

**A STUDY ON THE USE OF ONLINE FOOD
DELIVERY SERVICE AMONG UNIVERSITI
MALAYSIA KELANTAN UNDERGRADUATES**

FKP

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BACHELOR OF ENTREPRENEURSHIP (COMMERCE)

WITH HONORS

2023



UNIVERSITI
MALAYSIA
KELANTAN

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By

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UNIVERSITI MALAYSIA KELANTAN**

2023

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2.	Overall Proposal Format (CLO2; C2, A3)	Submit according to the deadline and adhere to the required format	The research proposal is not produced according to the specified time and/ or according to the format.	The research proposal is produced according to the specified time but fails to adhere to the format.	The research proposal is produced on time, adheres to the format but with few weaknesses.	The research proposal is produced on time, adheres to the format without any weaknesses.	$\frac{\quad}{0.25} \times$ (Max: 1)	
		Writing style (clarity, expression of ideas and coherence)	The proposal is poorly written and difficult to read. Many points are not explained well. Flow of ideas is incoherent.	The proposal is adequately written; Some points lack clarity. Flow of ideas is less coherent.	The proposal is well written and easy to read; Majority of the points are well explained and flow of ideas is coherent.	The proposal is written in an excellent manner and easy to read. All of the points made are crystal clear with coherent argument.	$\frac{\quad}{0.25} \times$ (Max: 1)	
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TABLE OF CONTENT

ITEMS		
Acknowledgment		I
Table Of Content		II - V
List of Tables		VI
List of Figures		VII
List of Abbreviations		VII
Abstrak		VIII
Abstract		IX
CHAPTER 1: INTRODUCTION		
1.1	Background of the study	1
1.2	Problem Statement	1
1.3	Research Question	2
1.4	Research Objectives	2
1.5	Scope of the Study	3
1.6	Significance of Study	3
1.7	Definition of Term	3
1.8	Organization of the Proposal	4
CHAPTER 2: LITERATURE REVIEW		
2.1	Introduction	5
2.2	Underpinning Theory	5
2.3	Previous Studies:	

2.3.1	Independent Variable 1: Time saving	6
2.3.2	Independent Variable 2: Cost saving	7
2.3.3	Independent Variable 3: Perceived usefulness	7
2.3.4	Independent Variable 4: Prior online purchase experience	7
2.4	Hypotheses Statement	8
2.5	Conceptual Framework	8
2.6	Summary/ Conclusion	9
CHAPTER 3: RESEARCH METHODS		
3.1	Introduction	10
3.2	Research Design	10
3.3	Data Collection Methods	10
3.3.1	Primary data	10
3.4	Study Population	11
3.5	Sample size	11
3.6	Sampling Techniques :	
3.6.1	Non – probability sample techniques	12
3.6.2	Convenience sampling technique	13
3.7	Research Instrument Development	13
3.7.1	Survey questionnaire	13
3.8	Measurement of the Variables:	14
3.8.1	Nominal scale	14
3.8.2	Ordinal scale	14
3.8.3	Interval scale	15

3.8.4	Likert scale	15
3.9	Procedure for Data Analysis	16
3.9.1	Pilot study	16
3.9.2	Frequency distribution	17
3.9.3	Descriptive analysis	17
3.9.4	Correlation analysis	18
3.10	Summary / Conclusion	19
CHAPTER 4: DATA ANALYSIS AND FINDINGS		
4.1	Introduction	20
4.2	Reliability Analysis	20
4.3	Demographic Profile of Respondents	21
4.3.1	Gender	22
4.3.2	Age	23
4.3.3	Year of education	24
4.3.4	Campus	25
4.3.5	Living area	25
4.3.6	Frequency of respondent use online food delivery app	26
4.3.7	Frequency of respondent visit food delivery websites	27
4.3.8	Frequency of respondent purchase food online	28
4.4	Descriptive Analysis	29
4.4.1	Dependent variable	30
4.4.2	Independent variable	31 - 34
4.5	Normality test	35

4.6	Hypotheses Testing	36
4.7	Summary / Conclusion	37
CHAPTER 5: DISCUSSION AND CONCLUSION		
5.1	Introduction	38
5.2	Key Findings	39
5.3	Discussion	39
	Hypothesis 1	39
	Hypothesis 2	39
	Hypothesis 3	40
	Hypothesis 4	40
5.4	Implications of the Study	40
5.5	Limitations of the Study	41
5.6	Recommendations/ Suggestion for Future Research	42
5.7	Overall Conclusion of the Study	42
REFERENCES		43-45
APPENDIX A – Draft of Questionnaire		46-55
APPENDIX B - Gantt Chart		56-57

LIST OF TABLES

TABLES	TITLE	PAGE
Table 3.1	Table of Krejcie and Morgan (1970)	12
Table 3.2	Likert Scale	15
Table 3.3	The size of correlation and interpretation	17
Table 3.4	Value of Correlation Coefficient	18
Table 4.1	The Rules of Thumb about Cronbach's Alpha	20
Table 4.2	The Results of the Pilot Test for All variable by Reliability Test	21
Table 4.3.1	Respondent's Gender	22
Table 4.3.2	Respondent's Age	23
Table 4.3.3	Respondent's Year of Education	24
Table 4.3.4	Respondent's Campus	25
Table 4.3.5	Respondent's Living Area	25
Table 4.3.6	Frequently of respondent use online food delivery app	26
Table 4.3.7	Frequently of respondent visit food delivery websites	27
Table 4.3.8	Frequently of respondent purchase food online	28
Table 4.4	Five-Point Likert Scale	29
Table 4.4.1.1	Descriptive Analysis of Online Food Delivery Service	30
Table 4.4.1.2	Descriptive Analysis of Time Saving.	31
Table 4.4.1.3	Descriptive Analysis of Cost Saving.	32
Table 4.4.1.4	Descriptive Analysis of Perceived Usefulness.	33
Table 4.4.1.5	Descriptive Analysis of Prior Online Purchase Experience.	34

Table 4.5	Test of Normality	35
Table 4.6	shows the data of the Pearson Correlation	36

LIST OF FIGURES

FIGURES	TITLE	PAGE
Figure 2.1	Conceptual Framework of Use of Online Food Delivery Service among Universiti Malaysia Kelantan Undergraduates	9
Figure 4.3.1	Respondents' Gender	22
Figure 4.3.2	Respondents' Age	23
Figure 4.3.3	Respondent's Year of Education	24
Figure 4.3.4	Respondent's Campus	25
Figure 4.3.5	Respondent's Living Area	26
Figure 4.3.6	Frequently of Respondent use Online Food Delivery App	27
Figure 4.3.7	Frequently of respondent visit food delivery websites	28
Figure 4.3.8	Frequently of respondent purchase food online	29

LIST OF ABBREVIATION

OFDS	Online Food Delivery service
r	Pearson's r
SPSS	Statistical Package for the Social Sciences
TAM	Theory of Acceptance Model
TPB	Theory of Planned Behaviour
UMK	Universiti Malaysia Kelantan

ABSTRAK

Perkhidmatan penghantaran makanan dalam talian (OFD) semakin popular di Malaysia. OFDS memberi faedah kepada mahasiswa kerana ia menarik mereka untuk menggunakannya dalam kehidupan seharian mereka. Oleh itu, objektif kajian ini untuk mengetahui hubungan antara penjimatan masa dan perkhidmatan penghantaran makanan dalam talian di kalangan mahasiswa UMK, untuk mengenal pasti hubungan antara penjimatan kos dan perkhidmatan penghantaran makanan dalam talian dalam kalangan mahasiswa UMK, untuk menentukan hubungan antara persepsi kebergunaan dan penghantaran makanan dalam talian, perkhidmatan dalam kalangan mahasiswa UMK, dan mengenal pasti hubungan antara pengalaman pembelian dalam talian terdahulu dengan perkhidmatan penghantaran makanan dalam talian di kalangan mahasiswa UMK. Dalam kajian ini, jumlah populasi pelajar UMK adalah kira-kira 15 000, oleh itu 375 responden yang dikehendaki menjawab borang soal selidik terdiri daripada saiz sampel. Pengkaji telah dibantu dalam mengumpul data menggunakan perbualan WhatsApp dan Borang Google. Dalam kajian ini, kaedah kajian kuantitatif digunakan. Menurut pengkaji, majoriti data menunjukkan hubungan yang signifikan antara pembolehubah bebas dan pembolehubah bersandar. Batasan kajian dan cadangan ini disertakan dalam kertas kerja ini untuk memudahkan pemahaman dan memberi idea yang lebih baik kepada penyelidik akan datang yang berkaitan dengan kajian yang melibatkan perkhidmatan penghantaran makanan dalam talian.

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ABSTRACT

Online food delivery (OFD) services are becoming more popular in Malaysia. OFDS give benefits to undergraduates as it attracts them to use it in their daily lives. Therefore, the objective of this study to determine the relationship between time saving and online food delivery services among UMK undergraduates, to identify the relationship between cost saving and online food delivery services among UMK undergraduates, to determine the relationship between perceived usefulness and online food delivery service among UMK undergraduates, and to identify the relationship between prior online purchase experience and online food delivery service among UMK undergraduates. In this study, total population of UMK students is about 15 000, therefore 375 respondents who were required to reply to the questionnaires comprise the sample size. The researcher was assisted in gathering the data using the WhatsApp conversation and Google Form. In this study, the quantitative research method was used. According to the researcher, majority of the data shows a significant relationship between independent variables and dependent variables. Limitations of this study and recommendations are included in this paper to ease understanding and give better idea for future researchers which related to studies involving online food delivery service

CHAPTER 1: INTRODUCTION

1.1 BACKGROUND OF THE STUDY

In general, this research aims to study the use of online food delivery services among Universiti Malaysia Kelantan undergraduates. Online food delivery (OFD) services are becoming more popular in Malaysia. OFDS give benefits to undergraduates as it attracts them to use it in their daily lives. Undergraduates now have the option to order meals online and have it delivered rather than purchasing it from a real store. In this era, with the development of information technology (IT), people from all walks of life may now purchase meals with just a few clicks from their smartphones. This has significantly reduced work, particularly for busy customers. Physiological needs (food, air, drink, shelter, clothing, warmth, sex, and sleep) are the most important biological needs in life (McLeod, 2018). Today it is convenient for consumers to purchase through many approaches such as going to the physical ordering or order through online platforms. There are many foods delivery services in Malaysia by ordering online or by installing mobile applications (apps). Dazmin and Ho (2019) mentioned that there are two variety of food delivery services in Malaysia such as retail and food intermediary. For instance, retailers often point out that the fast-food industry such as McDonald's (MCD), Kentucky Fried Chicken (KFC) and Pizza Hut offer delivery service by charging additional delivery cost. Therefore, this research aimed to study the use of online food delivery services among Universiti Malaysia Kelantan undergraduates and its impact towards their daily lives. The samples for this study were collected from UMK undergraduates from 3 campuses.

1.2 PROBLEM STATEMENT

In today's world, users have different food preferences and preferences and have different expectations about OFD quality and service (Cho et al., 2019). According to Cho and associates (2019), there is a positive and significant relationship between the quality attribute of OFD apps and the perceived value, and the perceived value has a positive and significant relationship with the users' desire to continue using. Customers' feelings may be impacted by the OFD application, payment, and meal selection processes (Kumar et al., 2021). According to Jain et al. (2021), users' emotional reactions to OFD applications affect their decisions to continue using them, delete them, or make a purchase. Consequently, the way in which users behave in the future might be influenced by their emotional reactions (Jain et al., 2021).

On the other hand, most of the research on OFD is concerned with the intention and intended intention to intend use OFD. Research on users' continued intent to use OFD apps for specific people studied by Amin et al. (2021a), Amin et al. (2021b), Kumar and Shah (2021), Jain et al. (2021), and Zanetta et al. (2021), Cho et al. (2019), and Jun et al. (2021) user intent analysis about the use of OFD applications. Jun and associates. (2021) also indicates that search results for some countries may vary between different people due to cultural differences and other factors. In this current era, most of the individuals especially university students prefer to stay at home or indoor and scroll through websites all day during their leisure time. Meal preparation can be complicated for undergraduates because they don't have enough time to do their tasks in their college life. They will eventually rely on buying food from the vending machine, picking it up whenever it's available, or ordering delivery of meals online as an option. The purpose of this research is to comprehend university students' willingness for using OFD services on a daily basis.

1.3 RESEARCH QUESTION

The research questions are:

1. Is there any relationship between time-saving and online food delivery services among UMK undergraduates?
2. Is there any relationship between cost-saving and online food delivery services among UMK undergraduates?
3. Is there any relationship between perceived usefulness and online food delivery service among UMK undergraduates?
4. Is there any relationship between a prior online purchase experience and online food delivery service among UMK undergraduates?

1.4 RESEARCH OBJECTIVES

The purposes are:

1. To determine the relationship between time-saving and online food delivery services among UMK undergraduates.
2. To identify the relationship between cost-saving and online food delivery services among UMK undergraduates.
3. To determine the relationship between perceived usefulness and online food delivery service among UMK undergraduates.

4. To identify the relationship between a prior online purchase experience and online food delivery service among UMK undergraduates.

1.5 SCOPE OF THE STUDY

This study focuses on the use of online food delivery services among UMK undergraduates. The data collection will be conducted with 375 respondents which will be collected by using a questionnaire distributed via messages to undergraduates from University Malaysia Kelantan by using their email accounts. This research will only cover the uses of online food delivery services that are mentioned in our proposal. To be in detail we only focus on three main UMK campuses which they are UMK City campus, the UMK Bachok campus and UMK Jeli Campus. The study would be done through the utilization of questionnaire to the UMK undergraduates as a survey and reference. By doing this, the researchers will be able to know the use of online food delivery services among UMK undergraduates from University UMK City campus, UMK Bachok and UMK Jeli.

1.6 SIGNIFICANCE OF THE STUDY

The use of online food delivery services among undergraduates remains poorly understood as they are not aware of the uses that can make their daily lives easy for them to consume foods on food. No formal studies have been carried out specifically among undergraduates from UMK and its impact on their online food delivery services so far. In this study, we compared the uses of online food delivery services and their impact on the undergraduates from UMK. The findings of this study will help to provide more valuable insights regarding the usage of online food delivery service services UMK undergraduates which will make their daily live be life as it brings great convenience especially when it comes to buy food buying online.

1.7 DEFINITION OF THE TERM

a) Online Food Delivery Service

In recent years, the popularity of online food delivery (OFD) services in Malaysia's food and beverage industry has increased dramatically. Ordering food online is the new going out to eat, and it's not just for takeaways or restaurants. This shift in taste may explain why food delivery businesses have developed online in major cities (Chai et al 2019).

b) Perceived usefulness

Perceived usefulness, defined by Davis (1986), is the user's subjective notion that employing technology can enhance the quality of their work performance. A term known as "perceived usefulness" demonstrates how changing people's behaviour might be a particular aspect of prolonged usage on several occasions (Xia et al., 2019).

1.8 ORGANIZATION OF THE THESIS

The report is divided into three chapters. The first chapter introduces the key concept of a research paper known as an introduction, the background of the study, the problem statement, the research question, the research goal's objective, the scope of the study, the significance of the study, the definition of the term and the organization of the thesis.

Chapter 2 includes a literature review analysis from previous articles or journals. An introduction, underpinning theory, a description of independent variables and dependant variables, a hypotheses statement, and the conceptual framework are discussed.

Chapter 3 discusses the process of doing research which includes an introduction, research design, data collection method, population of the study, sample size, sampling techniques, research instrument development, measurement of the variables, data analysis procedure, and the review of chapters.

CHAPTER 2: LITERATURE REVIEW

2.1 INTRODUCTION

The rapid adoption of mobile devices like smartphones and tablets is a major factor in the industry's meteoric rise in recent years. The term "mobile commerce" refers to a kind of electronic commerce in which transactions are completed utilizing mobile devices. In recent years, this industry has expanded significantly as more and more people like shopping for groceries and other food stuffs online (Cho et al., 2019). Many countries now have at least one significant food distribution platform thanks to the proliferation of OFDS. OFDS relies heavily on the use of online marketplaces for all retail needs. OFDS offers a variety of choices and allows customers to order directly from their mobile phones at various restaurants. Platforms such as Grab Food, Food Panda, Lalamove, Shopee Food, and Misi Rakyat combine supplies from multiple restaurants to give consumers the flexibility to browse, select, order, track and fulfil their food orders. We developed an aggregating website and mobile app (Guden et al., 2020). OFDS has created a new consumer market by offering 24/7 service through a wide range of business and service models.

This section will go through interrelated basic theories, literature reviews, and conceptual frameworks. The literature review is complemented by referring to additional researcher attempts to understand and investigate the study problems. A framework is a view of how ideas and interrelated variables in a survey fit together.

2.2 UNDERPINNING THEORY

This research involves Ajzen's (1991) theory of planned behavior to understand the elements (customer perceptions of value, persuasiveness of online content, and other contextual factors) that influence consumers' decision-making in an OFDS setting.

i. Theory of Planned Behavior (TPB)

TPB is a principle developed for explaining any elements that have an effect on behavioral goals (Ajzen, 1991). The middle idea of the TPB suggests that mindset, subjective norms, and perceived behavioral an manipulate one determinants of behavioral intention, which, in turn, decide behavior The TPB model has been implemented notably by way of advertising and marketing researchers to predict they behavioral intentions. The utility of the TPB to determine elements related to intentions to apply OFD apps has been tested in lots of studies with the use of empirical studies strategies. as an instance, Chen et al. (2020)

implemented the TPB to understand clients' purchase intentions toward OFD structures. The look at showed that TPB construct and considerably affected purchase goals toward OFD offerings thru utilitarian and hedonic values. Troise et al. (2020) combined the Theory of Acceptance Model (TAM) and the TPB to understand the principal predictors of users' goals to use food delivery apps. They discovered that "combining the TAM and the TPB presents a legitimate and significant version that may be used to understand OFD users' behavioral intentions." however, researchers have integrated more variables inside the TPB to gain more accuracy in predicting behaviors (Bae and Chang, 2020).

2.3 PREVIOUS STUDIES

In Malaysia, the food and beverage sector are experiencing a new wave because of the popularity of online food delivery (OFD) services. Not just confined to take-away and consuming out, online meal ordering is the brand-new dining out. In Malaysia, there are various meal delivery firms with many services' online food transport offers. Food Panda, the principal shipping firm, began actively expanding in Malaysia and is one of the companies involved. Grab food, food panda delivery, and a few more competitors in this sector, with a majority of them based in Kelantan. This is logical, since food delivery services confront the challenge of location and coverage boundary, all while simultaneously preserving high purchaser happiness with on-demand delivery, unlike other e-commerce products that are easier to expand with the dependence on 3PL transport.

2.3.1 TIME-SAVING

By the way, the usage of online food delivery platform to reserve foods, it could enable the graduates to save their time on locating food and beverages to eat. Besides, in line with Dazmin and Ho (2019), having meal in the physical store is taken into consideration as time ingesting. Subsequently, it will affect the goal of undergraduates to implement the use of OFD service in their daily lifestyle in Malaysia.

The consumers could have perceptions that the more an app can keep their time or be used as speedy as possible, the easier the app may be used (Prabowo and Nugroho, 2018). It could take the instance pertain to the common place lifestyle or livelihood of major graduates. Other than cooking through themselves, the handiest manner for them to enjoy their meal is using OFD service. They will deliver the food to consumers on time as promised through the food delivery apps or websites since they are guaranteeing to being fast and easy.

2.3.2 COST SAVING

OFDS could help undergraduates to save their expenses by ordering foods and beverages via websites or applications. Through OFDS, they may minimize their expenses such as incurring extra transportation costs to visit a restaurant. A plenty of time and money can be saved by using online food delivery services. Due to this, the undergraduates don't have to wait to buy foods while you drive them to the restaurant. This results in significant time, effort, and financial savings. After all, traveling requires a lot of time and effort in addition to the expense of petrol.

As a evaluate, the graduates will take the price of ingesting into consideration on account that they'll constantly pick for lower price (Yeo et al., 2017). By using having the invention of to apply OFD service, purchasers can experience lower rate of foods by way of the usage of website or mobile application to reserve foods and use shipping provider as referred by Prabowo and Nugroho (2018). Therefore, it can be said as smart move to order and purchase the foods through online food delivery service.

2.3.3 PERCEIVED USEFULNESS

Perceived usefulness can be defined as consumers' trust approximately buying through online platforms will decorate the performance of the purchasing method which includes attempting to find price comparison and orders placement and monitoring thru the web will beautify the efficiency and efficacy of purchasing technique. In this modern age of technology development, we are surrounded by means of high era embody the smart gadgets like smartphone, tablet and laptop. So that you can hold tempo with the times, there are mickle restaurants started out to have the advent in their personal enterprise website or mobile utility to permit people to order food via online and use the delivery service in place of solely provide in offline shop service.

2.3.4 PRIOR ONLINE PURCHASE

Prabowo and Nugroho (2018), mentioned that a consumer who used to practise online buying is referred as having earlier online purchase. It is going to influence the consumers choice whether they're having the purpose to use that services or product for the second one time. It goes without saying that having earlier online buy experience relates to the repurchase goal of the consumers. If they used to experience decent service, it will incur them to use that provider once more. In contrast, they will likely not be fascinated to use it for the second one

time after they went thru an awful experience. It's simple that experiences from past excellent will have an impact on their choice making on the repurchase intention (Yeo et al., 2017).

2.4 HYPHOTHESES STATEMENT

H1: There is a positive relationship between time saving towards online food delivery services among University Malaysia Kelantan undergraduates.

H2: There is a positive relationship between cost saving towards online food delivery services among Universiti Malaysia Kelantan undergraduates.

H3: There is a positive relationship between the perceived usefulness towards online food delivery services among Universiti Malaysia Kelantan undergraduates.

H4: There is a positive relationship between prior online purchase experience towards online food delivery services among Universiti Malaysia Kelantan undergraduates.

2.5 CONCEPTUAL FRAMEWORK

The aim of this study is to determine the use of online food delivery service among Universiti Malaysia Kelantan undergraduates. Figure 2.1 illustrates the research framework for this study. There are many Intensions to use Online Food Delivery Service (OFDS) in previous articles and studies. For this research, there are four factors chosen such as time saving, cost saving, perceived usefulness, and prior online purchase experience. All these factors will be studied whether they are related to The Use of Online Food Delivery Service Among Universiti Malaysia Kelantan Undergraduates.

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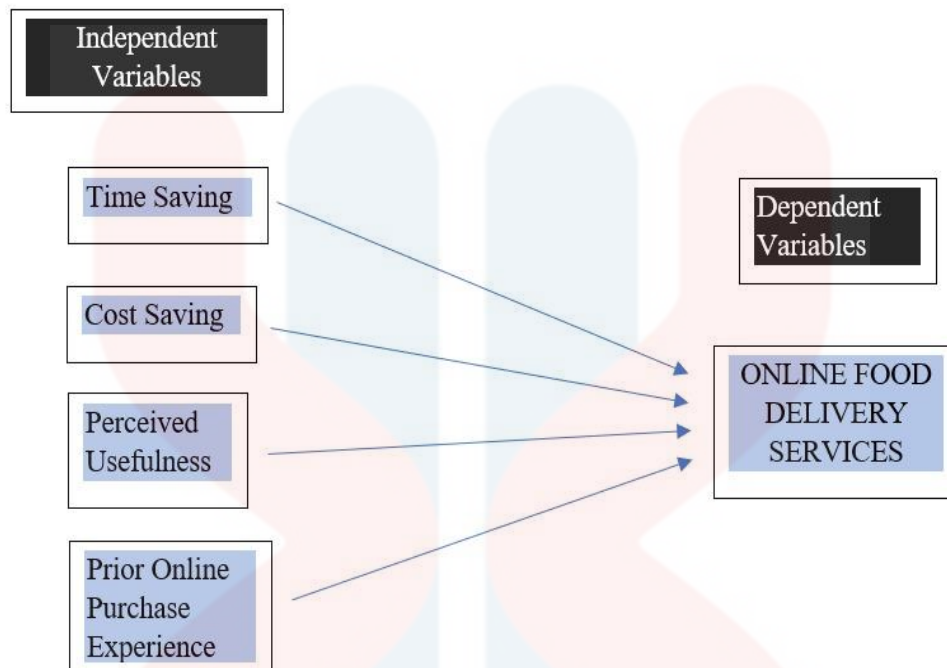
RESEARCH FRAMEWORK

Figure 2.1: Conceptual Framework of Use of Online Food Delivery Service among Universiti Malaysia Kelantan Undergraduates

2.6 CONCLUSION

This chapter is a literature review related to the topic which The Use of Online Food Delivery Service Among Universiti Malaysia Kelantan Undergraduates. There is one related theory in this study, which are Theories of Planned Behaviour (TPB). These theories are related to the topic of this study. Furthermore, this study provides evidence on The Use of Online Food Delivery Service Among University Malaysia Kelantan Undergraduates, by referencing numerous relevant articles, journals, and prior research. Following that is a conceptual framework that explains more briefly through diagrams. The methodology of the research will be discussed in the following chapter.

CHAPTER 3: RESEARCH METHODS

3.1 INTRODUCTION

This chapter discussed the research methodology, which is necessary to ensure that the study employs the most appropriate and efficient methods for addressing the research questions. In examining the use of online food delivery services among undergraduates in Malaysia, this chapter particularly describes the research design, data collection methods, study population, sample size, sampling techniques, research instrument development, measurement of the variables, and the last one data analysis.

3.2 RESEARCH DESIGN

A research design is a strategy for collecting and processing data to achieve the research objectives (Dr.Suparyanto and M.Kes 2009) and hypotheses. The plan is the comprehensive program for the research, and it describes everything that the researcher will do, from hypothesis testing to data analysis. The recent study used a descriptive research design, which is used to describe population, phenomenon, or experience characteristics. In general, quantitative research is a type of educational research in which a researcher gets to decide what to study, asks specific questions, narrows the scope of questions, and collects quantitative data (Creswell 2009). This study improved understanding of the relationship between dependent and independent variables. The independent variables are time-saving, cost-saving, perceived usefulness, and prior online purchase experience while the dependent variable is online food delivery services. This study, on the other hand, gathered information from primary sources. In addition, primary data is collected through questionnaires, surveys, and other methods.

3.3 DATA COLLECTION METHOD

The data collection method can be divided into two categories: primary data collection methods and secondary data collection methods. For our group, we will use primary data collection.

3.3.1 PRIMARY DATA

According to (Hox and Boeije 2005), primary methods of data collection is data collected for the specific research problem at hand, using appropriate procedures that fit the research best, in which new data were added or personally collected to the existing store or collection of social knowledge, and the data and information could be collected using a variety of methods such as in-depth interviews, questionnaires with closed-ended questions, focus

groups, observation, case studies, and so on. With, for this research, the researchers will collect data by close-ended question which is using google form as medium.

The researchers choose to pick the respondents from undergraduates from 3 branches of Universiti Malaysia Kelantan (UMK), which is from Kota campus, Bachok campus and Jeli campus. The data collection will be conducted to 300 respondents from the three campuses.

3.4 STUDY POPULATION

The population can be defined as the population that the researcher intends to study and is relevant to the research topic. Simply put, a population is a large group of interesting people, events, or things that researchers want to investigate (Kumar et al. 2013), and each population is also known as an element. The population in this study entails undergraduates from public institutes from Kelantan and we particularly choose our population from 3 branches of Universiti Malaysia Kelantan (UMK), which is UMK City campus, Bachok campus and Jeli campus. The population of UMK undergraduates is about 15 000.

3.5 SAMPLE SIZE

A sample is a typical subject that a more extensive group might use. It is a subset of the population that contains around 15 000 students from 3 campuses. When the population size becomes too big for the sample to include all potential members or supervisors, samples are used in data analysis. A sample must be representative of the entire population and should not influence voters toward any one character. After analyzing the sample, the researcher should be able to extract conclusions that are normally relevant to the target group. This study sample size focuses on undergraduates from a public university in Kelantan, which is University Malaysia Kelantan. We collect data by doing a questionnaire to give to respondents. The table below assists in determining sample size based on the population sampled. Based on table 3.1 below of Krejcie and Morgan, 1970, we choose 375 respondents for our study to match our population size.

Table 3.1: Table of Krejcie and Morgan (1970)

<i>N</i>	<i>S</i>	<i>N</i>	<i>S</i>	<i>N</i>	<i>S</i>
10	10	220	140	1200	291
15	14	230	144	1300	297
20	19	240	148	1400	302
25	24	250	152	1500	306
30	28	260	155	1600	310
35	32	270	159	1700	313
40	36	280	162	1800	317
45	40	290	165	1900	320
50	44	300	169	2000	322
55	48	320	175	2200	327
60	52	340	181	2400	331
65	56	360	186	2600	335
70	59	380	191	2800	338
75	63	400	196	3000	341
80	66	420	201	3500	346
85	70	440	205	4000	351
90	73	460	210	4500	354
95	76	480	214	5000	357
100	80	500	217	6000	361
110	86	550	226	7000	364
120	92	600	234	8000	367
130	97	650	242	9000	368
140	103	700	248	10000	370
150	108	750	254	15000	375
160	113	800	260	20000	377
170	118	850	265	30000	379
180	123	900	269	40000	380
190	127	950	274	50000	381
200	132	1000	278	75000	382
210	136	1100	285	100000	384

Note.—*N* is population size. *S* is sample size.
 Source: Krejcie & Morgan, 1970

3.6 SAMPLING TECHNIQUES

3.6.1 NON-PROBABILITY SAMPLE TECHNIQUES

Non-probability sampling is a sampling strategy where samples are chosen by the researcher based on their assessment in a contrast to doing by random. It is a less strict approach. This sampling technique strongly relies on the researchers' knowledge. non-probability sampling also gives not every member of the population an equal opportunity of taking part in the study. There is a known chance that each person in the population will be chosen. When random probability sampling is not practicable owing to time or money constraints, researchers adopt this method.

This method has 4 types of sampling consecutive sampling, quota sampling, judgmental sampling, and snowball sampling. Besides, researchers can take respondents from undergraduates from universities around Kelantan like University Malaysia Kelantan, to study the use of online food delivery services among University Malaysia Kelantan undergraduates.

3.6.2 CONVENIENCE SAMPLING TECHNIQUES

This study used non-probability sampling, which is used when the population is not well defined, or the population is big. The major justification for using this non-probability sampling method is that it is less expensive and can frequently be contracted more quickly than the probability sample methodology (Micheal, 2011).

For respondents who are conveniently accessible, a convenience sample is created. An alternate definition of convenience sampling is the data collected from members of the population who are freely reachable. The accessibility and efficiency of knowledge discovery are the main advantages of this sampling method. Convenience sampling is likely the best technique for quickly and effectively collecting basic data, and it is most frequently employed during the exploratory stage of a research study.

3.7 RESEARCH INSTRUMENT DEVELOPMENT

Study instruments are tools that are used to collect, measure, and analyze data from participants associated with a research topic.

3.7.1 SURVEY QUESTIONNAIRE

Since questionnaires are the most effective method for researchers to bring in a huge number of respondents, questionnaires will commonly be applied in this study to carry out the study's objectives and collect data. This study will apply an online survey. A researcher has share messages through WhatsApp code to UMK students from 3 campuses to complete the survey such a Google form. Direct information also increases data quality while decreasing data completion time. However, the cost of a questionnaire survey needs to be taken into factor because it can collect a lot more data for less money than phone or face-to-face interviews. By requiring respondents to answer several different parts of questions, it can help achieve the study's objectives. Questions about independent and dependent variables were included in the questionnaire's content.

3.8 MEASUREMENT OF THE VARIABLE

In variable measurement, there are four (4) levels of measurement: nominal scale, ordinal scale, interval scale, and ratio scale. The nominal scale is used to create representations from many categories. Using an ordinal scale, data are grouped in a hierarchy by going from low to high. A scale that allows only the degree of difference between products and their percentage is called an interval scale. The greatest degree of measurement is a ratio scale, which enables researchers to define goals while also ranking and comparing differences. The ration scale, however, was not used in this study. The scale utilized in this study, in particular, is a proposed questionnaire among students at Universiti Malaysia Kelantan. We can assign numbers to the attributes relating to the study's topic by using a nominal scale, ordinal scale, interval scale, and 5-point Likert scale on the scale for this study.

3.8.1 NOMINAL SCALE

A nominal scale is a straightforward scale that allows respondents to select answers from among various groupings or classes. Additionally, researchers can assign respondents to particular groups and categories using nominal scales. Additionally, this scale offers researchers some 32 individualised information like gender or industry (Sekaran & Bougie, 2010). A nominal scale involves many categories and is more concerned with the respondents' privacy. For instance, respondents can be divided into two categories based on the gender variable (male and female). Codes 1 and 2 can be used to identify these two groupings. These statistics are used to categorise respondents into one of two distinct, non-overlapping, or mutually exclusive groups and have no inherent value. In our research paper, we used nominal scale for demographic groupings such as gender, year of education, campus, living area, OFD frequency, OFD website frequency, and OFD purchase frequency.

3.8.2 ORDINAL SCALE

Ordinal scales distinguish across different categories in addition to categorizing variables. Two questions were divided into the study questionnaire's section A using an ordinal scale. For instance, the respondent's age, the number of years they've worked, and their level of schooling. This is due to the fact that the ordinal scale classifies variables for each respondent based on specific persons. When conducting the final analysis of the survey responses, the ordinal scale can be used to establish the frequency of the respondent's degree of education,

occupation, and age. Now that we've seen it, the ordinal scale offers more data than the nominal scale. In our research paper, we used ordinal scale for demographic groupings such as age.

3.8.3 INTERVAL SCALE

The interval scale, also known as the equal interval scale, represents the values of the qualities being assessed by numerically equal lengths on the scale. Quantitative and numerical scales have intervals. The interval scale measures the magnitude, equality, and order of the differences in the variable. As a result, the arithmetic mean serves as the specific scale's measure of central tendency rather than the nominal and ordinal scales. The range, standard deviation, and variance are its measurements of dispersion. In our research paper, we used interval scale for dependent variable which is online food delivery service and independent variables such as time saving, cost saving, perceived usefulness and prior online purchase experience.

3.8.4 LIKERT SCALE

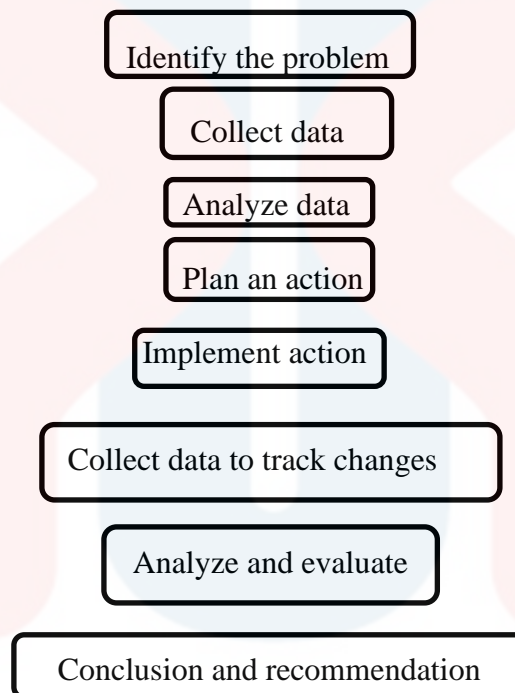
Table 3.2: Likert Scale

SCALE	STAGE
1	Strongly disagree
2	Disagree
3	Neutral
4	Agree
5	Strongly agree

On a scale from 1 to 5, the Likert scale rating uses five points to indicate how strongly respondents agree or disagree with a statement. The variety of alternatives on the Likert scale makes it easier for responders to react and helps in answering the questions. A Likert scale is a five-point scale with the following anchors that are used to determine how much respondents agree with a statement, such as "do you like to interact with university programmes": Strongly Disagree = 1, Disagree = 2, Not Agree, Nor Disagree (Neutral) = 3, Agree = 4, and Strongly Agree = 5 (further on in this chapter we will study different types of ratings and rating scales, including the Likert scale).

3.9 PROCEDURE OF DATA ANALYSIS

The research used descriptive data analysis as its method. This method of descriptive data analysis is one of the fundamental approaches to data analysis. Using the collected data more simply is this way. By compiling past data, the analysis that was applied can answer the question "what happened." Normally, it has the shape of a dashboard. The best research methods must be followed to obtain most of the information on this correctly and efficiently. The steps to complete the data analysis technique are listed below.



3.9.1 Pilot study (Reliability analysis)

The term reliability relates to how reliant or constant a test is in measuring a feature. The consistency of a test, survey, observation, or other measuring equipment is synonymous with reliability. This test is dependable for determining whether a test score is consistent, useable, or repeatable and it is a function with a score that is not affected by measurement error. Reliability and consistency of the items will be evaluated using Cronbach Alpha. Below is the table of the size of correlation and interpretation.

Table 3.3 The size of correlation and interpretation

Size of correlation	Interpretation
0.90 to 1.00/ -0.90 to -1.00	Very high positive/ negative correlation
0.70 to 0.90/ -0.70 to -.090	High positive/ negative correlation
0.50 to 0.70/ -0.50 to -0.70	Moderate positive/ negative correlation
0.30 to 0.50/ -0.30 to -0.50	Low positive/ negative correlation
0.00 to 0.30/ 0.00 to -0.30	Little any correlation

3.9.2 FREQUENCY DISTRIBUTION

To collect all the personal information or to categorize the variables, use frequency distribution. This distribution uses a key in the data set and is associated with the frequency occurrence of the data collection. This frequency distribution test will also be employed in section A, which is the respondent's demographic profile such as as gender, age, year of education, campus, living area, OFD frequency, OFD website frequency, and OFD purchase frequency.

3.9.2 DESCRIPTIVE ANALYSIS

Descriptive statistics are used to logically introduce a quantitative picture. An overview of examples and estimates will be given. In addition to straightforward demarcation investigations, it gives a justification for each quantitative evaluation of different data. Researchers may gather multiple estimations or evaluate a significant population to measure in research investigations. Analysts can work on information measures with a clearer framework if they have access to interesting insights.

Frequency analysis is an essential component of descriptive statistics. Using SPSS programming, the frequency of segment profiles was decoded, and all the data was compiled into a table with frequencies and percentages. The analyst's objective to determine the degree of acknowledgment of each feature in this study is used to guide common inquiries. The researcher can then identify the components of this assessment that objective respondents accepted or discounted to produce normal values. This frequency distribution test will also be

employed in section A, which is the respondent's demographic profile such as as gender, age, year of education, campus, living area, OFD frequency, OFD website frequency, and OFD purchase frequency.

3.9.3 CORRELATION ANALYSIS

Pearson Correlation Coefficient intensity and direction of a linear relationship between two continuous variables are tested using the coefficient, which is divided by the standard deviation elements. The correlation indicates how much the two variables vary because of each other. Only the states of a linear dependency are measured by the Pearson coefficient. This connection was utilized to determine whether it is weak, moderate, or strong as well as whether it is negative or positive.

Pearson correlation is also known as r , R , or Pearson's r . A calculation of the linear relationship between two variables in intervals or ratios. It has a value between +1 and -1, where 1 is a total positive linear correlation, 0 is no linear correlation, and -1 is a total negative linear correlation. It is similar to the point-biserial correlation, this is a calculation of the interaction between yes or no male or female and the vector period or ratio of the dichotomy. It occurs when the value of one variable rise while the value of the other decreases, forming a straight line on the scatter chart.

Table 3.4 Value of Correlation Coefficient

Value of the correlation Coefficient	Strength of Correlation
1	Perfect
0.7 - 0.9	Strong
0.4 – 0.6	Moderate
0.1 – 0.3	Weak

3.10 CONCLUSION

In this section, we will look at the research methodology and how this research will be carried out. This part is responsible for the data population, sampling technique, research instrument, data collecting method, sample size, and research strategy. This part supports analysts in better understanding how to obtain information and assess the information that will be gathered to continue with exploration to meet the purpose of this study.



CHAPTER 4: DATA ANALYSIS AND FINDINGS

4.1 INTRODUCTION

This chapter discusses the analysis results based on the data collection from 350 respondents. The data analysis was conducted using IBM Statistical Package for the Social Sciences (SPSS) version 26 and it includes reliability test, respondents' demographics, descriptive analysis, a normality test, and testing of hypotheses.

4.2 RELIABILITY ANALYSIS

Information was gathered from 30 respondents to conduct pilot tests. Then it was put through a reliability test. This is done to determine the consistency of the respondents. Additionally, this reliability work is crucial in the frequently done researcher's data analysis. This reliability analysis is being conducted to determine the consistency of the data that has been gathered. Additionally, this analysis is carried out to ensure that the results are based on accurate survey data. Those data were measured by using the Cronbach Alpha value in the SPSS software.

Table 4.1: The Rules of Thumb about Cronbach's Alpha

CRONBACH'S ALPHA	CONSISTENCY OF QUESTIONNAIRES
< 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

Before a full-scale performance, a research proposal is tested in a small-scale reliability analysis known as a "pilot test." A pilot study's goal is to evaluate a proposed approach's acceptability, time, cost, risk, and performance before it is applied to a research project. In pilot testing, we choose a group of end users to test the framework and provide feedback before the

framework's full deployment. Pilot testing aids in the early identification of framework glitches.

We must give out the questionnaires to the respondents so they can complete a pilot test. Using SPSS software, we will examine the data for reliability that we have gathered from the questionnaire. If any issues were discovered during the pilot test, the questionnaire will need to be improved or modified considering the results before being given to the respondents.

Table 4.2: The Results of the Pilot Test for All variable by Reliability Test

Variables	No of Item	Cronbach's Alpha
Online Food Delivery Services	5	0.890
Time Saving	5	0.887
Price Saving	5	0.883
Perceived Usefulness	5	0.876
Prior Online Purchase	5	0.883

Table 4.2 demonstrates the overall reliability of the independent dependent variables from 30 questionnaires. The independent variable is time-saving, cost saving, perceived usefulness, and prior online purchase experience, which confirmed Cronbach's alpha coefficient value of 0.887, 0.883, and 0.876 respectively which had been good. The online food delivery services proven in the table above changed into the dependent variable inside the examiner and its Cronbach's alpha coefficient value confirmed 0.890 which is good and reliable.

The fact that the variables' Cronbach's alpha charge exceeded 0.7 demonstrated the questionnaires' high reliability and allowed the study to move forward. In addition, it indicates that the questionnaire has been approved for this study and that the respondents have a thorough understanding of the questions that have been posted.

4.3 DEMOGRAPHIC PROFILE OF RESPONDENT

The total respondent who involves in answering the research was 375 students from all 3 campuses University Malaysia Kelantan. The demographic profile was included their gender, age, year of education, campus, living area, frequently of respondent use online food delivery

app, how often respondent visit food delivery websites, and how often respondent purchase food online.

4.3.1 Gender

Table 4.3.1 Respondents' Gender

Gender					
Category		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	203	54.1	54.1	54.1
	Female	172	45.9	45.9	100.0
	Total	375	100.0	100.0	

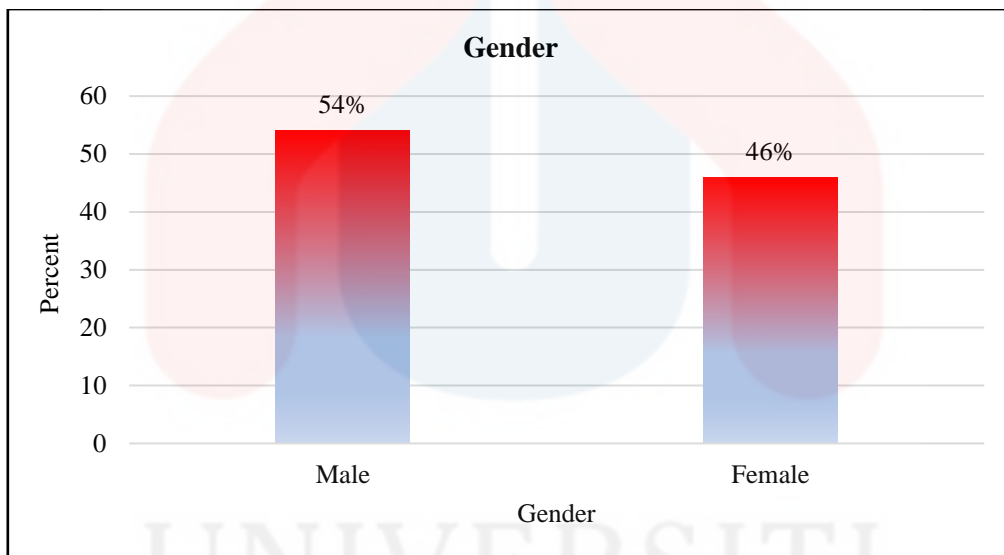


Figure 4.3.1: Respondents' Gender

Table 4.3.1 and Figure 4.3.1 show the gender with 375 respondents who participated in answering the questionnaire. From the data collected, the majority who answer the questionnaires are male which consisted of 54% or 203 respondents, while the female respondents only have 46% or 172 respondents from the 375 respondents.

4.3.2 Age

Table 4.3.2 Respondents' Age

Age					
Category		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	19 years old and below	43	11.5	11.5	11.5
	20-29 years old	325	86.7	86.7	98.1
	30-39 years old	5	1.3	1.3	99.5
	40-49 years old	2	.5	.5	100.0
	Total	375	100.0	100.0	

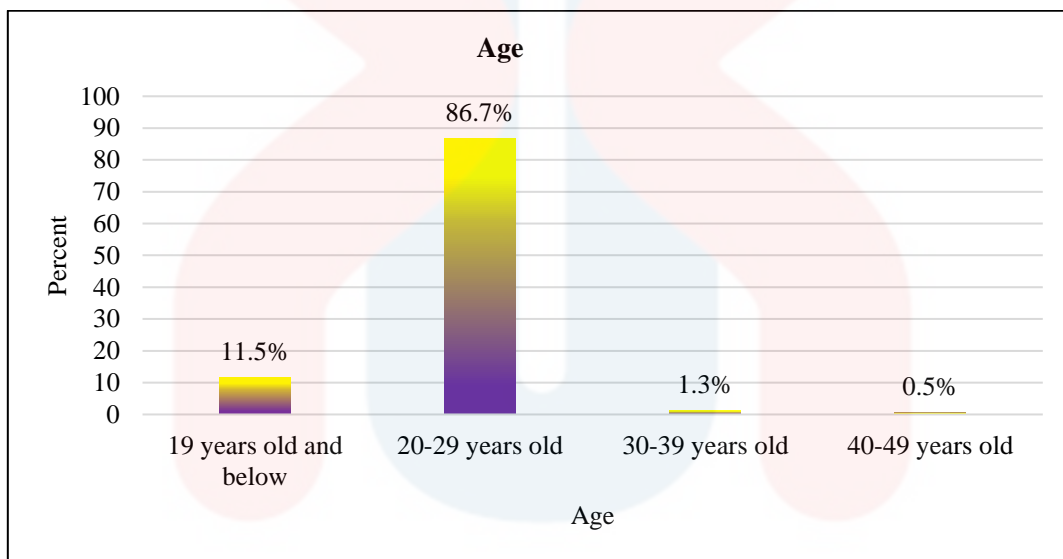


Figure 4.3.2: Respondents' Age

Table 4.3.2 and Figure 4.3.2 show the ages with the total of 375 target respondents are participating in answering the questionnaire. There are 4 age group respondents which are 19 years old and below, 20-29 years old, 30-39 years old and 40-49 years old. There are 43 respondents (11.5%) with the age 19 years old and below, 325 respondents (86.7%) with the age 20-29 years old, 5 respondents (1.3%) with the age 30-39 years old and only 2 respondents (0.5%) are 40-49 years old from the total 375 of target respondent.

4.3.3 Year of Education

Table 4.3.3 Respondents' Year of Education

Year of Education					
Category		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 st year	53	14.1	14.1	14.1
	2 nd year	82	21.9	21.9	36.0
	3 rd year	91	24.3	24.3	60.3
	4 th year	149	39.7	39.7	100.0
	Total	375	100.0	100.0	

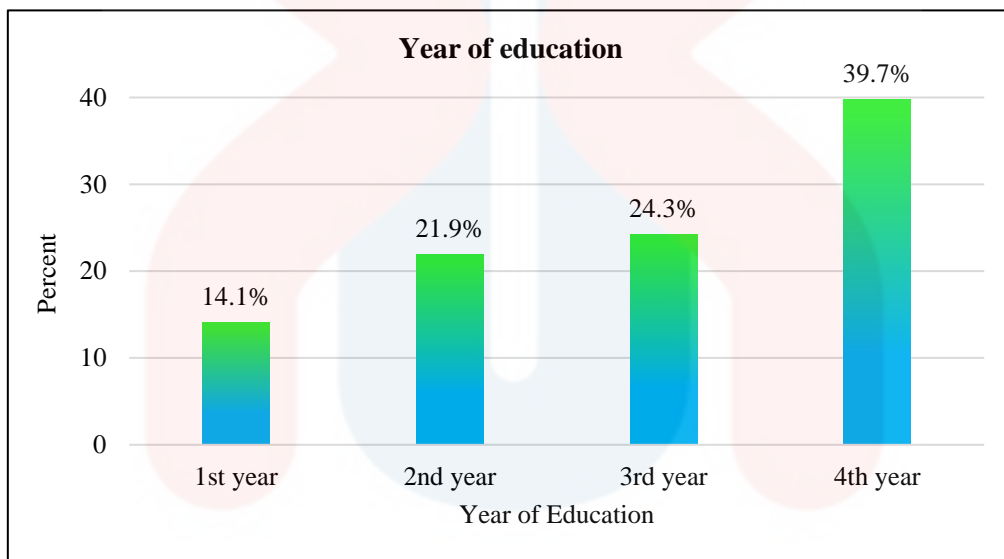


Figure 4.3.3: Respondents' Year of Education

Table 4.3.3 and Figure 4.3.3 show the year of education with the total of 375 target respondents are participating in answering the questionnaire. There are 4 groups respondents which are 1st year, 2nd year, 3rd year and 4th year. There are 53 respondents (14.1%) from 1st year student, 82 respondents (21.9%) are 2nd year student, 91 respondents (24.3%) are 3rd year student. Besides, the highest number of respondents is in 4th year student which is 149 respondents (39.7%).

4.3.4 Campus

Table 4.3.4 Respondents' Campus

Campus					
Category		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	City	183	48.8	48.8	48.8
	Bachok	98	26.1	26.1	74.9
	Jeli	94	25.1	25.1	100.0
	Total	375	100.0	100.0	

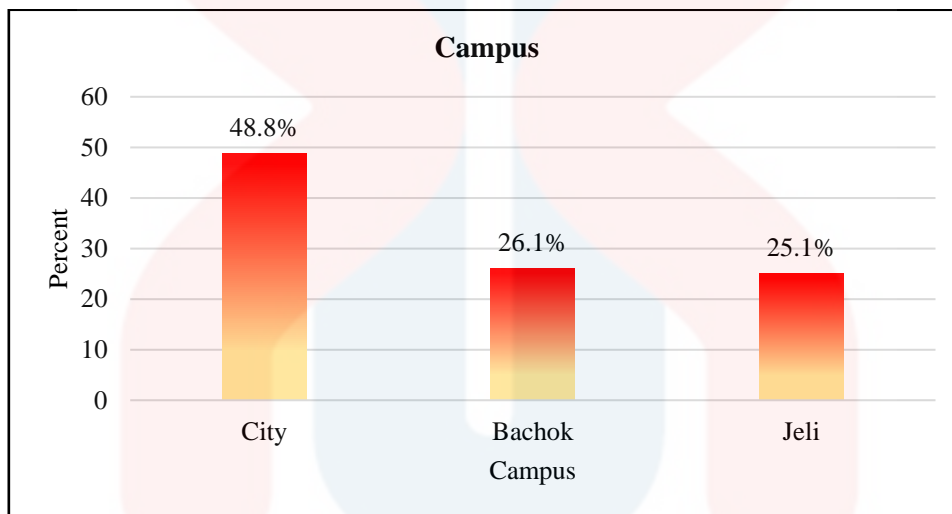


Figure 4.3.4: Respondents' Campus

Table 4.3.4 and figure 4.3.4 show the campus of respondents. City campus is the highest number which consists 183 out of 375 respondents which equal to 48.8% from the total respondent. While from Bachok campus is 98 respondents which is 26.1% and Jeli campus is 94 respondents which is 25.1%.

4.3.5 Living Area

Table 4.3.5 Respondents' Living Area

Living Area					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Rural	105	28.0	28.0	28.0
	Urban	155	41.3	41.3	69.3
	Suburban	115	30.7	30.7	100.0
	Total	375	100.0	100.0	

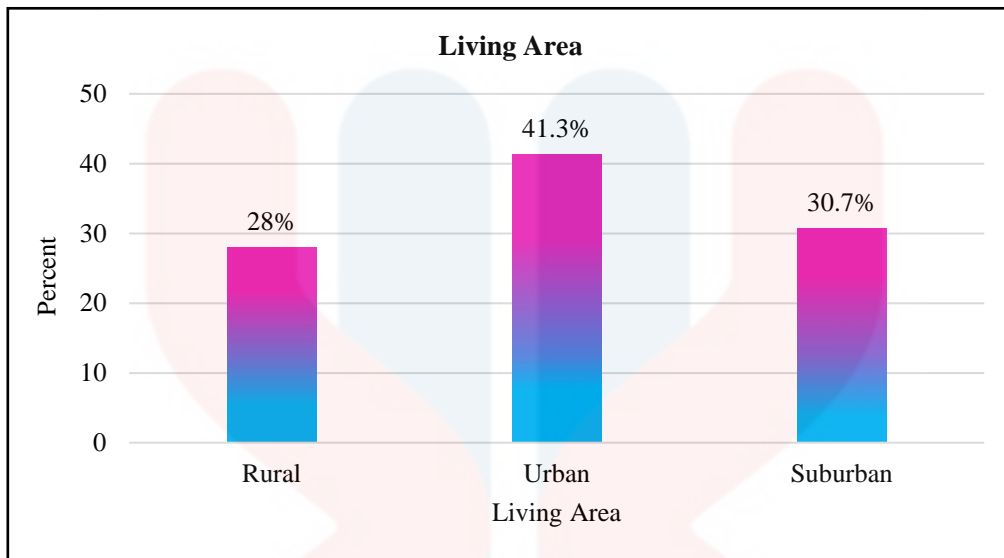


Figure 4.3.5: Respondents' Living Area

Based on Table 4.3.5 and Figure 4.3.5, there are 3 types of living area from the total respondents. Urban area accounted the largest percentage about 41.3% or 155 respondents from the total respondent. Second is suburban area which hold 30.7% or 115 respondents. Thus, the following living area is rural area which hold 28% or 105 respondents.

4.3.6 Frequently of respondent use online food delivery app.

Table 4.3.6 Frequently of respondent use online food delivery app.

The most frequently used online food delivery app.					
Category		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Grabfood	147	39.2	39.2	39.2
	Foodpanda	208	55.5	55.5	94.7
	Shopeefood	12	3.2	3.2	97.9
	Others	8	2.1	2.1	100.0
	Total	375	100.0	100.0	

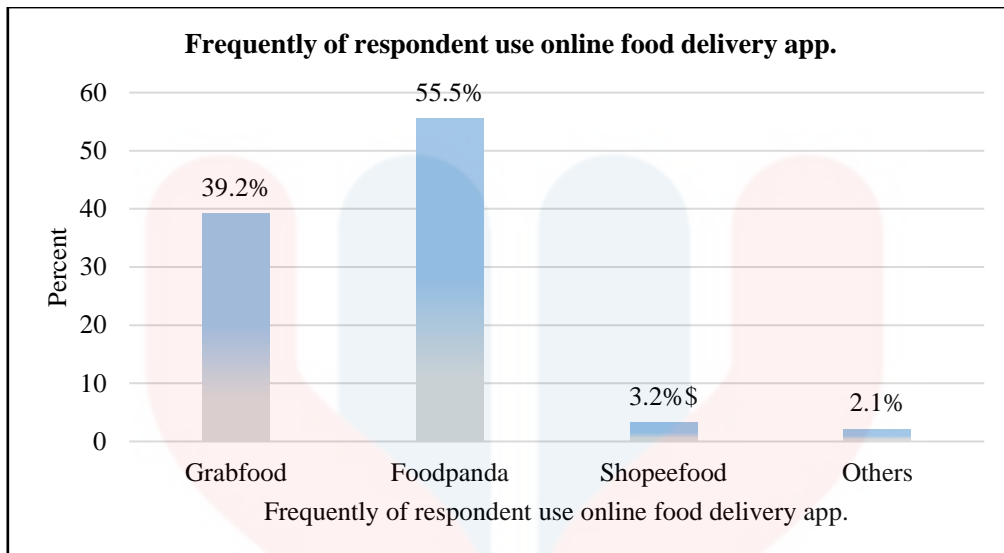


Figure 4.3.6: Frequently of Respondent use Online Food Delivery App

Table 4.3.6 and Figure 4.3.6 above illustrate the frequently of respondent use online food delivery app. The Foodpanda app is the highest number of respondents which was 208 respondents (55.5%), the second highest number of use online food delivery app is Grabfood which consists of 147 respondents (39.2%). The number of Shopeefood delivery app consist of 12 respondents (3.2%). Moreover, others app is the lowest number of use online food delivery app which consist of 8 respondents (2.1%) from the total respondents.

4.3.7 Frequently of respondent visit food delivery websites

Table 4.3.7 Frequently of respondent visit food delivery websites

How often you visit food delivery websites?					
Category		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Everyday	71	18.9	18.9	18.9
	Weekly	168	44.8	44.8	63.7
	Monthly	122	32.5	32.5	96.3
	Never	14	3.7	3.7	100.0
	Total	375	100.0	100.0	

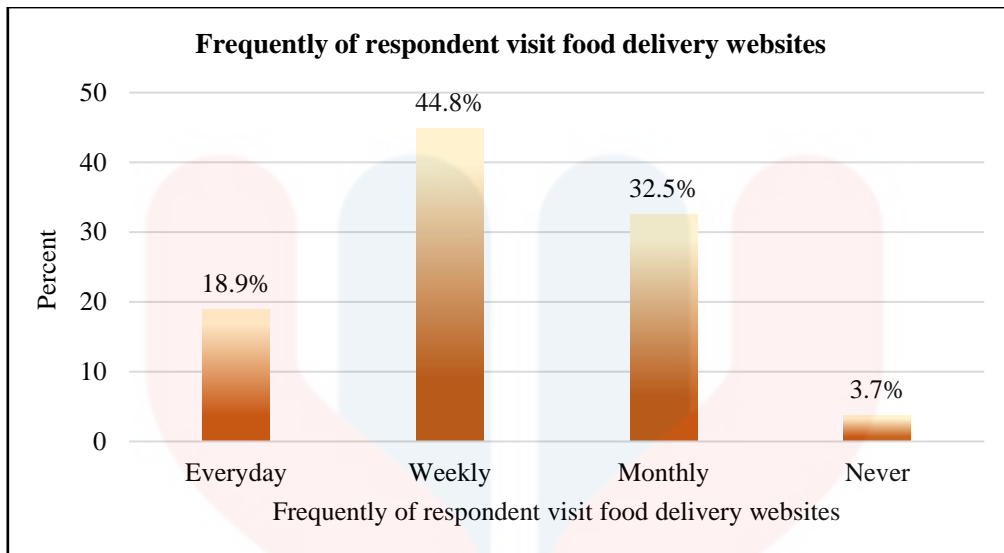


Figure 4.3.7: Frequently of respondent visit food delivery websites

Table 4.3.7 and Figure 4.3.7 show the frequently of respondent visit food delivery websites, there is divided into frequency of everyday, weekly, monthly, never. From the total of 375 respondents, 71 (18.9%) of them are frequently visit food delivery websites every day, 168 (44.8%) of them visit food delivery websites weekly, 122 (32.5%) of them visit food delivery websites monthly, and 14 (3.7%) of them never visit food delivery websites.

4.3.8 Frequently of respondent purchase food online

Table 4.3.8 Frequently of respondent purchase food online

How often do you purchase food online?					
Category		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Everyday	57	15.2	15.2	15.2
	Weekly	153	40.8	40.8	56.0
	Monthly	150	40.0	40.0	96.0
	Never	15	4.0	4.0	100.0
	Total	375	100.0	100.0	

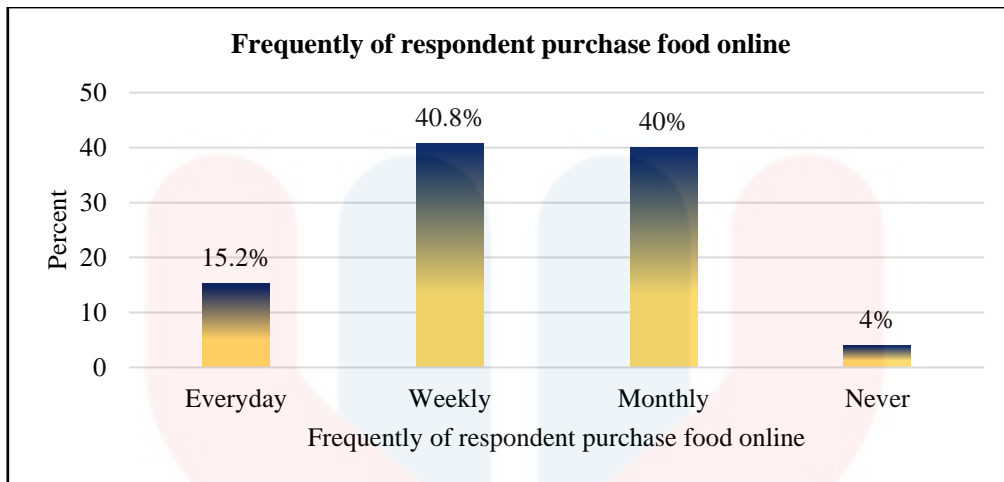


Figure 4.3.8: Frequently of respondent purchase food online

Table 4.3.8 and Figure 4.3.8 show the frequently of respondent purchase food online, there is divided into frequency of everyday, weekly, monthly, and never. From the total of 375 respondents, 57 (15.2%) of them are frequently purchase food online every day, 153 (40.8%) of them purchase food online weekly, 150 (40%) of them purchase food online monthly and 15 (4%) of them never purchase food online.

4.4 DESCRIPTIVE ANALYSIS

For the descriptive analysis, the researcher comes out with an analysis by using the mean for every section of the dependent variable and independent variables. It is to find out the factors affecting the use of online food delivery services among undergraduates from public universities in Kelantan. From the analysis, the researcher compared the mean between the dependent variable and independent variable for every question. Then, the researcher will find out the answer of which strongly agreed with the respondent and strongly disagreed. The responses are scaled by using the Likert Scale and where 1= strongly disagree; 2= disagree; 3= neutral; 4= agree; and 5; strongly agree.

Table 4.4: Five-Point Likert Scale

Level	Means
Strongly Agree	4.01-5.00
Agree	3.01-4.01
Neutral	2.01-3.00
Disagree	1.01-2.01
Strongly Disagree	0.00-0.01

4.4.1 Dependent Variable

I. Online Food Delivery Services

Table 4.4.1.1: Descriptive Analysis of Online Food Delivery Services.

Descriptive Statistic					
	N	Minimum	Maximum	Mean	Std. Deviation
Online food delivery applications will have a positive impact towards undergraduates while they order food online.	375	1	5	4.10	-1.364
Tracking and tracing is important for me when ordering food through online.	375	1	5	4.28	-1.538
Service quality is an important criteria for repeat purchasing food online.	375	1	5	4.29	-1.492
I always get my order similar to what has been advertised.	375	1	5	4.11	-1.163
I always get my foods delivered without any damage.	375	1	5	4.15	-1.312
Valid N (listwise)	375				

The table shows the highest mean score of dependent variables is 4.29 which is service quality is an important criteria for repeat purchasing food online. Meanwhile, the lowest mean

score of dependent variables is 4.10 which is online food delivery applications will have a positive impact on undergraduates when they order food online.

4.4.2 Independent Variable

I. Time Saving

Table 4.4.1.2: Descriptive Analysis of Time Saving.

Descriptive Statistic					
	N	Minimum	Maximum	Mean	Std. Deviation
Online food delivery services help undergraduates to save time from cooking.	375	1	5	4.20	1.006
Online food delivery service makes my daily life easier.	375	1	5	4.25	0.890
The delivery time of foods constantly meets my expectation.	375	1	5	4.10	1.015
Online food ordering duration is convenient.	375	1	5	4.21	0.933
Food delivery applications helps to purchase food items on time.	375	1	5	4.16	1.002
Valid N (listwise)	375				

The table shows the highest mean score is 4.25 which is online food delivery service makes my daily life easier. Meanwhile, the lowest mean score is 4.10 which is the delivery time of foods constantly meets my expectation.

II. Cost Saving

Table 4.4.1.3: Descriptive Analysis of Cost Saving.

Descriptive Statistic					
	N	Minimum	Maximum	Mean	Std. Deviation
I feel I am getting good food and beverages with a reasonable price when I use the food delivery app.	375	1	5	4.01	1.093
I frequently use promotion codes and vouchers while purchasing food from online.	375	1	5	4.07	1.036
The food delivery service can deliver foods and beverages to the place I live or study by costing affordable delivery fee.	375	1	5	4.05	1.062
The foods that I purchase through online food delivery service is good value for money.	375	1	5	4.04	1.083
Compared with conventional food purchasing ways, it is wise to use the food delivery app.	375	1	5	4.11	1.028
Valid N (listwise)	375				

The table, shows the highest mean score is 4.11 which is compared with conventional food purchasing ways, it is wise to use the food delivery app. Meanwhile, the lowest mean score is 4.01 which is I feel I am getting good food and beverages at a reasonable price when I use the food delivery app.

III. Perceived Usefulness

Table 4.4.1.4: Descriptive Analysis of Perceived Usefulness.

Descriptive Statistic					
	N	Minimum	Maximum	Mean	Std. Deviation
I felt secure in ordering food through the delivery apps.	375	1	5	4.21	0.926
The information provided by the food delivery apps are reliable.	375	1	5	4.17	0.880
The use of food applications is less stressful for me to find food and beverages during late nights.	375	1	5	4.19	0.919
Food delivery apps are easy to use and to place order quickly and efficiently.	375	1	5	4.20	0.905
The food delivery apps offer a variety of restaurant choices.	375	1	5	4.28	0.868
Valid N (listwise)	375				

The table shows the highest mean score is 4.28 which is the food delivery apps offer a variety of restaurant choices. Meanwhile, the lowest mean score is 4.17 which is the information provided by the food delivery apps is reliable.

IV. Prior Online Purchase Experience

Table 4.4.1.5: Descriptive Analysis of Prior Online Purchase Experience.

Descriptive Statistic					
	N	Minimum	Maximum	Mean	Std. Deviation
I am comfortable purchasing from online food delivery application.	375	1	5	4.18	1.053
I will recommend the usage of online food delivery apps to a friend.	375	1	5	4.25	0.921
I intend to continue using this online food delivery service in the future.	375	1	5	4.27	0.962
I will purchase other products or services through online food applications.	375	1	5	4.21	0.990
I think that online food delivery service has sufficient experience in marketing of the products and services that it offers towards undergraduates.	375	1	5	4.16	1.031
Valid N (listwise)	375				

The table shows the highest mean score is 4.27 which is I intend to continue using this online food delivery service in the future. Meanwhile, the lowest mean score is 4.16 which is I think that online food delivery service has sufficient experience in marketing the products and services that it offers to undergraduates.

4.5 NORMALITY TEST

Table 4.5 Test of Normality

Tests of Normality						
	Kolmogorov-Smirnov ^a			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Online food delivery service (DV)	.164	375	.000	.858	375	.000
Time saving (IV1)	.157	375	.000	.878	375	.000
Cost saving (IV2)	.148	375	.000	.892	375	.000
Perceived usefulness (IV3)	.147	375	.000	.883	375	.000
Prior online purchase experience (IV4)	.177	375	.000	.847	375	.000
a. Lilliefors Significance Correction						

Based on the table 4.16 the tests of normality, there are 2 types of tests are used which is Kolmogorov-Smirnova test and Shapiro-Wilk test was running in this test. Any variables that have less p-value from 0.05 was led to an abnormality. Based on the table, it shows the normality test of all the variable are using the Kolmogorov-Smirnova and Shapiro-Wilk test. These variables are normally distributed and the null hypothesis for each variable are accepted.

4.6 HYPOTHESES TESTING

Table 4.6 shows the data of the Pearson Correlation

Correlation					
		Time saving	Cost-saving	Perceived usefulness	Prior Online purchase experience
Mean for online food delivery service	Pearson correlation	.787**	.738**	.780**	.760**

To define the relationship between an independent variable and a dependent variable, the researcher used a correlation analysis to get a result. The independent variable was the variable that define the time-saving, cost-saving, perceived usefulness, and prior online purchase experience. The dependent variables were defined as the online food delivery services among UMK undergraduates.

Table 4 shows the hypothesized relationship between independent and dependent variables.

	Hypothesis	Results	Pearson Correlation	Status
H1	There is a positive significant relationship between time saving and online food delivery service among UMK undergraduates	$p < 0.05$	0.787	Accepted
H2	There is a positive significant relationship between cost saving and online food delivery service among UMK undergraduates	$p < 0.05$	0.780	Accepted
H3	There is a positive significant relationship between perceived usefulness and online food delivery service among UMK undergraduates	$p < 0.05$	0.780	Accepted
H4	There is a positive significant relationship between online purchase experience and online food delivery service among UMK undergraduates	$p < 0.05$	0.760	Accepted

Hypothesis 1 shows the relationship between time-saving and online food delivery services among UMK undergraduates. The p-value was 0.00, which was less than the significant level of 0.01. The Pearson correlation is 0.787 shows that there was a higher positive relationship between time saving and food delivery service. The correlation analysis supported that personal norms have a significant relationship between time-saving and online food delivery services. In conclusion, hypothesis 1 was accepted.

Hypothesis 2 shows the relationship between cost-saving and online food delivery service among UMK undergraduates. The p-value was 0.00, which was less than the significant level of 0.01. The Pearson correlation is 0.738 shows that there was a higher positive relationship between cost saving and food delivery service. The correlation analysis supported that personal norms have a significant relationship between cost-saving and online food delivery services. In conclusion, hypothesis 2 was accepted.

Hypothesis 3 shows the relationship between perceived usefulness and online food delivery service among UMK undergraduates. The p-value was 0.00 which is less than the

significant level of 0.01. The Pearson correlation is 0.780 shows that there was a higher positive relationship between perceived usefulness and online food delivery service. The correlation analysis supported that personal norms significantly correlate with perceived usefulness and online food delivery service. In conclusion, hypothesis 3 was accepted.

Hypothesis 4 shows the relationship between online purchase experience and online food delivery service among UMK undergraduates. The p-value was 0.00 which is less than the significant level of 0.01. The Pearson correlation is 0.760 shows that there was a higher than a positive relationship between online purchase experience and online food delivery service. The correlation analysis supported that personal norms have a significant relationship between online purchase experience and online food delivery service. In conclusion, hypothesis 4 was accepted.

4.7 CONCLUSION

In conclusion, the researcher explains in more detail whether all the results of the research that have been implemented can answer the objectives of the research in this chapter. The researcher has seen the results of the four independent variables which are time saving, cost-saving, perceived usefulness, and online purchase experience have a significant relationship with online food delivery service.

CHAPTER 5: DISCUSSION AND CONCLUSION

5.1 INTRODUCTION

This chapter will discuss the previous chapter's findings.

These Research Objectives are as follows:

- I. To determine the relationship between time-saving and online food delivery services among UMK undergraduates.
- II. To identify the relationship between cost-saving and online food delivery services among UMK undergraduates.
- III. To determine the relationship between perceived usefulness and online food delivery service among UMK undergraduates.
- IV. To identify the relationship between a prior online purchase and online food delivery services among UMK undergraduates.

The following Research Questions will be generated to satisfy the Research Objectives:

- I. Is there any relationship between time-saving and online food delivery services among UMK undergraduates?
- II. Is there any relationship between cost-saving and online food delivery services among UMK undergraduates?
- III. Is there any relationship between perceived usefulness and online food delivery service among UMK undergraduates?
- IV. Is there any relationship between a prior online purchase experience and online food delivery service among UMK undergraduates?

Besides, Chapter 5 also will explain in more detail the implications, and limitations of the study and give some recommendations for future research to continue this study which is a study on the use of online food delivery service among University Malaysia Kelantan undergraduates.

5.2 KEY FINDINGS

All the outcome result will be discussed more detail in this chapter. The researcher will provide a lot of information and explanation based on the result of the finding. The aim of the research is to identify the relationship of the use of online food delivery services among Universiti Malaysia Kelantan undergraduates. The questionnaire was designed from the information that requires by the research and distribute to the target respondents.

The analysis was done by researcher to examine the use of online food delivery services among Universiti Malaysia Kelantan undergraduates. In this study, the primary data was collected from the target respondent through the Google Form which is created by using online questionnaire. The total of collected respondent is 375 respondents among UMK student from the three campus which is 203 male and 172 female. The result showed that the respondent of UMK students was dominated by male student than female.

Next, the independent variable such as time-saving, cost saving, perceived usefulness and prior online purchase are equally crucial to encounter the connecting in online food delivery services of respondent among UMK students in three campuses. The research examination is based on the 5 conceptual frameworks in chapter 2 and the data was analyze through the IBM SPSS Statistic Version 26. Apart from that, the result from IBM SPSS Statistic Version 26 will be summarize include the frequency distribution, descriptive analysis, normality test, and Pearson Correlation. Thus, from the finding in chapter 4, both of independent variables and dependent variable has a positive correlation.

5.3 DISCUSSION

H1: There is a positive relationship between time saving towards online food delivery services among UMK undergraduates

Based on the result, it is proven that there is a positive significant relationship between time-saving and online food delivery services. The results show that the regression value for the image is $p=0.000$ which is very significant to online food delivery services because theregression value is less than 0.01, where $p<0.01$. the correlation value shows 0.787 which means there is a moderate positive correlation between time-saving and online food delivery services.

H2: There is a positive relationship between cost saving towards online food delivery services among UMK undergraduates.

Based on the result, it is proven that there is a positive significant relationship between cost-saving and online food delivery services. The results show that the regression value for the image is $p=0.000$ which is very significant to online food delivery services because the regression value is less than 0.01, where $p<0.01$. the correlation value shows 0.738 which means there is a moderate positive correlation between cost-saving and online food delivery services.

H3: There is a positive relationship between the perceived usefulness of online food delivery services among UMK undergraduates.

Based on the result, it is proven that there is a positive significant relationship between perceived usefulness and online food delivery service. The results show that the regression value for the image is $p=0.000$ which is very significant to online food delivery services because the regression value is less than 0.01, where $p<0.01$. the correlation value shows 0.780 which means there is a moderate positive correlation between perceived usefulness and online food delivery service.

H4: There is a positive relationship between prior online purchase experience towards online food delivery services among UMK undergraduates.

Based on the result, it is proven that there is a positive significant relationship between prior online purchase experience and online food delivery service. The results show that the regression value for the image is $p=0.000$ which is very significant to online food delivery services because the regression value is less than 0.01, where $p<0.01$. the correlation value shows 0.760 which means there is a moderate positive correlation between prior online purchase experience and online food delivery service.

5.4 IMPLICATION OF THE STUDY

In this research, there are four variables used in this study, which is the factors that have been studied by the previous researchers and reconfirmed that the information of time-saving, cost saving, perceived usefulness and prior online purchase have the positive influence on online food delivery services. Furthermore, the research findings have provided the opinion and feedback online food delivery services in developing a more efficient and effective online food delivery service.

There are several implications for improving food delivery services. Providing in-depth product information through food delivery app is a great way to spark customer or to be more

specific in this case the undergraduates' interest in online service. Providers may provide undergraduates more control over their meal ordering experience by providing them with information like restaurant and food reviews, healthier menu selections with calorie information, organic products, and local suppliers, as well as thorough descriptions and images of food. Moreover, the online food delivery service platform's aesthetic elements and graphic design might delight users.

Increasing customers' or undergraduates' faith in an online food delivery service is a certain method to earn their business. Having a positive outlook and using online food delivery services are far more likely when people have faith in the safety and reliability of these companies. Online food delivery businesses should be dedicated to preserving their customers' personal information, including names, addresses, and credit card numbers, since this may go a long way toward establishing confidence in the services they offer. To increase reliability and decrease vulnerability, service providers should publish transparent privacy rules. In addition, additional fees, charges, and taxes are also important issues that will affect the customer's purchase. The comparison of giving a discount of the same amount as free delivery, is among the top lists that influence online food delivery services.

5.5 LIMITATIONS OF THE STUDY

Limitations of the study are the design or methodological features that affect or influence the interpretation of research findings. Although the current study has been conducted successfully, some limitations have also been encountered by the researchers. One of the main limitations of this study is the difficulty of finding respondents promptly due to time constraints. This also includes the possibility of respondents having no time to answer the questionnaires due to being occupied with daily work or hybrid classes which is certain classes must attend face to face and others must do online because of the Covid-19 pandemic, making it impossible for the researchers to distribute the questionnaires face-to-face. Therefore, the researchers could only distribute the questionnaires through applications such as WhatsApp and Telegram. The next limitation of the study includes the internet connection problem. As the questionnaires were administered online using Google Forms, some respondents might not be able to answer the questionnaires due to poor connections.

5.6 RECOMMENDATION FOR FUTURE RESEARCH

Further studies should be extending the sample size to larger to get more respondents to ensure the data are more detailed and specific. The respondent also should get from other places or university respondents around the city from Kelantan we have University Sains Malaysia and University Technology Mara branch Kelantan (UiTM Kelantan). Another respondent from another stay has other online food delivery, so they will give different feedback during the questionnaire form. The researcher will get more detail about the research they are doing right now.

Another recommendation is the application of an online food delivery service. People sign up for the application and use the service but something the app doesn't run as they see on social media. The app doesn't go smooth as well as they thought. Sometimes the discount they have can't be used by certain restaurants and payment has been lacking. They can't buy anything in the app or from the nearby restaurant in front of their place. Vendors can apply multiple payment methods and offer to another famous restaurant that will pay for the food. Restaurant and vendor food delivery get more customers and customers can be happy with their food.

5.7 OVERALL CONCLUSION OF THE STUDY

In conclusion, platform service quality and logistic service quality have a great influence on customer satisfaction. According to this study, the use of online food delivery services among undergraduates is influenced based on the independent variables which are time saving, cost saving, perceived usefulness, and prior online purchase experience. Based on the Pearson Correlation Coefficient analysis, prior online purchase experience got the higher value among the four independent variables. This shows that customers always prioritize the prior online purchase experience before buying something through online applications.

Next, all the research objectives were successfully achieved in this research. The questionnaire was successfully distributed to 350 respondents and gathered all the data from 378 to complete this study. In the future, this study can be used as a guideline for the e-commerce industry to improve its quality and services. This study helps determines the time saving, cost saving, perceived usefulness, and prior online purchase experience that has influenced the UMK undergraduates from Kelantan to use the online food delivery service.

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APPENDIX A – QUESTIONNAIRE DRAFT



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A STUDY ON THE USE OF ONLINE FOOD DELIVERY SERVICE AMONG UNDERGRADUATES FROM PUBLIC UNIVERSITIES IN KELANTAN, MALAYSIA

KAJIAN MENGENAI PENGGUNAAN PERKHIDMATAN PENGHANTARAN MAKANAN DALAM TALIAN DI KALANGAN MAHASISWA/WI UNIVERSITI AWAM DI KELANTAN, MALAYSIA

Dear respondents:

Responden yang dihormati:

We are final year students of Bachelor of Entrepreneurship (Commerce) with Honours from the Faculty of Entrepreneurship and Business, University Malaysia Kelantan. We are conducting a study under the title “A STUDY ON THE USE OF ONLINE FOOD DELIVERY SERVICE AMONG UNDERGRADUATES FROM PUBLIC UNIVERSITIES IN KELANTAN, MALAYSIA”. 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.

Kami merupakan pelajar tahun akhir Ijazah Sarjana Muda Keusahawanan (Perdagangan) dengan Kepujian dari Fakulti Keusahawanan dan Perniagaan, Universiti Malaysia Kelantan. Kami sedang menjalankan kajian di bawah tajuk “SATU KAJIAN MENGENAI PENGGUNAAN PERKHIDMATAN PENGHANTARAN MAKANAN DALAM TALIAN DALAM KALANGAN SARJANA MUDA UNIVERSITI AWAM DI KELANTAN, MALAYSIA”. Penyertaan anda dalam penyelidikan ini amat dihargai. Soal selidik akan mengambil masa

kira-kira 5 hingga 10 minit masa berharga anda. Maklumat peribadi anda akan dirahsiakan sepenuhnya. Data yang dikumpul hanya digunakan untuk tujuan penyelidikan akademik.

The following questionnaire will require approximately 5-10 minutes to complete. The data collected will provide useful information regarding our research and all data will be stored safely and kept for academic purposes only. Your kind participation in this study is greatly appreciated. Kindly provide your valuable responses to all the statements 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:

Soal selidik berikut memerlukan lebih kurang 5-10 minit untuk dilengkapkan. Data yang dikumpul akan memberikan informasi berguna mengenai penyelidikan kami dan semua data akan disimpan dengan selamat dan disimpan untuk tujuan akademik sahaja. Penyertaan anda dalam kajian ini amatlah dihargai. Sila berikan jawapan anda yang berharga kepada semua pernyataan yang disenaraikan dalam soal selidik ini. Semua jawapan akan dirahsiakan. Tiada jawapan yang betul atau salah terhadap kenyataan tersebut. Untuk butiran lanjut sila hubungi;

1. LOGAPRIYA A/P ARRIDAS (A19A0249)
(Email: logapriya.a19a0249@siswa.umk.edu.my)
2. MUHAMAD AFIQ BIN MOHD PUHAD (A19A0307)
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4. NURUL LIYANA BINTI MADON (A19A0758)
(Email: liyana.a19a0758@siswa.umk.edu.my)

Thank you very much for your feedback and cooperation.

Terima kasih atas maklum balas dan kerjasama anda.

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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/ <i>Lelaki</i>	
Female/ <i>Perempuan</i>	

2. Age/*Umur*

19 years old and below/ <i>19 tahun dan kebawah</i>	
20-29 years old/ <i>20-29 tahun</i>	
30-39 years old/ <i>30-39 tahun</i>	
40-49 years old/ <i>40-49 tahun</i>	
50-59 years old/ <i>50-59 tahun</i>	
60 years old and above/ <i>60 tahun dan keatas</i>	

3. Education level / *Tahap pengajian*

Pre-University / <i>Pra-Universiti</i>	
Diploma/ <i>Diploma</i>	
Undergraduate / <i>Prasiswazah</i>	
Postgraduate / <i>Pascasiswazah</i>	

4. Living Area / *Tempat Penginapan*

Rural / <i>Kawasan Pedalaman</i>	
Urban / <i>Bandar</i>	

5. The most frequently used online food delivery app/ *Aplikasi yang kerap digunakan untuk memesan makan dan minuman atas talian*

Grabfood	
Foodpanda	
Shopeefood	
Others / <i>Lain-lain:</i> State / <i>Nyatakan</i>	

6. How often you visit food delivery websites? (Grabfood, Foodpanda, and others.)/ *Berapa kerap anda mengunjungi rangkaian web penghantaran makanan? (Grabfood, Foodpanda, dan lain-lain)*

Everyday/ <i>Setiap Hari</i>	
Weekly/ <i>Mingguan</i>	
Monthly/ <i>Bulanan</i>	
Never/ <i>Tidak Pernah</i>	

7. How often do you purchase food online? / *Berapa kerap anda membeli makanan secara talian?*

Everyday/ <i>Setiap Hari</i>	
Weekly/ <i>Mingguan</i>	
Monthly/ <i>Bulanan</i>	
Never / <i>Tidak Pernah</i>	

SECTION B/ BAHAGIAN B: ONLINE FOOD DELIVERY SERVICE

Please answer all the following questions by chosen the one that is most relevant to your thoughts and perspectives.

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.

The following questions are to study the use of online food delivery service among undergraduates from public universities in Kelantan, Malaysia. 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 kegunaan perkhidmatan makanan atas talian dalam kalangan prasiswazah dari universiti tempatan di Kelantan, Malaysia. Setiap skala untuk soalan diberikan di bawah. Anda boleh menandakan jawapan anda pada skala 1 hingga 5.

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
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No.	Online Food Delivery Service / Perkhidmatan Makanan Atas Talian	1	2	3	4	5
1	Online food delivery applications will have a positive impact towards undergraduates in improving their satisfaction on ordering food online. / <i>Aplikasi makanan atas talian akan memberi impak positif kepada mahasiswa dalam meningkatkan kepuasan mereka untuk memesan makanan secara dalam talian.</i>					
2	Tracking and tracing is important for me when ordering food through online. / <i>Penjejakan and pengesanan penting bagi saya semasa membuat pesanan makanan atas talian.</i>					
3	Online food delivery service quality is important for me to repeat purchasing food in online. / <i>Kualiti perkhidmatan makanan atas talian adalah penting untuk saya mengulangi pembelian makanan dalam platform atas talian.</i>					
4	Most of what this website says about its products or services is true. <i>Apa yang ditulis/ditawarkan di dalam aplikasi ini kebanyakannya betul.</i>					
5	I think that online food delivey service includes delivery staffs' attitude, time management, and procedures to deliver food without any damages during food delivery time. <i>Saya berpendapat bahawa perkhidmatan penghantaran makanan dalam talian termasuk sikap kakitangan penghantaran, pengurusan masa dan prosedur untuk menghantar makanan tanpa sebarang kerosakan semasa waktu penghantaran makanan.</i>					

SECTION C/ BAHAGIAN C:
INDEPENDENT VARIABLE 1
TIME SAVING/ PENJIMATAN MASA

Factors that influence the uses of online food delivery services among undergraduates from public universities in Kelantan, Malaysia.

Faktor yang mempengaruhi penggunaan perkhidmatan penghantaran makanan dalam talian dalam kalangan pelajar universiti awam di Kelantan, Malaysia.

No.	Time saving/ Penjimatan masa	1	2	3	4	5
1	Online food delivery services help undergraduates to save time from cooking. / <i>Perkhidmatan penghantaran makanan dalam talian membantu pelajar untuk menjimatkan masa daripada memasak.</i>					
2	Online food delivery service makes my daily life easier. / <i>Perkhidmatan penghantaran makanan dalam talian memudahkan kehidupan seharian saya.</i>					
3	The delivery time of foods constantly meets my expectation. / <i>Masa penghantaran makanan sentiasa memenuhi jangkaan saya.</i>					
4	Foods that are prepared using online food delivery service are considered as speed of delivery. / <i>Makanan yang disediakan menggunakan perkhidmatan penghantaran makanan dalam talian dianggap sebagai kelajuan penghantaran.</i>					
5	Food delivery applications are very important to get what I want to purchase especially food items on time. / <i>Aplikasi penghantaran makanan sangat penting untuk mendapatkan apa yang saya ingin beli terutamanya barang makanan tepat pada masanya.</i>					

INDEPENDENT VARIABLE 2:**PRICE SAVING / PENJIMATAN KOS**

No.	Price saving / Penjimatan kos	1	2	3	4	5
1	When I purchase the food from online, by considering transportation cost I would expect that price would be comparatively cheaper that means I would get more at the same cost. <i>Apabila saya membeli makanan dari dalam talian, dengan mempertimbangkan kos pengangkutan, saya menjangkakan bahawa harga akan menjadi lebih murah yang bermakna saya akan mendapat lebih banyak pada kos yang sama.</i>					
2	The food delivery applications provide promotion codes and vouchers to purchase food and beverages through online platform. / <i>Aplikasi penghantaran makanan menyediakan kod promosi dan baucar untuk membeli makanan dan minuman melalui platform dalam talian.</i>					
3	The food delivery service can deliver foods and beverages to the place I live or study by costing minimum delivery fee. <i>Perkhidmatan penghantaran makanan boleh menghantar makanan dan minuman ke tempat saya tinggal atau belajar dengan mengenakan bayaran penghantaran minimum.</i>					
4	The foods that I purchase through online food delivery service is good value for money. <i>Makanan yang saya beli melalui perkhidmatan penghantaran makanan dalam talian adalah berbaloi untuk wang.</i>					
5	Online food delivery applications provide variety of foods with minimum price average. <i>Aplikasi penghantaran makanan dalam talian menyediakan pelbagai jenis makanan dengan purata harga minimum.</i>					

INDEPENDENT VARIABLE 3:**PERCEIVED USEFULNESS / KEBERGUNAAN YANG DIRASAKAN**

No.	Perceived usefulness / Kebergunaan yang dirasakan	1	2	3	4	5
1	I feel that the personal information that I provide on this online food delivery website is secured. <i>Saya merasakan bahawa maklumat peribadi yang saya menyediakan di laman web penghantaran makanan dalam talian ini adalah selamat.</i>					
2	I feel that online food delivery service will not use unsuitable methods to collect my personal data. <i>Saya merasakan bahawa aplikasi ini tidak menggunakan cara yang susah untuk memperolehi data peribadi saya.</i>					
3	The use of food applications is less stressful for me to find food and beverages during late nights. / <i>Penggunaan aplikasi makanan kurang tekanan untuk saya mencari makanan dan minuman pada waktu lewat malam.</i>					
4	Food delivery apps help me to understand about the process in ordering. <i>Aplikasi penghantaran makanan membantu saya untuk memahami tentang proses memesan makanan.</i>					
5	I think that online food delivery service usually fulfills the commitments it assumes. <i>Saya berpendapat bahawa perkhidmatan penghantaran makanan dalam talian biasanya memenuhi komitmen yang ditanggungnya.</i>					

INDEPENDENT VARIABLE 4:**PRIOR ONLINE PURCHASE EXPERIENCE / PENGALAMAN PEMBELIAN****DALAM TALIAN SEBELUM INI**

No.	Prior online purchase experience / Pengalaman pembelian dalam talian sebelum ini	1	2	3	4	5
1	I am comfortable shopping at this online food delivery application. / <i>Saya merasa selesa membeli makanan di aplikasi makanan.</i>					
2	I will recommend the usage of online food delivery apps to a friend. <i>Saya akan mengesyorkan aplikasi ini kepada rakan.</i>					
3	I intend to continue using this online food delivery service in the future. <i>Saya berniat untuk terus menggunakan perkhidmatan makanan atas talian ini di masa hadapan.</i>					
4	I will purchase other products or services through online food applications. / <i>Saya akan membeli produk lain atau servis di aplikasi makanan dalam talian.</i>					
5	I think that online food delivery service has sufficient experience in marketing of the products and services that it offers towards undergraduates. / <i>Saya berpendapat bahawa perkhidmatan penghantaran makanan dalam talian mempunyai pengalaman yang mencukupi dalam pemasaran produk dan perkhidmatan yang ditawarkan kepada mahasiswa.</i>					

THANK YOU / TERIMA KASIH

APPENDIX B – Gantt Chart

GANTT CHART														
Project	Weeks													
Plans	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)														
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