among household in Kuala Lumpur and to investigate the relationship between price and customer satisfaction on food delivery applications among household in Kuala Lumpur. The quantitative research method was selected, and a questionnaire was used as the research instrument to collect data. A convenience sampling method was used, and 384 respondents were evaluated in this study. A structured questionnaire was used in this study. The data was collected using Google form. The data collected is analyzed using Statistical Packages for Social Science Version 26 (SPSS Version 26) software based on descriptive statistics, reliability analysis, and correlation analysis. As for the result, all of the independent variables (delivery service, time, privacy/security and price) that had been studied in this research had relationships towards the dependent variable (customer satisfaction) on food delivery apps in Kuala Lumpur, Malaysia. Through this study, it will understand the factors influence customer satisfaction and a better understanding and knowledge that affect customer satisfaction.

CHAPTER 1

INTRODUCTION

1.1 BACKGROUND OF STUDY

E-commerce is a method of retail exchange where consumers can go online, make purchases, and have them delivered to their doorsteps quickly and easily (Suhartanto et al., 2018). Besides that, one industry that has benefited from the rise of e-commerce as a means to better service customers is the food industry. Customers may place orders for foods to be delivered to their homes using a company's website or mobile application and have the food sent to them at their doorstep (Pigatto et al., 2017). Busy work schedules have made food delivery apps more popular (Ray et al., 2017). Furthermore, food delivery apps are especially useful for some people who live in cities and find that food delivery is a good way to keep up with their busy lives (Kaur et al., 2021). Kuala Lumpur, Klang Valley, Penang, and Johor Bahru are among the major urban areas where food delivery services are most popular (Lau Teck Chai, 2018). Generally, households who use online food delivery applications have a busier home life as a result of shifting work patterns, and the burden of rising family while working is the primary reason they order food. According to United Nations (2018), individuals or groups make arrangements to provide themselves with food and other essentials. There are two types of households which is a single individual who lives alone and provides for his or her food and other necessities of life, and a group of two or more people who share living quarters and typically purchase food and other necessities of life together.

Many restaurants in Malaysia provide delivery services, and many more now offer these services online. One of these businesses is FoodPanda, which had a splashy debut as Malaysia's

first food delivery service. DeliverEat, Uber Eats, Honestbee, Running Man Delivery, FoodTime, Dahmakan, Mammam, and Shogun2U are just a few of the competitors (Lau Teck Chai, 2018). According to Pang, (2017), FoodPanda was the first company to launch a food delivery app in Malaysia in the year 2012. According to AlBattat et al., (2019) the requirement of busy people living in cities has been met by the rise of online food ordering and food delivery applications. These persons are able to make their order online and get the service within a few minutes.

According to surveyed conducted by Rakuten Insight (2021), a 24% of Malaysians reported using a food delivery app at least once per week or often. Only 4% of customers reported placing orders more than once a day and several times a day. In addition to that, just 16% of respondents from Malaysia said that they order delivery between three and six times each week. 19% of respondents questioned use their food delivery app for less than one purchase each month. On the other hand, 9 % had never used any kind of food delivery app before. The outcome, which is seen in figure 1.1, the majority of customer in Malaysia who utilize food delivery apps did so many times per day and once or twice per week to place orders for food.

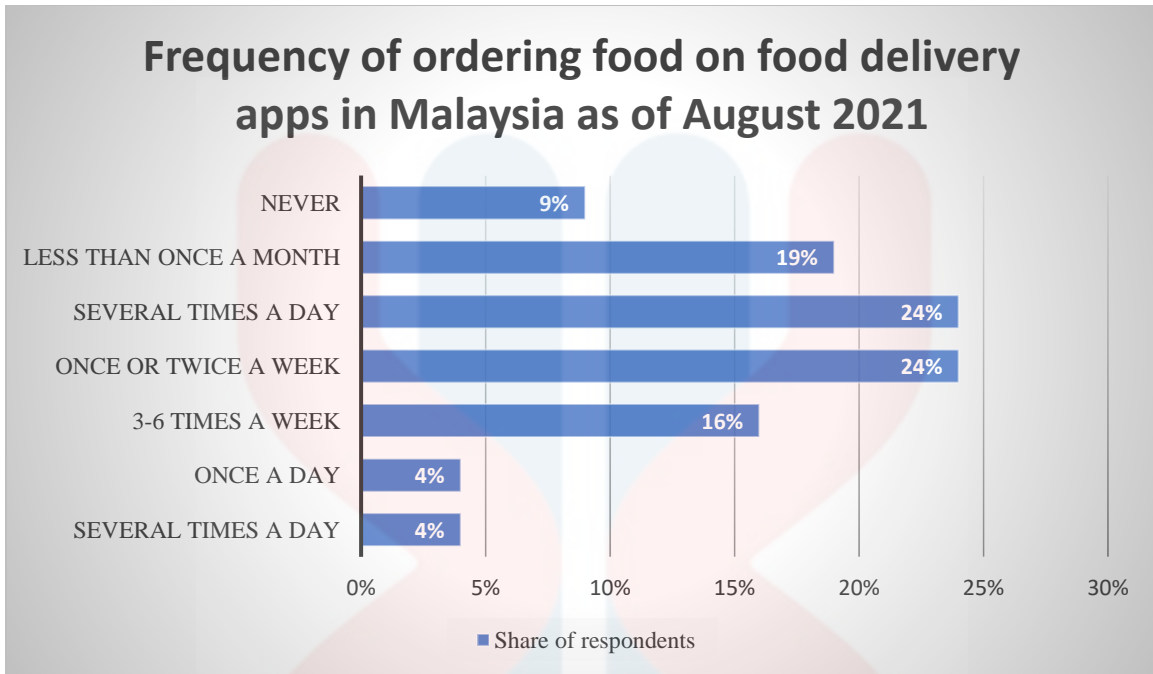


Figure 1.1: Frequency of using food delivery apps as of august 2021

Source: Statista Research Department, (2021)

According to Lau Teck Chai (2018), indicate that during a busy work day in the city, many people find it helpful to use online food delivery services. According to Department of Statistics Malaysia (2022), the number of people per square kilometer in Malaysia is 99. With 8,045 people per square kilometer, W.P. Kuala Lumpur has the most people, followed by W.P. Putrajaya (2,418) and Penang (1,656). Moreover, in 2022, there were 1.9 million people living in Kuala Lumpur (Department of Statistics Malaysia, 2022). Food delivery services had such a significant impact on the shopping habits of customers, particularly metropolitan consumers, that making use of online food delivery services is now considered normal and routine (Lau Teck Chai, 2018). The following table 1.2 provides estimates of Malaysia's population as well as its annual growth rate for the years 2021 and 2022.

| State | 2021 | | 2022 | |
|-------------------|--------------------------------|----------------|--------------------------------|----------------|
| | No. of population (Million) | Growth rate | No. of population (Million) | Growth rate |
| W.P. Kuala Lumpur | 2.0 | -0.9 | 1.9 | -1.0 |
| Pulau Pinang | 1.7 | -0.0 | 1.7 | -0.1 |
| W.P. Putrajaya | 0.1 | 5.4 | 0.1 | 4.3 |

Table 1.2: Malaysia's population as and its annual growth rate for the years 2021 and 2022.

Source: Department of Statistics Malaysia, (2022)

According to surveyed conducted by Oppotus (2022), show that which demographic groups spend the most on food delivery services. As shown in table 1.2, Generation X has the highest spend about RM 52.41, while Generation Y at RM 46.75 and Generation Z has the lowest spend per order at RM 32.51. Based on the numbers, married people are thought to spend more because they probably need to buy things for the whole family as well. Besides that, the highest income group spend more about RM 53.06 compare to other income group. Lastly, in terms of work position, the individuals that spend the most money on food delivery are the PMEBS (RM53.40).

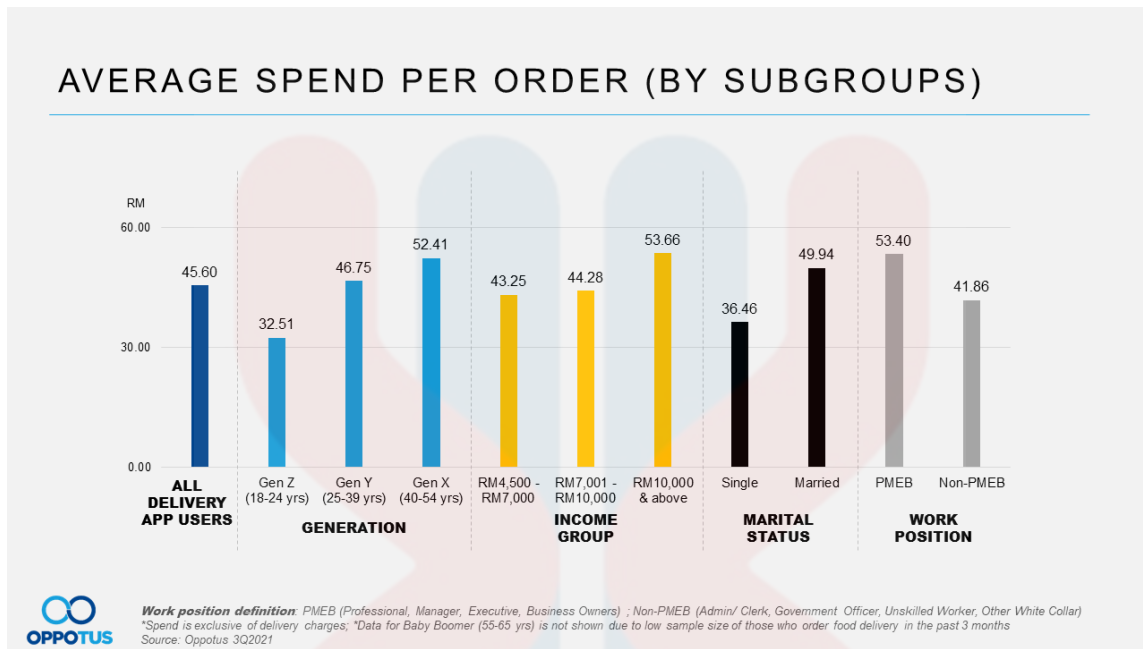


Figure 1.3: Average spend per order by demographic group

Source: Oppotus, (2022)

The market for applications that provide food delivery has evolved into a very competitive one. As a consequence of this, it is necessary to have a grasp of the level of customer satisfaction with mobile food delivery applications. For the most part, (Rahim & Yunus, 2021) indicate that, customer satisfaction is the deciding factor when selecting an e-hailing food delivery service. Customer satisfaction affect customer retention and acquisition, because customer satisfaction is a key marketing criterion that may help companies obtain a competitive edge. (Tandon et al., 2017).

Since it minimizes the amount of time and effort that customers spend to acquire a product, the time saving factor contributes to an increase in the value of the services that are offered (Jeng, 2016). This factor has been shown to be substantial. Recent research conducted by Alvi et al.,

(2016), has shown that purchasing motives may also stem from the values and pleasures that the customer wants from their shopping experiences (Babin et al., 1994).

Delivery applications can assist restaurants by exposing them to new consumers and automating order and payment processing. One kind of software that can be used on most modern mobile devices that can access the internet is a mobile payment app. (Pandey et al., 2018). Liao (2020) indicate that, it's a method of making monetary payments for services on the go using a mobile or digital devices. Consumers were most concerned about security or privacy when it came to their personal information (George, 2002; Flavian and Guinalu, 2006).

According to Yeo et al., (2017b), consumers may look for the best price by visiting many websites, and the business that provides the lowest price will likely be seen as the most valuable by these customers. According to Alalwan, (2020), customers should also evaluate the value they get when deciding between conventional food delivery methods and food delivery applications. Furthermore, the food delivery fluctuates between delivery and pick-up, and the food pricing on online food delivery applications is considerably higher than the restaurant's real price.

Thus, the study aims at exploring the determinants of customer satisfaction towards food delivery applications among household in Kuala Lumpur. According to Shah et al., (2021), online food ordering, takeout and delivery to the door are just a few of the convenient alternatives made available by smartphone apps that make it easy to get food even while on the go.

1.2 PROBLEM STATEMENT

New effective e-commerce or marketing strategies often include a mobile application these days. Most businesses have shifted from a more traditional marketing strategy to one based on the Internet, so that they can better meet the needs of their clients around the clock. (Das., 2017). Though, this marketing app can open up a lot of job opportunities, especially for small businesses that can easily make more money. In Malaysia, online food delivery apps are starting to become a new trend in the food and drink business. Online food ordering is the new going out to eat, and it's not just limited to takeout and restaurants. Also in Malaysia, there are a lot of companies that deliver food, and many of them have online food delivery apps. FoodPanda is one of the most well-known companies. It was the first delivery service to start speedily in Malaysia. Most food delivery services are in cities like Kuala Lumpur, Klang Valley, Penang, and Johor Bahru (Chai, L. T., & Yat, D. N. C., 2019). Unlike other e-commerce services that can grow with third-party logistics delivery, food delivery businesses must find a balance between location and coverage, on-demand delivery, and happy customers. This may be why there are few strong companies in this business without a clear leader.

A possible explanation for the rise in popularity of online food delivery services is the changing nature of urban households. Although there are many reasons why households use food delivery apps, it comes as no surprise that the most frequent one is the desire for quick and simple meals during or after a busy workday. Food delivery services make it simpler for household members to plan and think about their meals, whether they are preparing the food themselves, eating out, or purchasing food to bring to their workplace or home. Utilizing food delivery apps has become commonplace and routine among people, especially those who live in cities where behavior has undergone significant change. Due to their busy schedules and desire to try out new

restaurants, households are ordering food through food delivery apps more frequently these days. Online food delivery services are a practical choice for many busy city households during a busywork day. Many people prefer this choice because it enables them to continue working while eating fresh, healthy food at their homes or offices (Moriarty., 2016).

Customer satisfaction has been used as a benchmark when researching online food delivery services. Customer service and delivery services have a significant impact on customer satisfaction, according to researchers (Zulkarnain, K., Ahasanul, H., and Selim, 2015). Even in bad weather or on bad roads, customers won't be happy if delivery takes longer than usual, say, an hour. Liu et al. (2008) found that 25% of Chinese customers were dissatisfied with late delivery or the wrong product, citing the China Online Shopping Report produced by the China Internet Network Information Centre (CNNIC) and accessed in 2004. Delivery has a significant positive impact on customer satisfaction, according to their research. The biggest impact on overall customer and household ratings and satisfaction comes from order fulfilment factors, particularly on-time delivery (Dholakia and Zhao, 2010). Since there is a delay between placing an order and receiving the goods when shopping online or through other non-store channels, delivery on time is especially crucial. Because of this, timely delivery is a crucial component of how satisfied and devoted customers are with online food ordering businesses.

Next, Azman et al., (2021) said that people's perception of not having enough time is one of the most important problems they face. Time demands show how much time is needed for activities and commitments that happen every day for household. Recent years' busy lifestyles have made many individuals dread going out to eat and waiting for their food. They would rather have food served quickly and without having to make many preparations (Yeo et al., 2017). People's propensity to make purchases online is influenced in large part by the fact that they can

do so in a shorter amount of time (Khalil.,2014). In contrast to traditional shopping, which requires the consumer to physically travel to a store, internet shopping allows them to avoid leaving their current location at all costs. According to (Sultan and Uddin's.,2011) findings, the ability to save time is a motivating factor for consumers to make purchases online. This is also advantageous because city dwellers can use online food delivery services after a long day at the office. Instead of waiting for food or going back to get something to eat, they would prefer to go home and unwind. Families who use online food delivery services can purchase food without leaving their homes or places of employment, saving them time and simplifying their lives.

Additionally, the factor of price has a favorable influence on one another (Yeo, 2017). According to Fernandez and Calamite (2016), unfair prices have been demonstrated to have an impact on client satisfaction. As (Chandrasekhar, N.,2019) mention "Price" was another issue that was important. Most people weren't eager to shell out a lot of money for food delivery. Saad (2020) said that the benefit of services was that the product was delivered to the door, there were different ways to pay, there were rewards, discounts, and cash-back offers. Based on this, customers can easily find the lowest prices or special offers from restaurants through online food delivery app services. Customers can be happier and more loyal to a store if it offers good prices. If the price was too high customers switched to other brands. This will affect the few online food delivery brands. Price is very important factor to statistic customers.

Moreover, Chai, L. T., (2019) security and privacy were defined as the ability to access, copy, use, and delete one's own personal information. Personal information includes a person's name, phone number, mailing address, bank account, email address, password, and so on. People are getting more worried about how and where their personal information is used during online transactions because of the many news stories about well-known companies leaking personal

information. Furthermore, (Zulkarnain, K., 2015) shows that three key things make people suspicious: businesses may share sensitive information, transfers may not be safe, and hackers may be able to steal their personal information and give it to someone without their permission. It was found that more than 70% of consumers refused to give information or make purchases online because of privacy and security concerns. The reason they give is that they are worried that their personal information is not being kept safe. Customers will feel safer about doing business with a company whose website has a verification system (Chai, L. T., 2019).

Finally, several types of studies have been conducted to investigate the factors influencing customer satisfaction in online food delivery app services. Nonetheless, very few emphasized that among Kuala Lumpur households, the effect of customer satisfaction was studied. As a result, we will concentrate on how customer satisfaction affects household purchases of online food delivery services. The goal of this research during the interval is to investigate the effect of delivery.

1.3 RESEARCH QUESTIONS

This research aims to study of customer satisfaction towards food delivery applications: a case study among household in Kuala Lumpur. Based on the problem statement, the research question is:

- i) What is the relationship between delivery service and customer satisfaction towards food delivery applications among household in Kuala Lumpur?
- ii) What is the relationship between time and customer satisfaction towards food delivery applications among household in Kuala Lumpur?
- iii) What is the relationship between privacy and customer satisfaction towards food delivery applications among household in Kuala Lumpur?
- iv) What is the relationship between price and customer satisfaction towards food delivery applications among household in Kuala Lumpur?

1.4 RESEARCH OBJECTIVES

The main objective of this study is to identify the customer satisfaction towards food delivery applications: a case study among household in Kuala Lumpur. Specifically, the study aims to achieve the following objectives:

- i) To examine the relationship between delivery service and customer satisfaction on food delivery applications among household in Kuala Lumpur.
- ii) To identify the relationship between time and customer satisfaction on food delivery applications among household in Kuala Lumpur.

- iii) To analyze the relationship between privacy and customer satisfaction on food delivery applications among household in Kuala Lumpur.
- iv) To investigate the relationship between price and customer satisfaction on food delivery applications among household in Kuala Lumpur.

1.5 SCOPE OF STUDY

The scope of this study is to focus on the factor of customer satisfaction towards foods delivery apps among household in Kuala Lumpur, Malaysia. In today society, food delivery apps would be the first choice of any household that would like to save time and budget. Each customer has their own preference that will be able to satisfy their need, which influence by many factors. The respondents of this study are local customer that stay in Malaysia. The location selected for this study is Kuala Lumpur, Malaysia. A city as big as Kuala Lumpur will be a good location to get respondents that often use food delivery apps because people who live in a big city are always busy and have no time to spare in order to go to a physical restaurant or store to buy foods and drinks. Thus, they will choose food delivery apps as their solution. Customer satisfaction can be identified by knowing the factor affecting it through food delivery service and applications in F&B sectors in this period. This study was to understand customer satisfaction towards food delivery apps among household which involves delivery service, time, security and privacy, price and customer satisfaction.

1.6 SIGNIFICANT OF STUDY

Customer satisfaction for app-based food delivery services was the focus of this case study of Kuala Lumpur, Malaysia, households. The link between delivery speed, privacy, and price has been better shown. The findings of this research may have implications beyond the academic sphere, including in the areas of food delivery application and household.

1.6.1 Academic Contribution

Researchers interested in the internet delivery service sector may find this study useful. There was a lack of research on consumer satisfaction, and this study helped fill that need. Few studies have been undertaken to far on how satisfied users of food delivery apps are. Potentially, this work might inspire researchers in other fields to expand their own investigations into related topics or to explore related topics in a new geographical context.

1.6.2 Business firm Contribution

The findings of this research point the way toward a course of action that will optimize profits in the food service business by satisfying customers. The findings of this study may provide eateries a clearer picture of how to provide superior service to their online customers and to keep their attention by giving them more value. This research may also help students develop a broader range of entrepreneurial skills related to managing the company and implementing methods for planning and investing in the development of their food delivery service.

1.6.3 Household (present and potential consumer)

The research will educate individuals on the merits of deliberate strategy selection. The research will also help raise awareness among prospective customers by informing them of the potential effects of delivery services on their everyday lives.

1.7 DEFINITION OF THE TERMS

1.7.1 Delivery service

When food is ordered using an FDA, the term "delivery service" alludes to the pleasant experience associated with receiving the food. The FDA includes a provision for delivery services that allows customers to purchase meals at odd hours, find the delivery address on a map, receive free delivery in particular circumstances, track deliveries in real time, and see expected delivery times. Consumer loyalty and happiness with OFDs is a critical predictor of usage intentions, according to a number of recent research (Elvandari et al., 2017; Maimaiti et al., 2018; Suhartanto et al., 2019; Yeo et al., 2017; Yusra and Agus, 2018). A customer's experience can have a significant impact on how he uses FDAs. This also applies to the delivery encounter. Positive intent to use or reuse a service is influenced by a positive encounter.

1.7.2 Time

The concept of time can be understood in a number of different stages due to the fact that the interpretation and representation of an observed event change depending on the temporal level that is being considered. (Valsiner, 1998; 2006, Van Geert). The occurrence can be measured quantitatively over time or investigated in a relatively short amount of time. At various points in

time, many conceptions of development can be found. (Lemke, 2000; Van Geert, 2006; Van Geert & Fischer, 2007). The convenience of avoiding traffic, cutting down on the amount of time spent waiting, and having the option to compare the pricing of food at several establishments all contribute to the saving of time dimension.

1.7.3 Security and privacy

Security and privacy are now top priorities for online shoppers. To alleviate consumer concerns about security and privacy, many programs have implemented processes that allow users to confirm, audit, and certify privacy rules for online transactions (Ranganathan and Ganapathy, 2002). According to Belanger et al. (2002), more than 70% of customers declined to provide information online or conduct a transaction online due to security and privacy concerns. The trust affects the consumer's decision to buy a product from the applications or website. As a result, security was the top concern for online shoppers (Flavián et al., 2006).

1.7.4 Price

The cost of using new products and systems is referred to as the price value. Customers are more likely to weigh the benefits and drawbacks of a new system against the cost of installing it. They are also expected to compare the cost of ordering food the old-fashioned way versus the cost of using MFOAs. Venkatesh et al. (2012) discovered that one of the most important reasons why customers continued to use mobile Internet services was price value. By using MFOAs to order food from restaurants, one could save time and money. Alalwan, Dwivedi, et al. (2017) also demonstrated the importance of price value in Jordan in relation to mobile banking.

1.7.5 Customer satisfaction

Customer happiness is a common theme in hospitality and business literature. There is no uniform definition of customer satisfaction in the literature. Oliver (1997) defines customer satisfaction as a client's expectations vs perceptions, and Westbrook (1987) calls it a "global evaluative judgement on product usage/consumption.". In a highly competitive restaurant industry where 60% fail in the first three years (Parsa et al., 2005), pleased customers are key to long-term success. Businesses should prioritize client satisfaction (Barsky & Labagh, 1992).

1.8 ORGANIZATION OF THE PROPOSAL

Generally, the research proposal is broken down into six sections. This first section serves as an introductory research section. The first section of the proposal lays out the proposal's structure and includes an introduction, study context, problem statement, research question, objectives, scope, importance, terms, and definitions.

The second chapter then presents a review of the relevant literature for the investigation. In addition to a literature review, this section provides an introduction, theoretical background, relevant prior research, a statement of hypotheses, a conceptual framework, and a methodology.

The third chapter then moves on to discuss the research methodology, which are broken down into several sections. This section includes an abstract, research objectives, research strategy, data collection methods, population, sample size, sampling procedures, research instrument creation, variable measurement, data analysis, and a conclusion.

CHAPTER 2

LITERATURE REVIEW

2.1 INTRODUCTION

The study is mainly based on customer satisfaction on food delivery applications: a case study among household in Kuala Lumpur. This study proposes for independent variable which are delivery service, time, privacy/security and price that are important factors for the dependent variable which is customer satisfaction. In this chapter, the dependent and independent variable are clearly explained to give a better understanding about the customer satisfaction towards food delivery applications. In the previous study section, the variables are identified using all the articles and journals to support this research paper to get a clear image of customers satisfaction towards food delivery applications. The secondary data is used in here to understand and obtain data analysis from previous studies to ensure a positive significant relationship between dependent and independent variables. The conception framework clearly will show the relationship between dependent and independent variable and shows the significant relationship that is stated in hypothesis statement.

2.2 UNDERPINNING THEORY

Juwel Rana (2022) indicated that providing value to the customer is a core pillar of service. The customer's perception of the quality and value of a product or service is measured. According to Poole and Van de Venn's (1989) definition of a good theory, it must be a constrained and reasonably accurate image. Bacharach (1989) mentioned that a theory may be thought of as a system consisting of constructs and variables, with the constructions being associated to each other by propositions and the variables being related to each other by hypotheses. This kind of arrangement can be thought of as a model. This research study utilizes three different theories on customer satisfaction which are dissonance, contrast and comparison theories. Some of the theories are discussed in this chapter.

2.2.1 THE DISSONANCE THEORY

According to Cardozzo (1965), dissonance theory predicts that a person who anticipated a high-value product but got a low-value one would identify the difference and suffer cognitive dissonance as a result of it. To put it another way, when our expectations aren't met, we experience a sense of dissonance, often known as psychological discomfort. According to Yi (1990), if there is a gap between the performance of a product and the expectations associated with that product, customers may experience psychological tension and make an effort to relieve it by altering their view of the product. When the researchers adopted this method, researchers did so with the implicit assumption that customers would, on average, discover that product performance differed in some regard from their expectations or the amount of effort they had expended, and that some cognitive repositioning would be necessary (Oliver, 1980). According to Anderson (1973) stated that, consumers attempt to minimise cognitive dissonance by changing their view of a product so that

it better fits their expectations. Consumers can also reduce the tension caused by a difference between their expectation and how the product works by either changing their expectations so that they match how the product is seen to work or by increasing their level of satisfaction by making the difference seem less important (Olson, J. & Dover, P. 1979).

2.2.2 THE CONTRAST THEORY

Juwel Rana (2022) indicated that the contrast theory proposes something that is directly opposed to the dissonance theory. Hovland, Harvey and Sherif (1987) are credited as the creators of contrast theory. According to Dawes et al. (1972), contrast theory is the desire to enhance the gap between one's own attitudes expressed by opinion statements. Dawes, R., D. Singer & Lemons, P. (1972) indicate that, post-use assessments from consumers lead to contradictory predications for the impact of expectations on satisfaction, suggesting that the contrast theory offers a different perspective on this phenomenon than the assimilation theory. According to Yi (1990) mentioned that, customers will overestimate the degree to which the product's performance deviates from their expectations if the two are compared side by side. The contrast theory states that any difference between experience and expectations will be enhanced in the direction of the difference. If a company's advertising creates unrealistically high customer expectations, and then the product or service falls just slightly short of those expectations, the product or service will be dismissed as wholly unsatisfactory (Yoo, D.K. & Park, J.A., 2007). For example, customers may think food delivery apps are among the worst since they impose additional inappropriate fees owing to technological advances. Innovative technologies like delivery drones and automated food delivery are gaining popularity in other nations. Therefore, food delivery apps companies should adapt to food delivery trends.

2.3 PREVIOUS STUDY

The market for food delivery services is very large in Southeast Asia. The delivery market only makes up a small portion of the trillion-dollar food market (Kandasivam, 2017). Future growth was greatly facilitated by this. One of the fastest-growing sectors of the food market, the food delivery industry is predicted to generate 956 million dollars annually by 2022. (EC Insider, 2018). In Malaysia's food and beverage industry, online food delivery services are a recent trend. Because it extends beyond takeout and restaurants, online food ordering is the new dining out. Many of the businesses that deliver food in Malaysia also provide services through online delivery apps. The first delivery service to launch aggressively in Malaysia was one of the businesses, and that company is FoodPanda. Included among the competing businesses are DeliverEat, Uber Eats, Honestbee, Running Man Delivery, FoodTime, Dahmakan, Mammam, and Shogun2U. In major cities like Kuala Lumpur, Klang Valley, Penang, and Johor Bahru, these food delivery services are most prevalent. Online food delivery services may be becoming more common because urban populations are changing. Although there are many reasons why people in these households use food delivery services, the need for quick and simple meals during or after a busy workday appears to be the most prevalent one. Many hectic households find that using online food delivery apps during a long day at work in the city is a convenient option. Having access to fresh, wholesome food at their homes or places of business while continuing to work is a perk that many people appreciate about this option for food delivery. On customers' satisfaction with food delivery apps, numerous studies have been conducted.

Azman et al., (2021) has conducted a study regarding the online food delivery service and their impact on customer satisfaction among university students in Malaysia. How well a company meets the needs of its customers can be gauged by looking at how happy its customers are with

the delivery of their online food orders. Customer satisfaction is a significant indicator of delivery factors such as quality, cost, privacy/security, and timeliness. Time, weather, and the current scenario are just a few of the variables that might impact a company's ability to keep customers happy. Customer satisfaction among college students can be influenced by a number of factors; nevertheless, four factors stand out as particularly important: delivery service, time, security/privacy, and price. The goal of this study is to investigate how college students perceive online meal delivery services in terms of service quality, speed, privacy, and cost. Variable measures were borrowed from other studies, and samples from six universities in Malaysia were chosen at random. Multiple regression was used to analyse the collected data. All four independent variables delivery service, timing, security/privacy, and price were found to have a substantial association with satisfaction.

Additionally, a study titled "Food Delivery Services and Customer Preference: A Comparative Analysis" was completed by Chandrasekhar, N., Gupta, S., and Nanda in 2019. The author of this essay has demonstrated that how people perceive the world has an impact on how they perceive how consumers behave. The goal of the study was to determine how customers feel about online food delivery services like Swiggy, Foodpanda, Zomato, etc. Apart from that, only firsthand information was used in the research. The results were compiled into a structured questionnaire that had four sections: preference, reliability, consistency, and preference decision. 169 samples were used. 84.5 percent of those surveyed responded. To determine the meaning of the collected data's results, the grey analysis technique was used. Consumer preference for uniqueness in terms of price, quality, and delivery was demonstrated by the findings. Zomato, Swiggy, or Foodpanda, among other online food delivery services, did not take first place. This study provided an overall picture of consumer perceptions, types of uncertainties they encounter,

and dependability of the service. The problems customers are experiencing have been fully explained, along with solutions. The paper advances our management perspective by enhancing our comprehension of consumers. Researchers have been able to examine various consumer-related factors, like preference, reliability, liking, and other attributes, which gives this research a fresh perspective, thanks to the study of how consumers perceive things.

In addition, online food delivery (OFD) services are a new trend in Malaysia's food and drink industry. Chai, L. T., & Yat, D. N. C. (2019) conducted a study on online food delivery services: making food delivery the new normal. Online food ordering is the new eating out because it isn't limited to takeout and restaurants. People's habits in cities are changing, which might explain why online food delivery services are becoming more popular. Even though OFD services are important and people's attitudes toward them are changing in Malaysia, there aren't many studies that look at what makes urbanites interested in OFD services. The aim of this study is to develop an integrated model that examines the relationship between a number of antecedents (perceived ease of use, time-saving orientation, convenience motivation, and privacy and security) and urban Malaysians' intention to use OFD services. The findings demonstrated a beneficial relationship between the behavioural intention (BI) of OFD services and the time-saving orientation (TSO), convenience motivation (CM), and privacy and security (PS) motivations. The information about the factors that influence people in cities to use OFD services can be very useful to researchers and businesses that provide those services.

Zakaria et al., (2022) whom conducted research for a study on customer satisfaction towards online food delivery services in Langkawi. In this paper the writer explains online food delivery services keep growing, and there are more and more ways to use them now. Most people

spend half of their time communicating, looking for information, and taking care of personal needs through online apps. Everyone had to have Internet access to use these apps. Due to the covid-19 Pandemic, most people use online food delivery services to save time and speed up the buying process. This study was done to find out what factors affect how happy customers are with online food delivery services in Langkawi. For data analysis, 202 online questionnaires were received. The study's results show that price, delivery time, and convenience all have a positive effect on how satisfied customers are with online food delivery services during the COVID-19 pandemic.

Even though online food delivery app services are important and consumers' attitudes toward them are changing in Malaysia, there aren't many studies that look at the factors that lead households to use these services. Also, there aren't a lot of research studies about online food delivery services in Malaysia. So, the goal of this research is to create an integrated model that looks at how different factors (like delivery services, saving time, price, and privacy and security) affect people's plans to use online food delivery apps in Malaysian urban households. By filling in these gaps, this study can help online food delivery apps service providers and future restaurant owners who are thinking about getting food delivery apps services understand how important consumer psychology is, especially when it comes to people's plans to use online food delivery apps services.

2.4 HYPOTHESES STATEMENT

Based on the article, there is a relationship between delivery service, time, security and privacy, price towards customer satisfaction. This study will examine customer satisfaction towards food delivery apps among household in Kuala Lumpur. Based on the article that has been reviewed, the hypothesis of this study can be summarized in the following way:

H1: Delivery service has a significant relationship with customer satisfaction towards food delivery apps among household in Kuala Lumpur

H2: Time has a significant relationship with customer satisfaction towards food delivery apps among household in Kuala Lumpur

H3: Privacy/ security has a significant relationship with customer satisfaction towards food delivery apps among household in Kuala Lumpur

H4: Price has a significant relationship with customer satisfaction towards food delivery apps among household in Kuala Lumpur.

2.5 CONCEPTUAL FRAMEWORK

Customer satisfaction with food delivery apps is being measured by the research model used in this study. The customer satisfaction with food delivery apps, which will be used in this study to test the hypothesis, is also influenced by the delivery service, timing, security and privacy, and price.

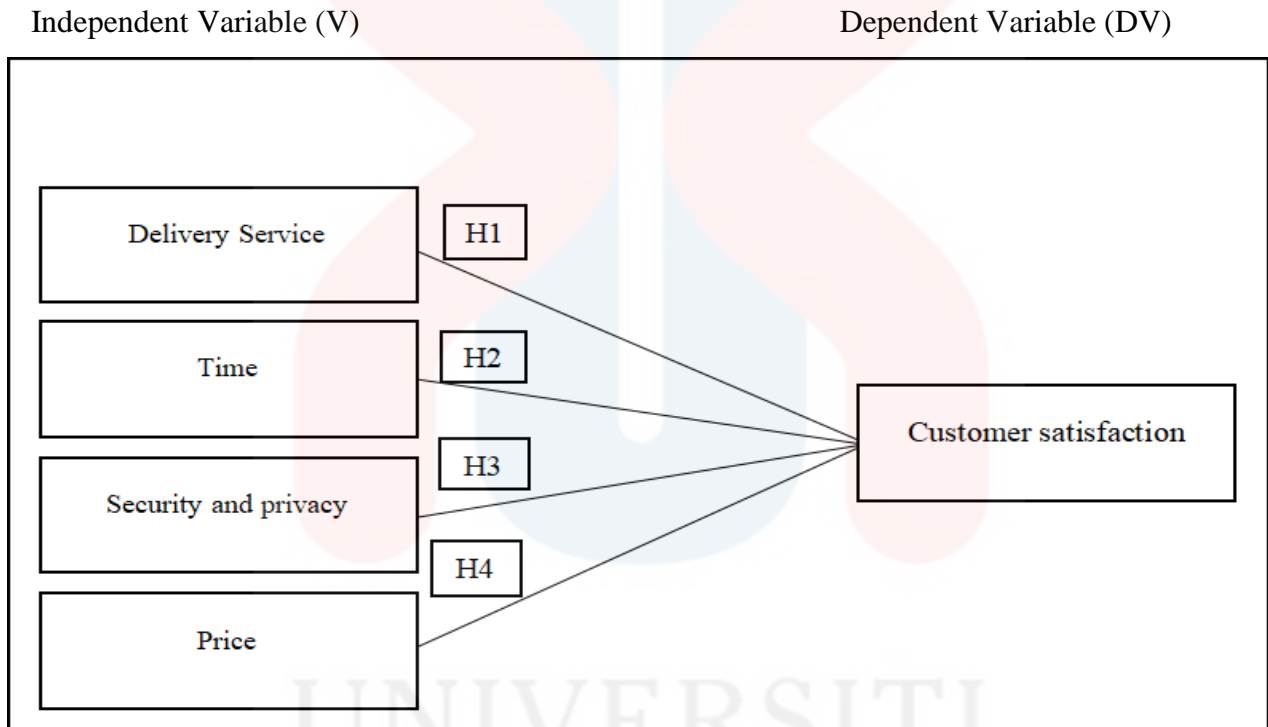


Figure 2.5: The conceptual framework of the relationship between delivery service, time, security and privacy, price with customer satisfaction

Source: Adopted from Azman, N. I. binti, Mashuri, N. A. binti A., & Ibrahim, S. O. A.-E. bin W. (2021)

The researcher will ascertain the relationship between the independent variable and dependent variable in light of the figure. Delivery service, time, security and privacy, and price are the independent variables. The customer satisfaction metric is the dependent variable. The framework demonstrates that among Kuala Lumpur households, delivery service, time, security and privacy, and price are all equally significant drivers of customer satisfaction with regard to food delivery applications.

2.6 SUMMARY/CONCLUSION

Proper delivery service, accurate time, strong privacy/ security and affordable price are major elements for satisfying customers especially households when using food delivery applications. Furthermore, brand loyalty is vital for an online business, and customer satisfaction is a key goal for many customers. In conclusion, the analysis reports on the relationship between the dimensions of the customer satisfaction and food delivery applications. This research tries to make theoretical contributions to the literature and better understanding of food delivery applications service quality in Malaysia.

CHAPTER 3

METHODOLOGY

3.1 INTRODUCTION

This chapter talks in depth about how the data for this study were collected. Several steps must be taken to make sure that the right information is gathered. This chapter talks about why this research design was chosen, as well as the study's target population, sample size, sampling method, data collection, research instrument, and analysis method. Research methodology is the set of steps or methods that a researcher uses to find, choose, analyses, and make sense of data about a certain topic.

3.2 RESEARCH DESIGN

According to Punch (1998) mention that, research design describes a framework to plan and execute specific research. The research design was the framework for the experiment that detailed how the scientists would go about creating their hypotheses and conducting their experiment McDaniel and Gates, (1999). In its most basic form, the research design may be broken down into few distinct categories, including qualitative research and quantitative research. Goertzen, (2017) indicate that the quantitative research method can be made up of numbers, and it has a definite standard of collecting and analyzing data. Quantitative methods are also used to count the data and generalize the results from a small sample of the population (Park and Park, 2016).

The goal of the study was to find out what factors contribute to consumer happiness while using food delivery applications used by households in Kuala Lumpur. A quantitative research approach was used by the researcher during the course of this research. The questionnaire, was evaluated for the research with regard to its content validity, completeness, and timely completion. The delivery service, time, privacy and price were the independent variables and customer satisfaction will be dependent variable that were detailed in the questionnaire, which also included a description of the variables that would be evaluated in the research.

3.3 DATA COLLECTION

Data collection is a method for getting facts from existing sources to answer research questions, test hypotheses, and evaluate outcomes. There are two ways to collect data: secondary data collection methods and primary data collection methods.

Primary data will be used for this study. Researchers get primary data directly from sources like interviews, questionnaires, and inquiries. Primary data is the best kind of information in this study because it comes directly from the source of the original data. The survey, which asked a variety of questions and allowed respondents to check the ones they found acceptable, served as the main source of information (Ajayi, 2017). A cover letter is required for every set of questionnaires. The material outlining the purpose of the research was included in the cover letter for the respondent. The reason for the report would then be clear to the respondents. The information we gathered for the report came from the five sections that respondents had to check in order to provide their response.

A self-directed questionnaire will answer by households in this investigation, who stay in Kuala Lumpur. The questionnaire examined by household satisfaction by using food delivery apps

by time, price, delivery service, and privacy/security on the aspect that the researcher desires to investigate.

3.4 STUDY POPULATION

The term "population" was used to refer to the entire population, case, or issue that is needed to investigate by a researcher. A group of people with similar attributes were classified as the target population to enable researchers who were interested in a study on them according McLeod, (2014). Smartphone users in Malaysia have been selected as the study's target population by the researchers. In November 2022, there were 28.36 million smartphone users in Malaysia which is stated in (Department, 2022). Therefore, in this research, the study population's target respondents are Kuala Lumpur smartphone users who have already used and are using food delivery apps. Due to the city's size and high population, Kuala Lumpur had an excessive number of food delivery services. Compared to other states in Malaysia, Kuala Lumpur is a busy, modern city with a large population 8,419,566 as stated in (Population, 2022).

3.5 SAMPLE SIZE

A sample is a group of chosen people or items drawn from the complete population, whereas the researcher will use sampling to choose the sample. Sampling is used because it would be more difficult and time-consuming to study the entire population (Saunders,2009). The sample size is a crucial component of quantitative analysis because it enables the researcher to quickly gather enough data because small samples run the danger of being overly representative of tiny subgroups in the target population. Based on figure 3.5 by (Krejcie & Morgan, 1970), a sample size of 384 respondents was obtained for this analysis. Each questionnaire is sent out separately and respondents are required to react based on their initial impressions.

Table for Determining Sample Size for a Given Population

| N | S | N | S | N | S | N | S | N | S |
|----|----|-----|-----|-----|-----|------|-----|--------|-----|
| 10 | 10 | 100 | 80 | 280 | 162 | 800 | 260 | 2800 | 338 |
| 15 | 14 | 110 | 86 | 290 | 165 | 850 | 265 | 3000 | 341 |
| 20 | 19 | 120 | 92 | 300 | 169 | 900 | 269 | 3500 | 346 |
| 25 | 24 | 130 | 97 | 320 | 175 | 950 | 274 | 4000 | 351 |
| 30 | 28 | 140 | 103 | 340 | 181 | 1000 | 278 | 4500 | 351 |
| 35 | 32 | 150 | 108 | 360 | 186 | 1100 | 285 | 5000 | 357 |
| 40 | 36 | 160 | 113 | 380 | 181 | 1200 | 291 | 6000 | 361 |
| 45 | 40 | 180 | 118 | 400 | 196 | 1300 | 297 | 7000 | 364 |
| 50 | 44 | 190 | 123 | 420 | 201 | 1400 | 302 | 8000 | 367 |
| 55 | 48 | 200 | 127 | 440 | 205 | 1500 | 306 | 9000 | 368 |
| 60 | 52 | 210 | 132 | 460 | 210 | 1600 | 310 | 10000 | 373 |
| 65 | 56 | 220 | 136 | 480 | 214 | 1700 | 313 | 15000 | 375 |
| 70 | 59 | 230 | 140 | 500 | 217 | 1800 | 317 | 20000 | 377 |
| 75 | 63 | 240 | 144 | 550 | 225 | 1900 | 320 | 30000 | 379 |
| 80 | 66 | 250 | 148 | 600 | 234 | 2000 | 322 | 40000 | 380 |
| 85 | 70 | 260 | 152 | 650 | 242 | 2200 | 327 | 50000 | 381 |
| 90 | 73 | 270 | 155 | 700 | 248 | 2400 | 331 | 75000 | 382 |
| 95 | 76 | 270 | 159 | 750 | 256 | 2600 | 335 | 100000 | 384 |

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

Source: Krejcie & Morgan, 1970

Figure 3.5: Determining sample size for household in Kuala Lumpur based on (Krejcie & Morgan, 1970)

3.6 SAMPLING TECHNIQUES

Sampling techniques are typically divided into two basic groups, probability sampling techniques and non-probability sampling techniques.

3.6.1 NON-PROBABILITY SAMPLING

Non-probability sampling is called judgement or non-random sampling. Every demographic unit doesn't have the same chance to participate. Not random. The study subjectively chooses the sample. These strategies don't need an exact population. These strategies can be applied for general and specific populations (precisely defined). Suppose the target audience is household in Kuala Lumpur. It means household are part of our population. It's an infinitely broad category.

Non-probability approaches allow for limitless population samples. Non-probability sampling is useful for exploratory research that will be systematically tested later. Probability sampling is useful for population studies. The techniques are easier, faster, and less expensive. Disadvantages include systemic errors and sample biases. The sample doesn't represent the population. Sample inferences aren't generalizable to the population. Volunteer, convenient, purpose, quota, snowball, matched, and genealogy-based sampling are non-probability sampling methods.

3.6.2 CONVENIENT SAMPLING

Convenient sampling is also called as accidental sampling or opportunity sampling. The study uses accessible persons. The strategy works when the target population is broad. Girls, boys, men, women, rich, poor, etc. may be the target audience. Any member of the study population who

is available is requested to participate, and if they accept, the study is conducted. The main concerns include systematic mistakes and sampling biases, and the categories used to describe the target population are so broad they can be reduced into an unlimited number of subcategories that are so diverse they cannot be representative. Less time, effort, and money are needed, and the sample is more representative.

3.7 RESEARCH INSTRUMENTS DEVELOPMENT

These methods of investigation are at your disposal. Those things are the instruments used to gather information. Surveys, interviews, observations, and even reading can all contribute to the mix. The researcher's primary responsibility is to guarantee the validity and reliability of the chosen instrument. The correctness of the tools used is crucial to the trustworthiness and validity of any study. No matter what method is employed, it must be thoroughly analyzed to see how well it will serve its intended purpose.

3.7.1 QUESTIONNAIRE

Normative surveys frequently employ this method of data collection. A survey is a carefully crafted form or document with a predetermined set of questions meant to gather information from respondents or research informants. A questionnaire is a type of inquiry document that has a set of questions that have been carefully compiled and laid out to learn as much as possible about the nature of the problem. It's a document with a list of questions about a certain subject or set of subjects that the respondent needs to answer. Individuals that participated in the survey were selected to represent the study's population. Responses from respondents were used to compile the report's data.

Questionnaires can be an efficient way to gather data if they are properly formulated, administered, and retrieved from responders. The dependability and precision of the information are affected by these channels. Note that the respondent is in no way obligated to fill out this survey. It is necessary to influence the respondent so that they provide truthful answers to the questions being asked.

3.7.2 QUESTIONNAIRE DESIGN

There are three parts to this questionnaire, labelled "Section A," "Section B," and "Section C." First, in Section A, researchers collect demographic information about the people living in Kuala Lumpur's households, such as their race, gender, age, occupation, marital status, and how often they use online meal delivery apps which was shown in below Table 3.3.

Independent variables such as delivery service, time, security/privacy, and price are described in Section B. This includes perceptual evaluation of five points on Likert scale. The current research questionnaire is adapted to the five-point Likert scale developed by Gani, Mohammad Osman, Anisur R. Faroque, Abureza M. Muzareba, Sanjida Amin, & Masudur Rahman (2021), Pal, Debajyoti, Suree Funilkul, Wichai Eamsinvattana, & Saeed Siyal (2022), Fakfare, Pipatpong (2021), Taylor, Scott (2021), Alalwan, Ali Abdallah (2020), Cho, Meehee, Mark A. Bonn, & Jun Justin Li (2019).

Section C was created to collect information about the dependent variable, which is customer satisfaction with online food delivery apps. Section C's questionnaire also employs a Likert scale measurement. Source this questionnaire from Alalwan, Ali Abdallah (2020), Fakfare, Pipatpong (2021).

Every item in scale rate in numeral 1 is “strongly disagree” with verbal statement and in numeral 5 is “strongly agree” with verbal statement. If respondents are general public, five-point scale instrument is sufficient. Another research suggested that 5-point rating scales are less confusing (Bouranta, Chitiris, & Paravantis, 2009). A statement or question posed on a Likert scale will typically have five possible responses, allowing respondents to rank how strongly they agree or feel about the statement or question on a scale from positive to negative (Saul McLeod, 2019).

| Strongly Disagree | Disagree | Neutral | Agree | Strongly Agree |
|--------------------------|-----------------|----------------|--------------|-----------------------|
| 1 | 2 | 3 | 4 | 5 |

Table 3.7.2: The Five-point Likert Scale

| Section | Dimension | Number of Items | Sources |
|-----------|-----------------------|-----------------|---|
| Section A | Demographic Profile | 6 | Azman et al., (2021) |
| Section B | Delivery Service | 5 | Gani, M. O., Faroque, A. R., Muzareba, A. M., Amin, S., & Rahman, M. (2021) Pal, D., Funilkul, S., Eamsinvattana, W., & Siyal, S. (2022) |
| | Time | 5 | Fakfare, P. (2021) |
| | Security and Privacy | 5 | Gani, M. O., Faroque, A. R., Muzareba, A. M., Amin, S., & Rahman, M. (2021) Taylor, S. (2021) |
| | Price | 5 | Alalwan, A. A. (2020) Cho, M., Bonn, M. A., & Li, J. J. (2019) |
| Section C | Customer Satisfaction | 5 | Alalwan, A. A. (2020) Fakfare, P. (2021) |

Table 3.7.2.1: Questionnaire Composition

| Dimension | Item | References |
|-----------------------------------|---|----------------------|
| Demographic Profile of Respondent | <ol style="list-style-type: none"> 1. Gender <ul style="list-style-type: none"> • Male • Female 2. Age <ul style="list-style-type: none"> • 19 years old and below • 20-29 years old • 30-39 years old • 40-49 years old • 50 years old and above 3. Races <ul style="list-style-type: none"> • Malay • Chinese • Indian • Others 4. Marital Status <ul style="list-style-type: none"> • Single • Married • Others 5. Occupation <ul style="list-style-type: none"> • Student • Self-employed • Employee • Unemployed 6. How often do you use online delivery food? <ul style="list-style-type: none"> • Every day • 1-3 per weeks • 1-3 per month • 1-3 per year | Azman et al., (2021) |

Table 3.7.2.2: Question Section A (Demographic Profile)

| Dimension | Item | References | Measurement |
|---|--|--|--------------|
| Independent Variable 1: Delivery Service | The online food delivery service allows you to monitor your order it is being shipped | Gani, M. O., Faroque, A. R., Muzareba, A. M., Amin, S., & Rahman, M. (2021) | Likert Scale |
| | A food delivery service that is available online provide the food at a predetermined time | | |
| | I like the food delivery apps mobile app's provision to know about the estimated time of Delivery | Pal, D., Funilkul, S., | |
| | I often discover delivery solutions that are ideal for me | Eamsinvattana, W., & Siyal, S. | |
| | I appreciate the contactless delivery process being done by the food delivery apps provider in times of the pandemic | (2022) | |
| Independent Variable 2: Time | Food delivery apps provide convenience by comparing food prices from different restaurants | Fakfare, P. (2021) | Likert Scale |
| | Food delivery apps help me avoid traffic | | |
| | Food delivery apps help me avoid waiting at restaurants | | |
| | Food delivery apps help me to eat on time | | |

| | | | |
|---|--|--|--------------|
| | Food delivery apps help me to do work while waiting for the food to arrives | | |
| Independent Variable 3: Security and Privacy | This food delivery apps is safe in terms of transactions | Gani, M. O., Faroque, A. R., Muzareba, A. M., Amin, S., & Rahman, M. (2021) | Likert Scale |
| | The personal information of customers would be protected by these food delivery apps | | |
| | These food delivery apps provide protection against commercial abuse of personal data | | |
| | I am worried about using the app because other people may be able to access my account | Taylor, S. (2021) | |
| | I do not feel totally safe providing personal private information with the app | | |
| Independent Variable 4: Price | Mobile food order apps are good value for the money | Alalwan, A. A. (2020) | Likert Scale |
| | At the current price, mobile food order apps provide good value | | |
| | When I order food through the delivery app, the food is a good product for the price | Cho, M., Bonn, M. A., & Li, J. J. (2019) | |
| | When I order food through the delivery app, the food is economical | | |

| | | |
|---|--|--|
| When I order food through the delivery app, the food is reasonably priced | | |
|---|--|--|

Table 3.7.2.3: Question Section B (Independent Variables)

| Dimension | Item | References | Measurement |
|--|---|-----------------------|--------------|
| Dependent Variable: Customer Satisfaction | I am generally pleased with mobile food order apps | Alalwan, A. A. (2020) | Likert Scale |
| | I am satisfied with the way that mobile food order apps have carried out transactions | | |
| | I believe I did the right thing to choose this FDA for food delivery | | |
| | I feel satisfied with the convenience provided by the food delivery process. | Fakfare, P. (2021) | |
| | I am very satisfied with the overall experience of using this FDA | | |

Table 3.7.2.4: Question Section C (Dependent Variable)

3.8 MEASUREMENT OF THE VARIABLES

The researchers will gather data and analyses it to establish the statistical inference test needed to analyses each metric. Nominal, ordinal, and interval scales are used to collect data in this online survey (Likert-scale). The demographics of the respondents made up Section A, questions about the dependent variable made up Section B, and questions about the independent variable made up Section C of the questionnaire.

3.8.1 NOMINAL SCALE

A nominal scale is used for qualitative variables. This type of scale merely uses numbers to classify or identify the things being measured. This is the most basic and inexpensive form of measurement. Responses to nominations are organized into categories. Section A surveys apply nominal scale to determine each respondent's demographic profile. In order to analyses target responders, questionnaires look at factors such as race, gender, age, occupation, marital status, and how often they use online meal delivery apps.

3.8.2 ORDINAL SCALE

Ordinal variables are used to rank or order values in quantitative variables. It is a subset of the nominal variable's second measurement level. This scale ranks satisfaction from least to most. Ordinal scales allow you to compare how much two people share a dependent variable. In this study, Likert scales were widely used. There are five points on the Likert scale: strongly disagree (1), disagree (2), neutral (3), agree (4), and strongly agree (5). The second-half survey questions were all graded on a Likert scale.

3.9 PROCEDURE OF DATA ANALYSIS

In the context of commercial decision-making, data analysis refers to the process of cleaning, transforming and modelling data in order to discover information that is useful. The goal of data analysis is to derive actionable insights from collected data and to base associated with decision on those findings. Besides that, when carrying out the analysis, it is essential to have a solid understanding of the objectives of the research. The methods of descriptive analysis, reliability analysis, and Pearson correlation were used in the process of analysing the data for this study.

3.9.1 Descriptive Analysis

Descriptive data is a kind of data simplification that may be used independently as a research output, such as when it reveals novel patterns or correlations in the data (Loeb et al., 2017). The form of data analysis known as descriptive analysis is the kind of analysis that assists in describing, demonstrating or summarising data points in a constructive manner so that patterns may develop that meet every condition of the data.

In addition, descriptive statistics provided clear descriptions of the sample and the variable being measured. Therefore, a questionnaire will be used to collect data for this research, and the results will be used to collect data for this research, and the results will be consolidated into mean, standard deviations and variances across the full sample, which will contain both independent and dependent variables. Each part of the independent variable and the dependent variable is described as well, including its mean and standard deviation.

3.9.2 Reliability Analysis

Research on the characteristic of measuring scales and their core items is made possible by reliability analysis. According to IBM (2022), the reliability analysis method computes many standard measures of scale reliability and reveals insights into the connections between the scale's components. The sub reliability may be estimated with the use of the intra-class correlation coefficient.

For instance, is the survey a good indicator of whether or not customers are happy? Researchers may see how closely connected questionnaire items are by doing a reliability analysis. Also, researchers may receive an overall index of the scale's repeatability or internal consistency and discover issue elements that need to be removed.

A model that is Alpha (Cronbach) was used by the researcher while carrying out this research. The average inter-item correlation serves as the foundation for this model, which is a model of internal consistency.

3.9.3 Pearson Correlations

The Pearson Correlation Calculation was carried out so that the strength of a linear connection could be determined between independent variables and dependent variables by applying the coefficient. The Pearson correlation coefficient, sometimes known as r , is the method most frequently used for determining the strength of a linear link. The coefficient of determination is a numeric value that ranges from -1 to 1 , and it represents both the degree and direction of the connection that exists between two variables. The less linear the relationship is, the closer this value is to 0 . Besides that, there are some general rules that can be used to figure out what the correlation coefficient in table 1.

| Size of Correlation | Interpretation |
|-----------------------------|---|
| .90 to 1.00 (-.90 to -1.00) | Very high positive (negative) correlation |
| .70 to .90 (-.70 to -.90) | High positive (negative) correlation |
| .50 to .70 (-.50 to -.70) | Moderate positive (negative) correlation |
| .30 to .50 (-.30 to -.50) | Low positive (negative) correlation |
| .00 to .30 (-.00 to -.30) | Negligible correlation |

Table 3.9.3: The rules of thumb for interpreting the size of a correlation coefficient

Source: Hair et al., (2003)

3.10 SUMMARY/CONCLUSION

The methodological strategy employed throughout the review is explained in this chapter. The methodology is quantitative, and the disseminated questionnaire contains information on the numerical data that will be recorded and assessed throughout chapters 4 and 5. The questionnaire design is developed relying on primary and secondary data gathered from other sources by another investigation. The questionnaire design is created using secondary data from other sources that was acquired by another study. In conclusion, this chapter gives an explanation about research design, conceptual framework, study population, sample size, sampling procedure and others. This chapter 3 explains in detail what type of methods is used to conduct and obtain data in this study.

CHAPTER 4

DATA ANALYSIS AND FINDINGS

4.1 INTRODUCTION

This chapter will go over the findings of the study's data analysis. A total of 384 data points were obtained for this investigation via a questionnaire survey. The researcher seeks to evaluate the study's research question and research target in this chapter. Furthermore, the outcome was assessed using the Social Science Statistical System (SPSS) version 26. The findings to be included are the preliminary analysis, the demographic profile of respondents, descriptive analysis, validity and reliability test, the normality test, and Pearson correlation coefficient.

4.2 PRELIMINARY ANALYSIS

The preliminary analysis for this study's pilot test is discussed. To determine whether the respondents understood the questionnaire, a pilot study is required. The survey's effectiveness and applicability are also assessed during the pilot test before it is used to collect data from the real world. The sample size for validating the test should be at least 30, according to (Johansson, 2010). Cronbach's Alpha coefficient, which was calculated using 30 participants who wanted to complete the survey, was used to evaluate the usefulness of the questionnaire.

| Variables | No. of Items | Cronbach's alpha |
|-----------------------|--------------|------------------|
| Delivery Service | 5 | 0.926 |
| Price | 5 | 0.844 |
| Privacy/Security | 5 | 0.743 |
| Time | 5 | 0.839 |
| Customer Satisfaction | 5 | 0.814 |

Table 4.2: Reliability Test Coefficient Alpha from Overall Reliability (Pilot Test)

The table 4.2 demonstrates that the overall reliability for the independent and dependent variables reach Cronbach's Alpha of 0.9. Cronbach's Alpha for the study's overall reliability is accepted because the reliability is greater than or equal to 0.7. The table that shown above provides information regarding the validity of the independent and dependent variables used in the pilot test for the 30 questionnaires collected. All the variables such as delivery service, price, privacy/security, time and customer satisfaction show the Cronbach's Alpha 0.926, 0.844, 0.743, 0.839 and 0.814 respectively that is accepted in this research. This questionnaire can be used in this study with confidence because all of the variables received scores of 0.7 or higher. As a result, the questionnaire has been approved because it was reliable evidence that the respondent understood the question.

4.3 DEMOGRAPHIC PROFILE OF RESPONDENT

A total of 386 data decreased to 384 data due to deleting 2 invalid data filled up by the respondents. The respondents were questioned regarding their demographic profiles, including gender, age, race, marital status, occupation and the times that customers used the food delivery applications. There are two significant characteristics of the respondents in this study. Firstly, the respondents have enrolled from Kuala Lumpur. Secondly, the respondents should be household.

4.3.1. Respondents by range of gender

| Items | Items | Frequency | Percentage (%) |
|--------|--------|-----------|----------------|
| Gender | Male | 147 | 38.3 |
| | Female | 237 | 61.7 |

Table 4.3.1: Respondents by Gender

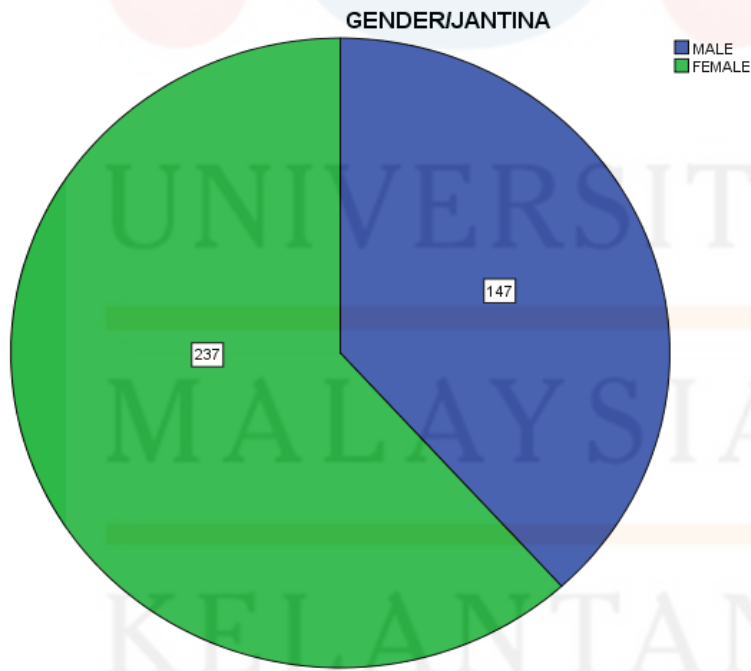


Figure 4.3.1: Percentage of Respondents by Gender (n=384)

Table 4.3.1 and Figure 4.3.1 are indicating the number of respondents based on gender. There are 384 respondents who answered the survey, with 147 males and 237 females was answering the online questionnaire. The gender ratios are 38.3 percent of male and 61.7 percent of female.

4.3.2. Respondents by range of age

| Items | Items | Frequency | Percentage (%) |
|-------|------------------------|-----------|----------------|
| Age | 19 years old and below | 27 | 7.0 |
| | 20-29 years old | 185 | 48.2 |
| | 30-39 years old | 106 | 27.6 |
| | 40-49 years old | 44 | 11.5 |
| | 50 years old and above | 22 | 5.7 |

Table 4.3.2: Respondents by Age

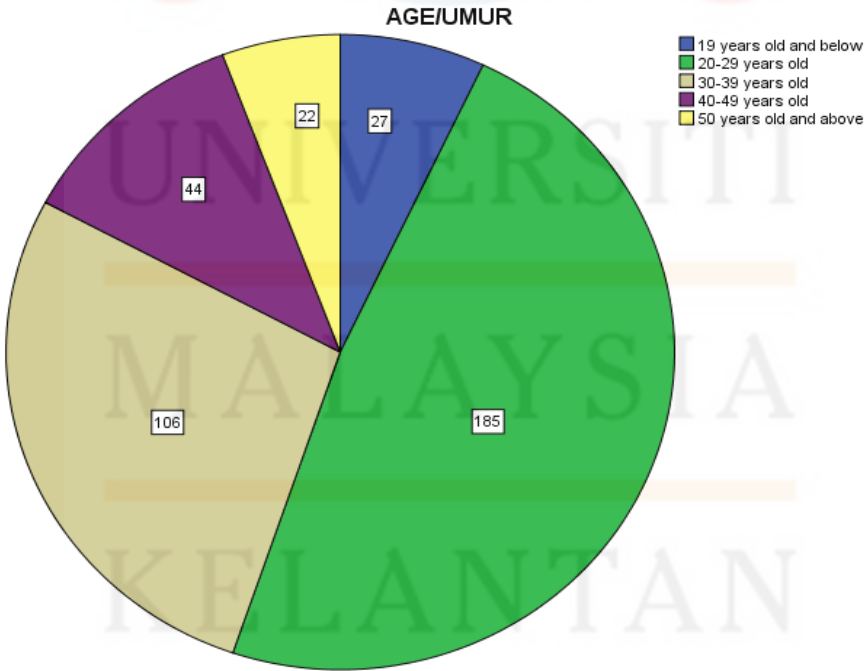


Figure 4.3.2: Percentage of Respondents by Age (n=384)

Table 4.3.2 and Figure 4.3.2 above show that the number of the respondents depending on the segmentation of age range. The results show that majority of respondents are between the age group of 20 years - 29 years which indicate 48.2 percent with 185 responses, continue by the age group between 30 years to 39 years were 27.6 percent with 106 responses. Meanwhile 11.5 percentage where 44 responses are representing the age group between 40 years - 49 years old. Furthermore, 27 respondents contribute on age 19 years old and below with 7 percent and 22 respondents contribute on age 50 years old and above with 5.7 percent.

4.3.3. Respondents by range of race

| Items | Items | Frequency | Percentage (%) |
|-------|---------|-----------|----------------|
| Race | Malay | 93 | 24.2 |
| | Chinese | 84 | 21.9 |
| | Indian | 168 | 43.8 |

Table 4.3.3: Respondents by Race



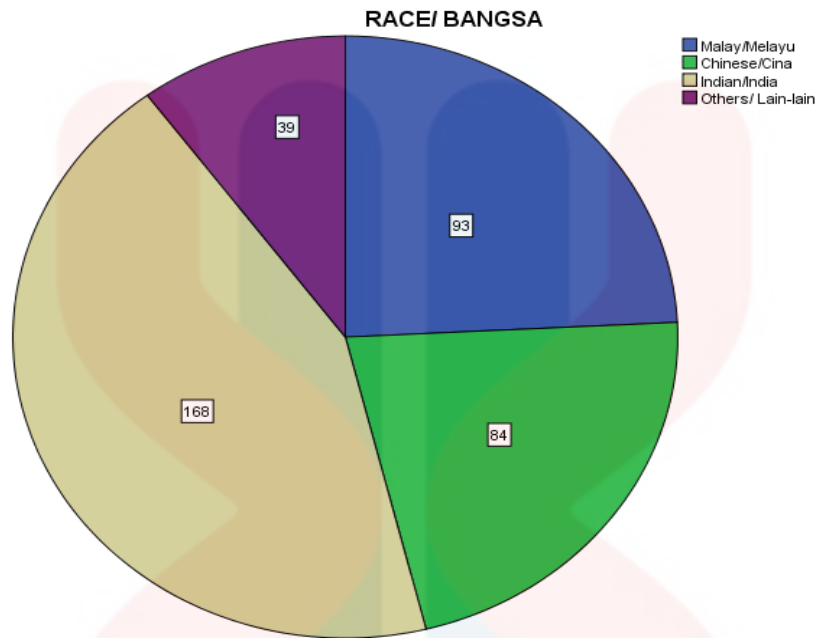


Figure 4.3.3: Percentage of Respondents by Race (n=384)

Based on Table 4.3.3 and Figure 4.3.3 above, the majority race respondents are Indian which is 168 responses were 43.8 percent. The second majority respondent is Chinese which is 84 responses were 21.9. The lowest race respondent is Malay which is 93 responses were 24.2 percent. Even the other races also respond to the questionnaire with 39 respondents/ 10.2 percentage from the overall.

4.3.4 Respondents by range of marital status

| Items | Items | Frequency | Percentage (%) |
|----------------|---------|-----------|----------------|
| Marital Status | Single | 127 | 33.1 |
| | Married | 215 | 56.0 |
| | Others | 42 | 10.9 |

Table 4.3.4: Respondents by Marital Status

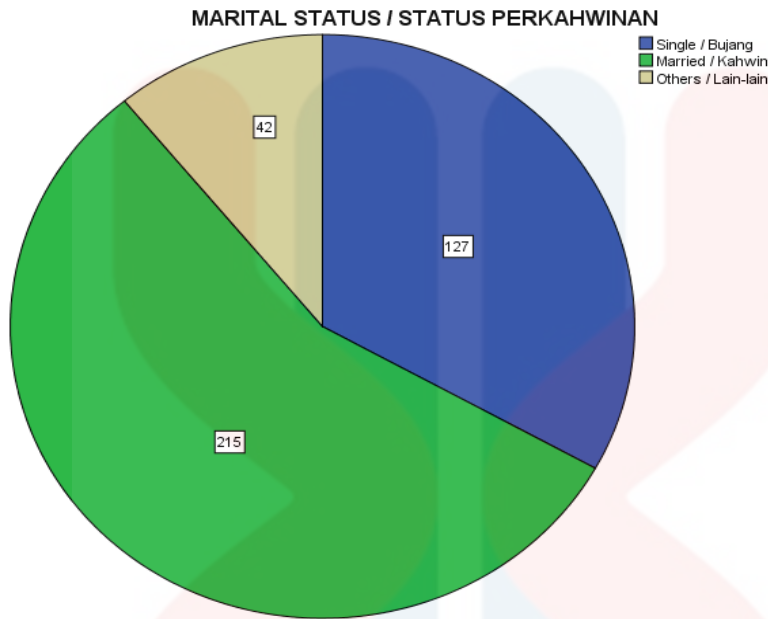


Figure 4.3.4: Percentage of Respondents by Marital status (n=384)

Based on Table 4.3.4 and Figure 4.3.4 represent the marital status of the respondent. The married respondent is the major respondent with 215 responses which are 56.0 percent from the 100 percent. The respondent who are single is 127 people which is 33.1 percents from all. 42 respondents are known as unknown marital status which are 10.9 percent.

4.3.5 Respondents by range of occupation

| Items | Items | Frequency | Percentage (%) |
|------------|---------------|-----------|----------------|
| Occupation | Student | 99 | 25.8 |
| | Self-employed | 84 | 21.9 |
| | Employee | 180 | 46.9 |
| | Unemployed | 21 | 5.5 |

Table 4.3.5: Respondents by Occupation

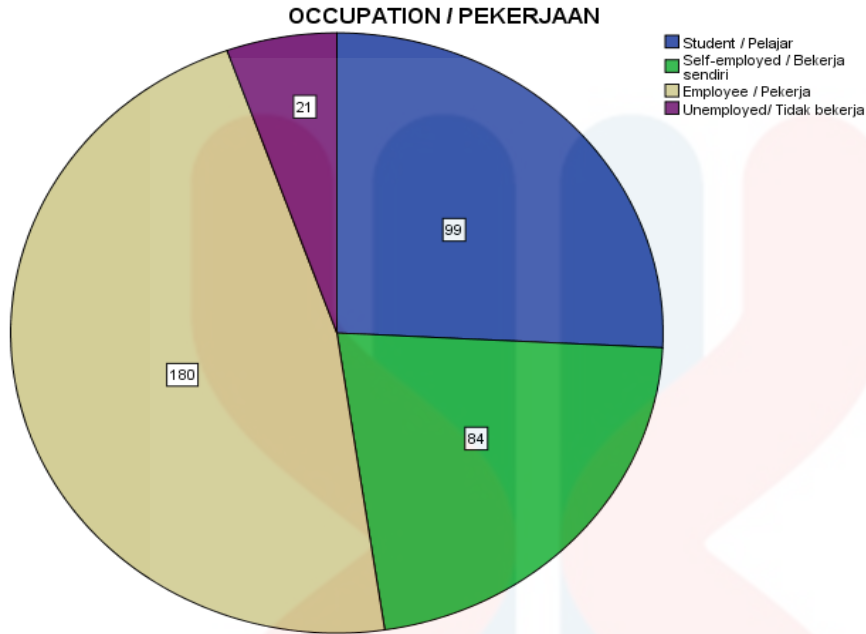


Figure 4.3.5: Percentage of Respondents by Occupation (n=384)

Table 4.3.5 and Figure 4.3.5 above show the number of the occupation of the respondents. The results show that majority of respondents is employee, which is 180 respondents and 46.9 percent from overall percent. The second highest respondent, is student which is 99 respondents and 25.8 percent. 84 respondents are self-employed and 21 respondents are unemployed.

4.3.6 Respondents by range of the times that respondents used online food delivery applications

| Items | Items | Frequency | Percentage (%) |
|--|---------------|-----------|----------------|
| How often do you use online delivery food? | Every day | 69 | 18.0 |
| | 1-3 per weeks | 106 | 27.6 |
| | 1-3 per month | 154 | 40.1 |
| | 1-3 per year | 55 | 14.3 |

Table 4.3.6: Times of the respondents used online food delivery applications

How often do you use online delivery food? / Berapa kerap anda menggunakan makanan penghantaran dalam talian?

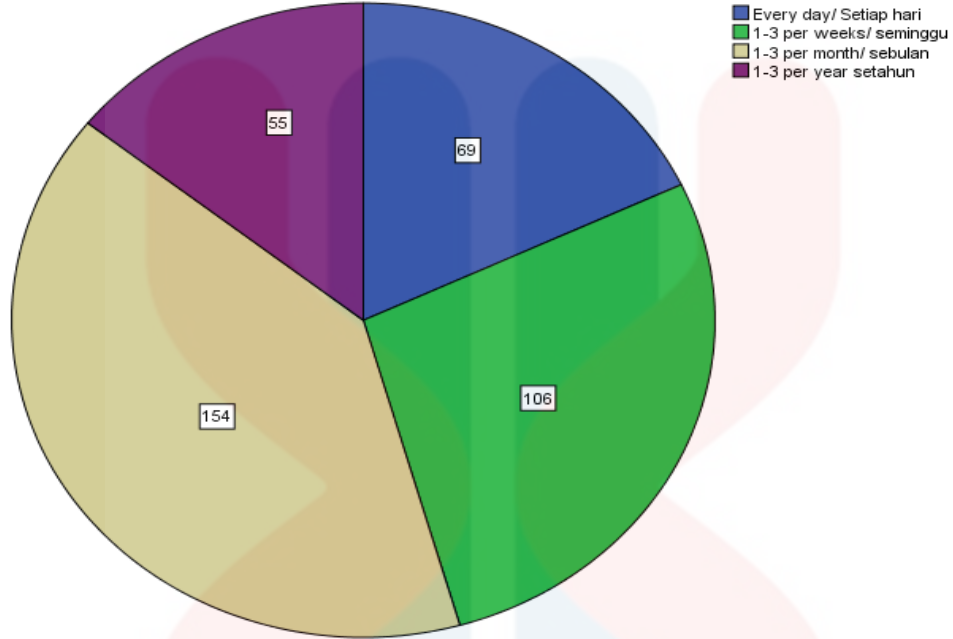


Figure 4.3.6: Percentage of Respondents by times of the respondents used online food delivery applications (n=384)

Table 4.3.6 and Figure 4.3.6 above show the number of times of the respondents used online food delivery applications. The results show that majority of respondents often use online food delivery 1-3 per month with 40.1 percentage from overall percentage that is 154 respondents. 106 respondents often use online food delivery 1-3 per weeks with 27.6 percentage. 69 respondents often use online food delivery every day that is 18.0 percentage. Lastly, 55 respondents often use online food delivery 1-3 per year with 14.3 percentage.

4.4 DESCRIPTIVE ANALYSIS

The fundamental characteristics of the data in this study are often presented using descriptive analysis. It offers summaries of the samples and measurements. However, the facts were presented as a summary of the information, and the figures are easily understandable. Additionally, descriptive data can show how the respondents in this survey were divided (Sekaran, 2006). In this study, the respondents are instructed to fill in their gender, age, race, marital status, occupation and how often do you use online delivery food. The descriptive statistics obtained from some reviews of the responses help in achieving the research's first goals. This section discussed the descriptive statistics of this research's dependent variable which is customer satisfaction and independent variables which are delivery service, price, privacy/security and time. The mean and standard deviation of each and every variable all in all and questions for every variable in each segment of the poll beginning from section B were dissected and introduced.

4.4.1 Dependent Variable (Customer Satisfaction)

| No. | Customer Satisfaction | N | Minimum | Maximum | Mean | Std. Deviation | Variance |
|-----|--|-----|---------|---------|------|----------------|----------|
| 1. | I am generally pleased with mobile food order apps. | 384 | 1 | 5 | 4.16 | .721 | .520 |
| 2. | I am satisfied with the way that mobile food order apps have carried out transactions. | 384 | 1 | 5 | 4.15 | .736 | .541 |

| | | | | | | | |
|----|--|-----|---|---|------|------|------|
| 3. | I believe I did the right thing to choose this FDA for food delivery. | 384 | 1 | 5 | 4.23 | .695 | .348 |
| 4. | I feel satisfied with the convenience provided by the food delivery process. | 384 | 1 | 5 | 4.12 | .786 | .617 |
| 5. | I am very satisfied with the overall experience of using this FDA. | 384 | 1 | 5 | 4.20 | .696 | .484 |

Table 4.4.1: Descriptive Statistics for Customer satisfaction

The dependent variable, customer satisfaction, was analyzed used the mean and standard deviation in Table 4.4.1. The item with the highest mean value, 4.23, indicated that respondents believed that choosing FDA is a right choice for online food delivery applications. The lowest mean value was 4.12 indicating that the respondents quite satisfied with the convenience provided by the food delivery process. The data collection from 384 respondents showed that values closest to the mean had a standard deviation higher than 0.6.

4.4.2 Independent Variables

I) Delivery Service

| No. | Delivery service | N | Minimum | Maximum | Mean | Std. Deviation | Variance |
|-----|---|-----|---------|---------|------|----------------|----------|
| 1. | The online food delivery service allows you to monitor your order whether it is being shipped. | 384 | 1 | 5 | 4.08 | .757 | .574 |
| 2. | The food delivery service is providing the food at a predetermined time. | 384 | 1 | 5 | 4.13 | .766 | .587 |
| 3. | I like the mobile app for food delivery where can know about the estimated delivery time. | 384 | 1 | 5 | 4.11 | .755 | .570 |
| 4. | The delivery professional is courteous and presentable. | 384 | 1 | 5 | 4.10 | .777 | .603 |
| 5. | I appreciate the contactless delivery process being done by the food delivery apps provider in times of the pandemic. | 384 | 1 | 5 | 4.08 | .770 | .592 |

Table 4.4.2: Descriptive Statistics for Delivery Service

The independent variable, delivery service, was analyzed used the mean and standard deviation in Table 4.4.2. The item with the highest mean value, 4.13, indicated that respondents believed that the food delivery service is providing the food at a predetermined time. The lowest mean value was 4.08, indicating that respondents believed that the online food delivery service allows them to monitor their order whether it is being shipped and they appreciate the contactless delivery process being done by the food delivery apps provider in times of the pandemic. The data collection from 384 respondents showed that values closest to the mean had a standard deviation higher than 0.6.

II) Time

| No. | Time | N | Minimum | Maximum | Mean | Std. Deviation | Variance |
|-----|---|-----|---------|---------|------|----------------|----------|
| 1. | Food delivery apps provide convenience by comparing food prices from different restaurants. | 384 | 1 | 5 | 4.25 | .839 | .704 |
| 2. | Ordering food in online is smart time spending. | 384 | 1 | 5 | 4.33 | .774 | .599 |
| 3. | Food delivery apps help me avoid waiting at restaurants. | 384 | 1 | 5 | 4.26 | .835 | .700 |
| 4. | Food delivery apps help me to eat on time. | 384 | 1 | 5 | 4.29 | .796 | .634 |
| 5. | Food delivery apps help me to do work while waiting for the food to arrives. | 384 | 1 | 5 | 4.33 | .746 | .557 |

Table 4.4.3: Descriptive Statistics for Time

Table 4.4.3 showed the mean and standard deviation analysis on the independent variable which was time. The highest mean value was item 2 and 5 which was 4.33, where respondents agreed that ordering food in online is smart time spending and food delivery apps help them to do work while waiting for the food to arrives. The lowest mean value was item 1 which was 4.25, where the respondent slightly agreed that food delivery apps provide convenience by comparing food prices from different restaurants in Kuala Lumpur. For the data set from 384 respondents with the standard deviation most of the values which higher than 0.6, it indicated the values close to mean.

III) Privacy/ Security

| No. | Privacy/Security | N | Minimum | Maximum | Mean | Std. Deviation | Variance |
|-----|--|-----|---------|---------|------|----------------|----------|
| 1. | My personal information is safe with the application. | 384 | 1 | 5 | 3.95 | .890 | .792 |
| 2. | The payment system is secure. | 384 | 1 | 5 | 4.02 | .877 | .770 |
| 3. | I think this application has mechanisms to ensure the safe transmission of its users' information. | 384 | 1 | 5 | 3.98 | .855 | .731 |
| 4. | I feel safe using the app for conducting transactions. | 384 | 1 | 5 | 4.01 | .846 | .715 |
| 5. | Mobile food application reduces risk than carrying cash. | 384 | 1 | 5 | 4.10 | .793 | .629 |

Table 4.4.4: Descriptive Statistics for Privacy/ Security

Table 4.4.4 showed the mean and standard deviation analysis of respondents on the independent variable which was privacy/security. Item 5 scores the highest mean value which was 4.10, where the respondents agreed that mobile food application reduces risk than carrying cash. The lowest mean item 1, with the mean value 3.95, where the respondent confused whether their personal information is safe with the application. From the data set from 384 respondents with the standard deviation most of the values which lower than 1, indicated the values close to mean.

IV) Price

| No. | Price | N | Minimum | Maximum | Mean | Std. Deviation | Variance |
|-----|--|-----|---------|---------|------|----------------|----------|
| 1. | If I received better value in terms of delivery time and the delivery man's behaviour, I would be willing to pay more. | 384 | 1 | 5 | 4.18 | .719 | .517 |
| 2. | The apps or online food delivery services with guaranteed lower prices than any competitors are what I would prefer. | 384 | 1 | 5 | 4.10 | .753 | .568 |
| 3. | In order to get more food for the same price, I would anticipate that when I buy food directly from restaurants the price would be | 384 | 1 | 5 | 4.18 | .697 | .486 |

| | | | | | | | |
|----|--|-----|---|---|------|------|------|
| | relatively lower when accounting for transportation costs. | | | | | | |
| 4. | Discounts received through online purchase are satisfactory. | 384 | 1 | 5 | 4.16 | .753 | .567 |
| 5. | All of the food they deliver should have a price list available on their apps, as is expected. | 384 | 1 | 5 | 4.19 | .746 | .556 |

Table 4.4.5: Descriptive Statistics for Price

Table 4.4.5 showed the mean and standard deviation analysis on the independent variable which was price. The highest mean value was item 5 which was 4.19, where respondents agreed that all of the foods, they deliver should have a price list available on their apps, as is expected. The lowest mean value was item 2 which was 4.10, where the respondent slightly agreed that the apps or online food delivery services with guaranteed lower prices than any competitors are what they would prefer in Kuala Lumpur. For the data set from 384 respondents with the standard deviation most of the values which higher than 0.6, it indicated the values close to mean.

4.5 VALIDITY AND RELIABILITY TEST

In fact, the reliability test is the initial stage in data analysis, which is typically conducted by researchers. Reliability test describes how consistently or dependably a test evaluates a trait and it will be used to test the internal consistency through running the Cronbach’s alpha test in SPSS Software. To measure the reliability of data and multiple question Likert scale for this research study, Cronbach’s alpha test in SPSS will be applied by researchers. Cronbach’s alpha is also known as coefficient alpha used to measure internal consistency and researchers can determine how closely related a set of test items are as a group by looking at the Cronbach’s alpha values. According to Hair et.al (2003), the minimum Cronbach’s alpha range for the reliability is 0.6 to ensure the internal consistency. The Cronbach’s alpha range is 0.7 or higher is considered acceptable, while the Cronbach’s alpha range is 0.5 - 0.59 is considered poor and below 0.59 is considered unacceptable. Table 4.1 shows the range of Cronbach’s alpha coefficient range and its reliability level.

| 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 |

Table 4.5: Rules of Thumb about Cronbach’s Alpha Coefficient Size
Sources: Hair et.al (2003); Essential of Business Research Method

4.5.1 Reliability test for Delivery Services

| Reliability Statistics | |
|------------------------|------------|
| Cronbach's Alpha | N of Items |
| .869 | 5 |

Table 4.5.1: Reliability Statistics for Delivery Services

Based on the reliability test in Table 4.5.1, the Cronbach's Alpha values for independent variable delivery services is 0.869. According to the values of 0.869 means that the consistency and stability for all the items of delivery service is very good and acceptable because it is at the range between 0.80 and 0.90. Thus, this shows that the test is reliable for further data analysis. Because of the reliability level for all items of customer satisfaction is very good and acceptable, all the items of delivery service will be maintained and will not be deleted. The number of items remains unchanged, which is 5 items.

4.5.2 Reliability test for Time

| Reliability Statistics | |
|------------------------|------------|
| Cronbach's Alpha | N of Items |
| .893 | 5 |

Table 4.5.2: Reliability Statistics for Time

Based on the reliability test in Table 4.5.2, it can be observed that the Cronbach's Alpha values for the independent variable price is 0.893. According to the values of 0.893, it means that the consistency and stability for all the items of Talent is very good and acceptable because it is at the range of 0.8 to < 0.90. Thus, this shows that the test is reliable to conduct for further data analysis. Because of the reliability level for all items of customer satisfaction is very good, so all of the items of customer satisfaction will be maintained and will not be deleted. The number of items remains unchanged, which is 5 items.

4.5.3 Reliability test for Security & Privacy

| Reliability Statistics | |
|------------------------|------------|
| Cronbach's Alpha | N of Items |
| .886 | 5 |

Table 4.5.3: Reliability Statistics for Security & Privacy

Based on the reliability test in Table 4.5.3, the Cronbach's Alpha values for the independent variable security & privacy is 0.886. This means that the consistency and stability for all the items

of security& privacy is moderate and acceptable. Thus, this can be indicated that the test is reliable for further data analysis and all of the items for Customer satisfaction do not need to be deleted by researchers because the Cronbach's Alpha values shows that all the items are very good. The number of items remains unchanged, which is 5 items.

4.5.4 Reliability test for Price

| Reliability Statistics | |
|------------------------|------------|
| Cronbach's Alpha | N of Items |
| 0.881 | 5 |

Table 4.5.4: Reliability Statistics for Price

Based on the reliability test in Table 4.5.4, it can be observed that the Cronbach's Alpha values for the independent variable price is 0.881. According to the values of 0.881, it means that the consistency and stability for all the items of Talent is very good and acceptable because it is at the range of 0.8 to < 0.90 . Thus, this shows that the test is reliable to conduct for further data analysis. Because of the reliability level for all items of customer satisfaction is very good, so all of the items of Talent will be maintained and will not be deleted. The number of items remains unchanged, which is 5 items.

4.5.5 Reliability test for Customer Satisfaction

| Reliability Statistics | |
|------------------------|------------|
| Cronbach's Alpha | N of Items |
| .861 | 5 |

Table 4.5.5 Reliability Statistics for Customer Satisfaction

Based on the reliability test in Table 4.5.5, the Cronbach's Alpha values for dependent variable customer satisfaction is 0.679. This means that the consistency and stability for all the items in Talent Development is moderate and acceptable according to Hair et.al (2003). Thus, this shows that the test is reliable for further data analysis. The 5 items for customer satisfaction also will not be removed or deleted because the Cronbach's Alpha value shows that all the items are moderate and acceptable. The number of items remains unchanged, which is 5 items

4.6 NORMALITY TEST

Normality test refers to a technique that are used to detect if a data set is modeled for a normal distribution in statistics. Before carrying out other steps to analyze data, the researchers will evaluate the normality. To test normality, there are two methods that can be used by researchers, which are graphical and statistical methods. Graphical methods can be represented by histogram and normality plot, while the statistical methods can be represented by two numerical measures of shape, which are skewness and excess kurtosis. For the normal distribution, the values of skewness or kurtosis should be less than +1.0 and - 1.0. When the skewness or kurtosis values are greater than 1.0 and -1.0, the distribution is considered not normal.

4.6.1 Normality test for Delivery Service

| MEAN1 | | Kolmogorov-Smirnov ^b | | | Shapiro-Wilk | | |
|---|------|---------------------------------|-----|------|--------------|-----|------|
| | | Statistic | df | Sig. | Statistic | df | Sig. |
| MEAN 5 | 2.00 | .385 | 3 | . | .750 | 3 | .000 |
| | 3.00 | .341 | 34 | .000 | .791 | 34 | .000 |
| | 4.00 | .433 | 245 | .000 | .594 | 245 | .000 |
| | 5.00 | .515 | 100 | .000 | .406 | 100 | .000 |
| a. MEAN5 is constant when MEAN1 = 1.00. It has been omitted. b. Lilliefors Significance Correction | | | | | | | |

Table 4.6.1: Result of Normality Test

The ordinariness of information was checked and examined in the SPSS framework. The Kolmogorov-Smirnova and Shapiro-Wilk test was utilized in this review to test the information for ordinariness. There are two methods for fathoming circulation, which is typical and strange appropriation. Any factors that have a p-esteem lesser than 0.05 was information concerning irregularity. Table 4.6.1 shows the test of normality between delivery service and customer satisfaction. The Kolmogorov-Smirnova and Shapiro-Wilk tests was analyzed. The outcome in each test shows that all the significant values, p, are 0.000, which is less than 0.05, thus making the data abnormal because it does not follow a normal distribution. Due to the result in this test, to characterize the connection between two factors in this review, Pearson's connection in measurements is a parametric option in contrast to Spearman's relationship (Jim Frost, 2021).

4.6.2 Normality test for Price

| MEAN 2 | | Kolmogorov-Smirnov ^b | | | Shapiro-Wilk | | |
|---|------|---------------------------------|-----|------|--------------|-----|------|
| | | Statistic | df | Sig. | Statistic | df | Sig. |
| MEAN 5 | 2.00 | .253 | 3 | . | .964 | 3 | .637 |
| | 3.00 | .355 | 32 | .000 | .775 | 32 | .000 |
| | 4.00 | .430 | 230 | .000 | .553 | 230 | .000 |
| | 5.00 | .484 | 118 | .000 | .505 | 118 | .000 |
| a. MEAN5 is constant when MEAN2 = 1.00. It has been omitted. b. Lilliefors Significance Correction | | | | | | | |

Table 4.6.2: Result of Normality Test

Table 4.6.2 shows the test of normality between Price and Customer Satisfaction. The Kolmogorov-Smirnova and Shapiro-Wilk tests was analyzed. The outcome in each test shows that all the significant values, p, are 0.000, which is less than 0.05, thus making the data abnormal because it does not follow a normal distribution. Due to the result in this test, to characterize the connection between two factors in this review, Pearson's connection in measurements is a parametric option in contrast to Spearman's relationship (Jim Frost, 2021).

4.6.3 Normality test for Security & Privacy

| MEAN 3 | | Kolmogorov-Smirnov ^b | | | Shapiro-Wilk | | |
|---|------|---------------------------------|-----|------|--------------|-----|------|
| | | Statistic | df | Sig. | Statistic | df | Sig. |
| MEAN 5 | 2.00 | .441 | 4 | . | .630 | 4 | .001 |
| | 3.00 | .405 | 88 | .000 | .689 | 88 | .000 |
| | 4.00 | .437 | 172 | .000 | .601 | 172 | .000 |
| | 5.00 | .465 | 120 | .000 | .552 | 120 | .000 |
| a. MEAN5 is constant when MEAN3 = 1.00. It has been omitted. b. Lilliefors Significance Correction | | | | | | | |

Table 4.6.3: Result of Normality Test

Table 4.6.3 shows the test of normality between Security & Privacy and Customer Satisfaction. The Kolmogorov-Smirnova and Shapiro-Wilk tests was analyzed. The outcome in each test shows that all the significant values, p, are 0.000, which is less than 0.05, thus making the data abnormal

because it does not follow a normal distribution. Due to the result in this test, to characterize the connection between two factors in this review, Pearson's connection in measurements is a parametric option in contrast to Spearman's relationship (Jim Frost, 2021).

4.6.4 Normality test for Time

| MEAN 4 | | Kolmogorov-Smirnov ^b | | | Shapiro-Wilk | | |
|---|------|---------------------------------|-----|------|--------------|-----|------|
| | | Statistic | df | Sig. | Statistic | df | Sig. |
| MEAN 5 | 2.00 | .260 | 2 | . | | | |
| | 3.00 | .406 | 38 | .000 | .702 | 38 | .000 |
| | 4.00 | .431 | 171 | .000 | .573 | 171 | .000 |
| | 5.00 | .363 | 172 | .000 | .677 | 172 | .000 |
| a. MEAN5 is constant when MEAN4 = 1.00. It has been omitted. b. Lilliefors Significance Correction | | | | | | | |

Table 4.6.4: Result of Normality Test

Table 4.6.4 shows the test of normality between Time and Customer Satisfaction. The Kolmogorov-Smirnova and Shapiro-Wilk tests was analyzed. The outcome in each test shows that all the significant values, p, are 0.000, which is less than 0.05, thus making the data abnormal because it does not follow a normal distribution. Due to the result in this test, to characterize the connection between two factors in this review, Pearson's connection in measurements is a parametric option in contrast to Spearman's relationship (Jim Frost, 2021).

4.7 HYPOTHESIS TESTING

Pearson Correlation

Pearson Correlation is a common method that can be used to measure the statistical relationship or association between two quantitative variables (Nettleton, David. 2014). Pearson Correlation can be used to measure the strength of linear connection when dependent variables and independent variables have a linear or significant relationship through coefficient, r . The aim of the study was to see if there were any associations between the independent variables (delivery service, price, security & privacy and price) and the dependent variable (customer satisfaction). The aims of carrying out Pearson correlation test in this research study are to test whether the relationship between two variables is significant and determine whether the hypothesis should be rejected or accepted. According to Adam Hayes (2022), When p – value less than 0.05 is considered statistically significant and the null hypothesis should be rejected. Apart from that, the value of Pearson's correlation coefficient, r is between 0.00 and 1.00.

The Pearson Correlation relationship between the dependent variable (Customer Satisfaction) and independent variables (Delivery Service, Price, Security/ Privacy and Time). Based on the Pearson correlation coefficient value, r and significant values, p in table below, it can be concluded that there are positive relationships between the dependent variable (Customer Satisfaction) and independent variables (Delivery Service, Price, Security/Privacy and Time). The explanation of the relationship between the dependent variable and each independent variable will discuss in below.

| Size of Correlation | Interpretation |
|-----------------------------|---|
| .90 to 1.00 (-.90 to -1.00) | Very high positive (negative) correlation |
| .70 to .90 (-.70 to -.90) | High positive (negative) correlation |
| .50 to .70 (-.50 to -.70) | Moderate positive (negative) correlation |
| .30 to .50 (-.30 to -.50) | Low positive (negative) correlation |
| .00 to .30 (-.00 to -.30) | Negligible correlation |

Table 4.7: Rules of Thumb about Correlation Coefficient Size

Source: Hair et al., (2003)

Based on the table 4.7, the rules of thumb about Correlation Coefficient size have characterized the strength of the correlation between variables. The value of Pearson Correlation coefficient, r is at the range of 0.00 to 1.00. If the value of Pearson Correlation coefficient, r is 1.00, there is a strong positive relationship between variables, while the value of Pearson Correlation coefficient, r is -1.00, there is strong negative relationship between variables. In addition, there is no relationship between dependent variable and independent variables when the value of Pearson Correlation coefficient is 0.

4.7.1 Hypothesis 1: Delivery Service

H1: Delivery service has a significant relationship with customer satisfaction towards food delivery applications among household in Kuala Lumpur.

| | | Customer satisfaction | Delivery service |
|-----------------------|---------------------|-----------------------|------------------|
| Customer satisfaction | Pearson correlation | 1 | 0.690 |
| | Sig. (2-tailed) | | 0.000 |
| | N | | 384 |

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

Table 4.7.1: Correlation coefficient of delivery service and customer satisfaction on food delivery service applications among household in Kuala Lumpur

The table 4.7.1 shows the Pearson correlation coefficient, significant value, and 384 number of respondents. The correlation coefficient for delivery service was 0.690, and this shows that the strength of correlation between delivery service and customer satisfaction is moderately positive, according to the rule of thumb for interpreting the size of a correlation coefficient. Besides, the table also has shown the significant value, p for dependent variable (Customer Satisfaction) and independent variable (Delivery Service) is 0.000. This p – value shows there is a significant positive moderate relationship between customer satisfaction and delivery service. Thus, there is enough evidence to support the hypothesis that there is significant relationship between customer satisfaction and delivery service.

4.7.2 Hypothesis 2: Time

H2: Time has a significant relationship with customer satisfaction towards food delivery applications among household in Kuala Lumpur.

| | | Customer satisfaction | Time |
|-----------------------|---------------------|-----------------------|-------|
| Customer satisfaction | Pearson correlation | 1 | 0.559 |
| | Sig. (2-tailed) | | 0.000 |
| | N | | 384 |

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

Table 4.7.2: Correlation coefficient of time and customer satisfaction on food delivery service applications among household in Kuala Lumpur

The table 4.7.2 shows the Pearson correlation coefficient, significant value, and 384 number of respondents. The correlation coefficient for delivery service was 0.559, and this shows that the strength of correlation between time and customer satisfaction is moderately positive, according to the rule of thumb for interpreting the size of a correlation coefficient. Besides, the table also has shown the significant value, p for dependent variable (Customer Satisfaction) and independent variable (Time) is 0.000. This p – value shows there is a significant positive moderate relationship between customer satisfaction and time. Thus, there is enough evidence to support the hypothesis that there is significant relationship between customer satisfaction and time.

4.7.3 Hypothesis 3: Security and Privacy

H3: Security and privacy has a significant relationship with customer satisfaction towards food delivery applications among household in Kuala Lumpur.

| | | Customer satisfaction | Privacy/security |
|-----------------------|---------------------|-----------------------|------------------|
| Customer satisfaction | Pearson correlation | 1 | 0.616 |
| | Sig. (2-tailed) | | 0.000 |
| | N | | 384 |

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

Table 4.7.3: Correlation coefficient of privacy/security with customer satisfaction on food delivery service applications among household in Kuala Lumpur

The table 4.7.3 shows the Pearson correlation coefficient, significant value, and 384 number of respondents. The correlation coefficient for delivery service was 0.616, and this shows that the strength of correlation between privacy/security and customer satisfaction is moderately positive, according to the rule of thumb for interpreting the size of a correlation coefficient. Besides, the table also has shown the significant value, p for dependent variable (Customer Satisfaction) and independent variable (privacy/security) is 0.000. This p – value shows there is a significant positive moderate relationship between customer satisfaction and privacy/security. Thus, there is enough evidence to support the hypothesis that there is significant relationship between customer satisfaction and privacy/security.

4.7.4 Hypothesis 4: Price

H4: Price has a significant relationship with customer satisfaction towards food delivery applications among household in Kuala Lumpur.

| | | Customer satisfaction | Security and privacy |
|-----------------------|---------------------|-----------------------|----------------------|
| Customer satisfaction | Pearson correlation | 1 | 0.648 |
| | Sig. (2-tailed) | | 0.000 |
| | N | | 384 |

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

Table 4.7.4: Correlation coefficient of price and customer satisfaction on food delivery service applications among household in Kuala Lumpur

The table 4.7.4 shows the Pearson correlation coefficient, significant value, and 384 number of respondents. The correlation coefficient for delivery service was 0.648, and this shows that the strength of correlation between price and customer satisfaction is moderately positive, according to the rule of thumb for interpreting the size of a correlation coefficient. Besides, the table also has shown the significant value, p for dependent variable (Customer satisfaction) and independent variable (Price) is 0.000. This p – value shows there is a significant positive moderate relationship between customer satisfaction and price. Thus, there is enough evidence to support the hypothesis that there is significant relationship between customer satisfaction and price.

4.8 SUMMARY

In summary, chapter 4 describes the overall findings of frequency analysis, descriptive analysis, reliability test, inferential analysis, and discussion based on research objectives. The independent variables end up being statistically significant and having a positive linear correlation. Furthermore, there is a strong correlation between each of the hypotheses. Finally, all of the study's findings and conclusions are encouraging, and the respondent has used them to address all of the research questions.

CHAPTER 5

DISCUSSION AND CONCLUSION

5.1 INTRODUCTION

In this part, the most important findings were reviewed, and the researchers also offered some conclusions to support the findings and the results in order to determine how well customer satisfaction is related to each of the independent variables. This chapter also focused on the findings of the research based on the responses received from the respondents. It is going to be decided whether or not each study target was met, as well as answering all of the issues raised by the research. Following that, the implications of this study will be examined, an explanation of the limitations of the study will be provided, and some suggestions for more research will be made.

5.2 KEY FINDINGS

Researchers distributed questionnaires to study participants using online survey technology, such as Google Forms, in order to collect data from those individuals. The analysis was conducted using version 26 of IBM SPSS Statistics, from which the findings were produced. By comparing the Pearson correlation coefficients of two sets of data, it is possible to identify and confirm a relationship between the sets. In accordance with the objectives outlined in Chapter 1 for the study, the significance of the variable's result was assessed in order to establish the nature of the relationship between the variables. It is feasible that this will be explored as a hypothesis and then proven following the conclusion of the inquiry.

| Hypothesis | Objective | Result |
|------------|---|----------|
| H1 | Delivery service has a significant relationship with customer satisfaction towards food delivery apps among household in Kuala Lumpur. | Accepted |
| H2 | Time has a significant relationship with customer satisfaction towards food delivery apps among household in Kuala Lumpur. | Accepted |
| H3 | Security/ privacy has a significant relationship with customer satisfaction towards food delivery apps among household in Kuala Lumpur. | Accepted |
| H4 | Price has a significant relationship with customer satisfaction towards food delivery apps among household in Kuala Lumpur. | Accepted |

Table 5.1: Summary of Hypothesis Testing

5.3 DISCUSSION

In this study, the first research objective is to examine the relationship between delivery service and customer satisfaction on food delivery applications among households in Kuala Lumpur. According to the result shown in chapter 4, there was a moderately positive significant correlation, which was 0.690 and p-value is less than 0.01. The result shows that there was a moderate positive relationship between the delivery service and customer satisfaction towards food delivery applications among household in Kuala Lumpur. Customer satisfaction on food delivery applications was significantly affected by delivery service. The respondents' perception is that delivery services are the most important factor to consider while shopping for or placing an order for food delivery services online. A customer's experience can have a significant impact on how he/she uses food delivery apps (Suhartanto et al., 2019). Therefore, this statement also applies to the delivery encounter.

The second hypothesis to identify the relationship between time and customer satisfaction on food delivery applications among households in Kuala Lumpur. Based on the result of the previous chapter, there is a moderate positive significant correlation, which was 0.559 and p-value is less than 0.01. The result shows that there was a moderate positive relationship between time and customer satisfaction towards food delivery applications among household in Kuala Lumpur. Respondents claim that positive customer perception is boosted when wait times are decreased. Hence, users are more inclined to take use of online food delivery services if and when they can cut down on their workload. According to Azman et., (2021) indicate that people's perception of not having enough time is one of the most important problems they face. This mean time applied to the significant role played to use food delivery applications.

Third hypothesis to analyse the relationship between privacy and customer satisfaction on food delivery applications among households in Kuala Lumpur. According to the result shown in chapter 4, there was a moderate positive significant correlation, which was 0.616 and p-value is less than 0.01. The result exposed that there was a moderate positive relationship between security and privacy with customer satisfaction on food delivery applications among households in Kuala Lumpur. Respondents were worried about security and privacy; therefore, security should be enhanced so users feel secure using them when cashless financial transactions are explained. As a result, security was the top concern for online shoppers (Flavián et al., 2006).

The fourth hypothesis is to investigate the relationship between price and customer satisfaction on food delivery applications among household in Kuala Lumpur. Based on the result shown in chapter 4, there was a moderately positive significant correlation, which was 0.648 and p-value is less than 0.01. The result shows that there was a moderate positive relationship between the price and customer satisfaction on food delivery applications among household in Kuala Lumpur. This is because, the single respondents also tend to purchase food online without first verifying the pricing. According to Fernandez and Calamite (2016), unfair prices have been demonstrated to have an impact on customer satisfaction.

5.4 IMPLICATIONS OF THE STUDY

The findings have a wide variety of implications for theoretical frameworks. The first thing that this study did was show how important marketing communication is when it comes to people adopting new technologies. Scholarly efforts to integrate the two relevant models have empirically demonstrated that direct communication by the seller can stimulate the adoption of new technologies. This is significant given the increased level of competition in the food-service industry as well as the growing difficulty for businesses to reach customers.

This study makes four main contributions to the literature. First, our study contributes toward contextualizing the dissonance theory (TDT) and the contrast theory (TCT) (Cardozzo, 1965; Houland et al., 1987) by developing and testing context-specific consumption values in the FDAs context. Thus, we extend the applicability of TDT and TCT to the study of food retailing through our examination of technology-enabled platforms namely, FDAs.

While many studies have been conducted on the topic of customer satisfaction with meal delivery applications, we want to fill the gap that these studies have left. There was a significant correlation between customer satisfaction and each of the four independent factors tested: delivery service, time, privacy/security and price. The study of consumer perception has allowed researchers to analyse a wide range of consumer-related aspects, including preference, reliability, liking, and other attributes, lending a new viewpoint to this research. The findings of this study indicate that the pricing, delivery time, and convenience of online food delivery services all contribute to customer satisfaction.

Third, the literature indicates a knowledge gap on the impact of FDAs on customer satisfaction. The study's primary goal is to create an integrated model of the aspects that influence

Malaysians' intents to use online food delivery apps (such as delivery service, time, privacy/security and price). This study contributes to the scientific understanding of consumer psychology in regard to people's intents to use online food delivery apps, which can be valuable for both OFDAs service providers and prospective restaurant owners thinking about obtaining such services.

Lastly, our results show how people in a developing economy, Malaysia, think and act when it comes to FDA issues. Since FDAs are a form of O2O retail food that is growing steadily in developing economies (Statista, 2020a, b), we hope that our findings will encourage other researchers to dig deeper into the differences in consumer behaviour and satisfaction in developing economies based on sociocultural, geographical, and demographic factors.

From a practical perspective, by optimising the interplay between delivery services, time, privacy/security and price, the food-delivery applications should be made easier to use for everyone. Focusing on the application's practical value can assist persuade consumers that it is worthwhile to download. The emotional response a user has to the software is referred to as utility, whereas benefit is the monetary concept of that emotional response stated in a quantifiable amount. Customized discount coupons and event-related material, for example, can have a major impact on customer sentiments in business. Several strategies (such as mileage accumulation and discounts on practical services that distinguish the app from others) can be effective ways to boost the utility for users, increasing the likelihood that they will have a favourable image of the app. Furthermore, a favourable attitude toward the applications (for example, convenient order placement and payment options, cross-platform availability, real-time GPS tracking, loyalty prizes, and discount programmes) may encourage users to download and utilise them. To avoid COVID-19, it is critical to reduce the distribution of disposable cutlery and gloves, as well as

provide easy disinfection items for dining. People would have more trust in food delivery services, and they would be less likely to throw away food they received as a gift during the pandemic out of fear of getting a sickness.

Furthermore, people's perceptions of the apps' usability have been demonstrated to be an accurate predictor of their actual attitudes. When app users realise how simple it is to obtain services through applications, their mood improves. Despite the ubiquitous use of smartphones and the development of applications, the complexity of technology remains a barrier to client acceptance (Kim et al., 2009). As a result, firms must consider the unique requirements of mobile consumers. Apps can encourage users to engage with them willingly by providing a simple menu structure and interface. Furthermore, technological infrastructure quality control must be addressed in order to provide a manageable environment free of errors and slowness. Businesses will need to develop delivery applications that are accessible to clients of all ages as smartphone penetration expands across demographics.

Additionally, when working on practical and user-friendly goods, app development businesses should not spare on marketing. Marketing media content developers have three goals in mind: to be meaningful (by explaining why this service is preferable); credible (by convincing consumers that the service will give the same benefits as the promised message); and distinctive (by distinguishing themselves from competitors) (Kotler and Armstrong, 2001). As the internet continues to develop as a key source of information, advertising campaigns on websites, apps, and social media sites such as Facebook, Instagram, Twitter, LinkedIn, YouTube, and other influencers are unavoidable. Portals and connections from related websites can also be valuable engagement conduits. To keep potential customers interested, it is critical to stress the benefits of using the apps. Lagrosen (2005), in particular, advocated for continuously updating online advertising media

and providing clients with interactive information and inspiration to encourage review or revisitation. It is critical to emphasise the role that drone-food-delivery services (e.g., contactless, convenience) have played in decreasing the disruption to people's daily lives caused by the current pandemic caused by COVID-19.

5.5 LIMITATIONS OF THE STUDY

This study, like all others, is subject to some limitations. It's probable that the theoretical basis of the study is only applicable to that country, given that all of the participants are from the same country. Other characteristics of participants' lives, such as their internet use, favourite dining establishments, and general nutritional status, might potentially be considered as modifiers, but were not included in this study because they were not measured. For this reason, we need to do more investigation. Unlike previous research on OFD platforms, this one isn't grounded in the philosophy of technology adoption models but in the concept of persuasion. Gunden et al. (2020a) found that the way most individuals think about persuasive arguments is a significant obstacle. To reach the goal of gaining a deeper understanding of the persuasive methods used by OFD platform users, this study opted for qualitative data gathering over a questionnaire. This study also raises concerns for the researcher because none of the three values examined have any psychological basis. Scarcity, urgency, social proof, dedication and consistency, and reputation are just a few of the methods that can be used to convince clients to embrace OFD platforms (Cialdini, 2009).

While this study has significant implications for the future of food delivery applications, there are numerous cautions that should be considered. First, the sample size was tiny, and the research was limited to Kuala Lumpur, Malaysia; the findings may not be applicable

to other worldwide markets. Second, 24% of Malaysians reported using a food delivery app at least once per week or often (Rakuten Insight, 2021), it is probable that the sample does not represent the general population of household in Kula Lumpur. When it comes to the adoption of new technologies and business techniques, there is an age gap between the perspectives of older and younger personnel (Min et al., 2019). As a result, it may have an effect on the outcomes. As a result, it is proposed that additional study be undertaken to understand the perspectives of various age groups or generations in household that influence their attitude and behaviour toward app adoption. Third, this study investigated a significant gap in our understanding of what motivates customers to adopt new technology, and its findings extended on earlier theoretical frameworks. Future study could extend the proposed model by incorporating additional characteristics or models to provide a more complete picture of customers' journeys toward accepting new technology.

5.6 RECOMMENDATIONS

The study's recommendation would help the researchers get a better result if they applied it to their own research. In order to help future researchers to conduct high-quality research, the following recommendations are provided. First recommendation that can be used in the future is adding more variables. Five independent variables which are delivery service, time, privacy/security and price as well as one dependent variable, customer satisfaction is used in this study. Another researcher can look through other articles in the future to discover additional variables that are connected to this one and that can aid in their research. The other factors could make the study more efficient. Second recommendation is improving the questionnaire to a better way in the future. The researcher has provided a set of simple and understandable questionnaires to guide this study. Additionally, the test only includes five questions for each variable. Future studies could use clearer language and better justifications for each question to enhance questionnaires and win respondents' trust. The last recommendation that can be used in the future is to improve customer satisfaction towards food delivery applications in Kuala Lumpur. The researcher's approach in this research was to look at customer satisfaction towards food delivery applications. Food delivery applications in Kuala Lumpur offer a variety of customer satisfaction levels that can be included in research on the subject. As a result, a larger group of Kuala Lumpur's diverse food delivery applications' users can be included in the study's results. These are the recommendations that can be used in the future for a better result in research.

5.7 OVERALL CONCLUSION OF THE STUDY

On the rationale of the topics covered, it can be said that the researchers accomplished the study's goal. The relationship between the variables of delivery service, time, privacy/ security and price as well customer satisfaction, was investigated in this study. The purpose of this study is to identify of customer satisfaction towards food delivery applications: a case study among household in Kuala Lumpur. In addition, the study is intended to determine based on the research that had been seen in the literature, and was supported by it. Meanwhile, the study of how each component of the independent variables relates to the dependent variables was planned by the researchers. The Google form was used by 384 respondents to participate in this study. SPSS software version 26 was used to collect and analyse the data. This version supported descriptive statistics, reliability analysis, and correlation analysis. The quantitative method was used to gather data for this study. As a result, the result was reliable and accepted for this study. Therefore, all of the factors that have an impact on customer satisfaction are related to one another.

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APPENDIX A - Draft of Questionnaire



**UNIVERSITI MALAYSIA KELANTAN
FACULTY OF ENTREPRENEURSHIP AND BUSINESS
BACHELOR OF COMMERCE WITH HONOURS
CUSTOMER SATISFACTION TOWARDS FOOD DELIVERY APPS: A CASE STUDY
AMONG HOUSEHOLD IN KUALA LUMPUR.**

Dear respondents:

We are final year students of Bachelor of Entrepreneurship (Commerce) with Honours from Faculty of Entrepreneurship and Business, University Malaysia Kelantan. We are conducting a study under the title “CUSTOMER SATISFACTION TOWARDS FOOD DELIVERY APPS: A CASE STUDY AMONG HOUSEHOLD IN KUALA LUMPUR.” Your participation in this research is greatly appreciated. The questionnaire will take about 5 to 10 minutes of your valuable time. Your personal information will be strictly confidential. The data collected are only used for the purpose of academic research.

The following questionnaire will require approximately 5-10 minutes to complete. The data collected will provide useful regarding on our research and all data will be stored safety and kept for academic purposes only. Your kind participation to this study is greatly appreciated. Kindly provide your valuable responses to all the statement listed in this questionnaire. All responses will be kept confidential. There are no correct or incorrect responses to the statements. For further details please contact:

1. KATHIRESAN A/L NARAYANAN (A19A0210)
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4. SARANYAH D/O KRISHNAN (A19B1125)
(Email:saranyah.a19b1125@siswa.umk.edu.my)

Thank you very much for your feedback and cooperation.

SECTION A: RESPONDENT PROFILE
BAHAGIAN A: PROFIL RESPONDEN

The following questions aim to provide some demographic information that is important to this study. Please fill this accurately. Please tick (/) on the right information.

Soalan-soalan berikut bertujuan mendapatkan beberapa maklumat demografi yang penting untuk kajian ini. Sila isi dengan tepat. Sila tandakan (/) pada maklumat yang betul.

1. GENDER/JANTINA

| | |
|-------------------|--------------------------|
| Male/ Lelaki | <input type="checkbox"/> |
| Female/ Perempuan | <input type="checkbox"/> |

2. AGE/UMUR

| | |
|------------------------|--------------------------|
| 19 years old and below | <input type="checkbox"/> |
| 20-29 years old | <input type="checkbox"/> |
| 30-39 years old | <input type="checkbox"/> |
| 40-49 years old | <input type="checkbox"/> |
| 50 years old and above | <input type="checkbox"/> |

3. RACE/ BANGSA

| | |
|--------------|--------------------------|
| Malay/Melayu | <input type="checkbox"/> |
| Chinese/Cina | <input type="checkbox"/> |
| Indian/India | <input type="checkbox"/> |
| Others | <input type="checkbox"/> |

4. Marital Status

| | |
|---------|--|
| Single | |
| Married | |
| Others | |

5. Occupation

| | |
|---------------|--|
| Student | |
| Self-employed | |
| Employee | |
| Unemployed | |

6. How often do you use online delivery food?

| | |
|---------------|--|
| Every day | |
| 1-3 per weeks | |
| 1-3 per weeks | |
| 1-3 per month | |
| 1-3 per year | |

SECTION B/ BAHAGIAN B: CUSTOMER SATISFACTION

This section contains the dependent variable that stated in this study. Please answer all the following questions by chosen the one that is most relevant to your thoughts and perspectives.

Bahagian ini mengandungi pembolehubah bergantung yang dinyatakan dalam kajian ini. Sila jawab semua soalan berikut dengan memilih yang paling relevan dengan fikiran dan perspektif anda.

Read and tick your answer below (/) with refer to the given scale.

Baca dan bulatkan jawapan anda di bawah dengan merujuk kepada skala yang diberikan.

LIKERT SCALE/ SKALA LIKERT

| | | | | |
|--|--------------------------------------|-----------------------------|----------------------------|---|
| 1. STRONGLY DISAGREE / SANGAT TIDAK BERSETUJU | 2. DISAGREE / TIDAK BERSETUJU | 3. NEUTRAL / NEUTRAL | 4. AGREE /BERSETUJU | 5. STRONGLY AGREE / SANGAT BERSETUJU |
|--|--------------------------------------|-----------------------------|----------------------------|---|

The following questions are investigating Customer Satisfaction Towards Food Delivery Apps: A Case Study Among Household In Kuala Lumpur. As for the questions of scale given below. You can mark your sincere answers in the scale given from 1 to 5. / *Soalan berikut adalah untuk Mengkaji Kepuasan Pelanggan Terhadap Aplikasi Penghantaran Makanan: Kajian Kes Di Kalangan Isi Rumah Di Kuala Lumpur. Setiap skala untuk soalan diberikan di bawah. Anda boleh menandakan jawapan anda pada skala 1 hingga 5.*

| No. | Customer Satisfaction/ Kepuasan pelanggan | 1 | 2 | 3 | 4 | 5 |
|-----|---|---|---|---|---|---|
| 1. | I am generally pleased with mobile food order apps. / <i>Saya secara amnya berpuas hati dengan aplikasi pesanan makanan mudah alih.</i> | | | | | |
| 2. | I am satisfied with the way that mobile food order apps have carried out transactions. / <i>Saya berpuas hati dengan cara aplikasi pesanan makanan mudah alih menjalankan transaksi .</i> | | | | | |

| | | | | | | |
|----|---|--|--|--|--|--|
| 3. | I believe I did the right thing to choose this FDA for food delivery. / <i>Saya percaya saya melakukan perkara yang betul untuk memilih FDA ini untuk penghantaran makanan.</i> | | | | | |
| 4. | I feel satisfied with the convenience provided by the food delivery process. / <i>Saya berasa berpuas hati dengan kemudahan yang disediakan oleh proses penghantaran makanan.</i> | | | | | |
| 5. | I am very satisfied with the overall experience of using this FDA. / <i>Saya sangat berpuas hati dengan pengalaman keseluruhan menggunakan FDA ini.</i> | | | | | |

SECTION C/ BAHAGIAN C: INDEPENDENT VARIABLES

Factors that customer satisfaction towards food delivery apps among household in Kuala Lumpur. As for the questions of scale given below. You can mark your sincere answers in the scale given from 1 to 5. / Faktor kepuasan pelanggan terhadap aplikasi penghantaran makanan dalam kalangan isi rumah di Kuala Lumpur. *Setiap skala untuk soalan diberikan di bawah. Anda boleh menandakan jawapan anda pada skala 1 hingga 5.*

| No. | Delivery Service / Servis penghantaran | 1 | 2 | 3 | 4 | 5 |
|-----|--|---|---|---|---|---|
| 1. | The online food delivery service allows you to monitor your order it is being shipped. / <i>Perkhidmatan penghantaran makanan dalam talian membolehkan anda memantau pesanan anda yang sedang dihanta.</i> | | | | | |
| 2. | A food delivery service that is available online provide the food at a predetermined time. / <i>Perkhidmatan penghantaran makanan yang tersedia dalam talian menyediakan makanan pada masa yang telah ditetapkan.</i> | | | | | |
| 3. | I like the food delivery apps mobile app's provision to know about the estimated time of Delivery. / <i>Saya suka peruntukan aplikasi mudah alih apl penghantaran makanan untuk mengetahui tentang anggaran masa Penghantaran.</i> | | | | | |
| 4. | I often discover delivery solutions that are ideal for me. / <i>Saya sering menemui penyelesaian penghantaran yang sesuai untuk saya.</i> | | | | | |

| | | | | | | |
|----|---|--|--|--|--|--|
| 5. | I appreciate the contactless delivery process being done by the food delivery apps provider in times of the pandemic. / <i>Saya menghargai proses penghantaran tanpa sentuh yang dilakukan oleh penyedia aplikasi penghantaran makanan semasa pandemic.</i> | | | | | |
|----|---|--|--|--|--|--|

| No. | Time / Masa | 1 | 2 | 3 | 4 | 5 |
|-----|---|---|---|---|---|---|
| 1. | Food delivery apps provide convenience by comparing food prices from different restaurants. / <i>Apl penghantaran makanan memberikan kemudahan dengan membandingkan harga makanan dari restoran yang berbeza.</i> | | | | | |
| 2. | Food delivery apps help me avoid traffic. / <i>Apl penghantaran makanan membantu saya mengelakkan lalu lintas</i> | | | | | |
| 3. | Food delivery apps help me avoid waiting at restaurants. / <i>Apl penghantaran makanan membantu saya mengelak daripada menunggu di restoran.</i> | | | | | |
| 4. | Food delivery apps help me to eat on time. / <i>Apl penghantaran makanan membantu saya makan tepat pada masanya.</i> | | | | | |
| 5. | Food delivery apps help me to do work while waiting for the food to arrives. / <i>Aplikasi penghantaran makanan membantu saya membuat kerja sementara menunggu makanan sampai.</i> | | | | | |



| No. | Security and Privacy / Keselamatan dan Privasi | 1 | 2 | 3 | 4 | 5 |
|-----|--|---|---|---|---|---|
| 1. | Mobile food order apps are good value for the money. / <i>Apl pesanan makanan mudah alih adalah nilai yang baik untuk wang.</i> | | | | | |
| 2. | At the current price, mobile food order apps provide good value. / <i>Pada harga semasa, aplikasi pesanan makanan mudah alih memberikan nilai yang baik.</i> | | | | | |
| 3. | When I order food through the delivery app, the food is a good product for the price. / <i>Apabila saya memesan makanan melalui aplikasi penghantaran, makanan adalah produk yang baik untuk harga</i> | | | | | |
| 4. | When I order food through the delivery app, the food is economical. / <i>Apabila saya memesan makanan melalui aplikasi penghantaran, makanan itu menjimatkan</i> | | | | | |
| 5. | When I order food through the delivery app, the food is reasonably priced. / <i>Apabila saya memesan makanan melalui aplikasi penghantaran, harga makanan adalah berpatutan</i> | | | | | |

THANK YOU / TERIMA KASIH

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APPENDIX B - Gantt Chart

| GANTT CHART | | | | | | | | | | | | | | |
|--|--------------|----------|----------|----------|----------|----------|----------|----------|----------|-----------|-----------|-----------|-----------|-----------|
| Project Plans | Weeks | | | | | | | | | | | | | |
| | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 |
| 1. Assigning group & Identifying research area | █ | █ | | | | | | | | | | | | |
| 2. Finding related journal | | █ | █ | | | | | | | | | | | |
| 3. Formulating research question & title | | | █ | █ | | | | | | | | | | |
| 4. Formulating research strategy & design & method | | | █ | █ | | | | | | | | | | |
| 5. Writing research proposal | | | | █ | █ | █ | █ | | | | | | | |
| 6. Submission & presentation (PPTA I) | | | | | | | █ | | | | | | | |
| 7. Questionnaire distribution & data collection | | | | | | | | █ | █ | | | | | |
| 8. Data analysis | | | | | | | | | | █ | █ | | | |
| 9. Writing final year research project report | | | | | | | | | | | █ | █ | █ | |
| 10. Submission & Presentation (PPTA II) | | | | | | | | | | | | | | █ |