

**THE FACTORS THAT INFLUENCE ONLINE FOOD  
DELIVERY AND CUSTOMER SATISFACTION IN  
UNIVERSITY MALAYSIA KELANTAN CITY CAMPUS**

FKPP

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DEGREE OF ENTREPRENEURSHIP (LOGISTICS AND DISTRIBUTIVE  
TRADE) WITH HONOURS

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by

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A thesis submitted in fulfillment of the requirements for the degree of  
Entrepreneurship (Logistics and Distributive Trade) With Honours

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**Faculty of Entrepreneurship and Business  
UNIVERSITI MALAYSIA KELANTAN**

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Sekian, terima kasih

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		Recommendation is not adequate and irrelevant.	Recommendation is fairly adequate and irrelevant.	Recommendation is adequate and relevant.	Recommendation is adequate and very relevant.	___ x 1.25 (Max:5)	
<b>TOTAL (50 MARKS)</b>							

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## ABSTRACT

A system for online food ordering enables your business to accept and manage online orders for delivery or takeout. In this service model, customers take time to read the menu digitally through website or application and make their purchases and payments online. After that, the restaurants will receive the order specifics through the online food ordering system that they have chosen, and will produce the order so that it is available for delivery or client pickup (Nelson, 2022). Customers are able to order meals from a number of different restaurants, have it delivered to their home, and do it without having to leave their place of business. As a result of customers' growing need for convenience and ease of access, there has been an uptick in the demand for online meal delivery services (Khatri, 2022). The growth in demand of online food delivery rises drastically inside the market. Although the demand from consumers increase, there are some customers who have experienced bad service from the OFD resulting failure in fulfilling customer's expectations. Customers usually complaints with the unfriendly-user online food application, problems with the unsecure payment method, late deliveries and so on. In order to fill the gap between the online food delivery and consumers, food delivery companies need to overcome the problems that hinders consumers from closing the gap. It is essential for online delivery companies to improve or reorganize in executing service to ensure better outcomes in the future. This study aims to identify the factors that influence the online food delivery and customer satisfaction among UMK students in City Campus. The research data used in this study are gained by the quantitative method with a total of 362 respondents. The target respondents for the study are students from the University Malaysia Kelantan City Campus. Researchers spread the questionnaires by using simple random sampling. By using the SPSS tools, the researchers analyze data with descriptive analysis, Reliability Test, Pearson Correlation coefficient, and the Hypothesis Testing result. The findings include Efficiency, Fulfillment, Privacy, and Responsiveness are significant factors that affect online food delivery and Customer Satisfaction. The implications shall implement a better understanding of the online food delivery service and a bigger view of the industry. References are included in the research to strengthen the study of factors that affect the online food delivery and the customer satisfaction.

## ABSTRAK

Sistem untuk pesanan makanan dalam talian membolehkan perniagaan anda menerima dan mengurus pesanan dalam talian untuk penghantaran atau bawa pulang. Dalam model perkhidmatan ini, pelanggan meluangkan masa untuk membaca menu secara digital melalui laman web atau aplikasi dan membuat pembelian dan pembayaran dalam talian. Selepas itu, restoran akan menerima pesanan khusus melalui sistem pesanan makanan dalam talian yang telah mereka pilih, dan akan menghasilkan pesanan supaya ia tersedia untuk penghantaran atau pengambilan pelanggan (Nelson, 2022). Pelanggan boleh memesan makanan dari beberapa restoran yang berbeza, menghantarnya ke rumah mereka dan melakukannya tanpa perlu meninggalkan tempat perniagaan mereka. Hasil daripada keperluan pelanggan yang semakin meningkat untuk kemudahan dan kemudahan akses, terdapat peningkatan dalam permintaan untuk perkhidmatan penghantaran makanan dalam talian (Khatri, 2022). Pertumbuhan permintaan penghantaran makanan dalam talian meningkat secara drastik di dalam pasaran. Walaupun permintaan daripada pengguna meningkat, terdapat sesetengah pelanggan yang mengalami perkhidmatan yang tidak baik daripada OFD mengakibatkan kegagalan dalam memenuhi jangkaan pelanggan. Pelanggan biasanya merungut dengan aplikasi makanan dalam talian yang tidak mesra pengguna, masalah kaedah pembayaran yang tidak selamat, penghantaran lewat dan sebagainya. Bagi mengisi jurang antara penghantaran makanan dalam talian dan pengguna, syarikat penghantaran makanan perlu mengatasi masalah yang menghalang pengguna daripada menutup jurang tersebut. Adalah penting bagi syarikat penghantaran dalam talian untuk menambah baik atau menyusun semula dalam melaksanakan perkhidmatan bagi memastikan hasil yang lebih baik pada masa hadapan. Kajian ini bertujuan untuk mengenal pasti faktor-faktor yang mempengaruhi penghantaran makanan dalam talian dan kepuasan pelanggan dalam kalangan pelajar UMK Kampus Kota. Data kajian yang digunakan dalam kajian ini diperoleh dengan kaedah kuantitatif dengan jumlah responden seramai 362 orang. Sasaran responden kajian adalah pelajar Universiti Malaysia Kampus Kota Kelantan. Penyelidik menyebarkan soal selidik dengan menggunakan persampelan rawak mudah. Dengan menggunakan alat SPSS, pengkaji menganalisis data dengan analisis deskriptif, Ujian Kebolehpercayaan, Pekali Korelasi Pearson, dan hasil Ujian Hipotesis. Penemuan termasuk Kecekapan, Pemenuhan, Privasi dan Responsif adalah faktor penting yang mempengaruhi penghantaran makanan dalam talian dan Kepuasan Pelanggan. Implikasinya akan melaksanakan pemahaman yang lebih baik tentang perkhidmatan penghantaran makanan dalam talian dan pandangan yang lebih besar tentang industri. Rujukan dimasukkan dalam

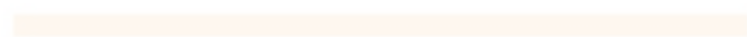
penyelidikan untuk mengukuhkan kajian faktor-faktor yang mempengaruhi penghantaran makanan dalam talian dan kepuasan pelanggan.



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# CHAPTER 1

## INTRODUCTION

### 1.1 RESEARCH BACKGROUND

In this globalization era, online food delivery (OFD) rises up drastically. Despite the increasingly strict lockdown rule, OFD had generously developed itself as the most essential trend all over the world by the year 2020 and 2021 (Durai, 2020). According to the Malaysian Communications and Multimedia Commission (2020), 64% of the 28.4 million Malaysians who are using the mobile phone to access the internet made an online meal purchase from a restaurant's online food ordering and delivery service. Technology plays a significant role in our daily lives, increasing accessibility as a result of the quickening pace of technological innovation (Kammerzelt, 2018). As a result, it now permeates people's daily lives all over the world. OFD platforms are involved in securing customers' orders and transferring this data to the various restaurants and delivery workforce (Troise et al., 2021). This enables the way for restaurants to enter new markets, increasing their income, while also providing customers with the convenience of having food delivered to their doorstep (Hirschberg, 2016). More precisely, it changes the manner in which they choose the goods or services that will satisfy their needs and desires. Customers utilize food delivery services for a variety of reasons but the most popular of which is the need for fast and convenient meals during or after a long day at the office. This new marketing strategy aims to increase sales and capture larger market shares in the food and beverage sector, either through collaborations with meal delivery services such as Foodpanda or restaurant as in McDonalds.

### 1.2 PROBLEM STATEMENT

The online food delivery has been significantly impacted by the rise of the internet and other technology advancements (Amir and Rizvi, 2017). Considering the large majority of people nowadays spend a significant part of their day online. This creates a big opportunity for the food industry and the number of people who choose to purchase food from restaurants online is increasing dramatically (Ahuja et al., 2020). Despite the increasing demand of online delivery, there are a few problems that hinders customers from choosing online food delivery. On the other hand, a user who has already made an online purchase feels less doubtful and thus is more likely to make another one in the future (Gagah Probowo, 2018).



The efficiency of the online food delivery application tends to influence the consumer's perception. This study shows how the efficiency of the online delivery application can influence customer satisfaction. During the years, customers had experienced multiple setbacks regarding the food delivery system. Based on the article from Tovey. J (2021), many individuals are exhausted, stressed out, or misled by efficiency, all of which contribute to the application's overwhelming popularity. The unfriendly user application gave customers a headache on purchasing the food with multiple cuisines. Some users rarely visit online applications and it makes the situation even worse where some users are from rural areas. Customers would have a difficult time ordering food in the online food system especially on the multi-cuisine meals. If customers want to place an order online but are struck with a menu that is too difficult to navigate, they are likely to give up before they even add anything to their basket. Having overly all those options might be confusing to consumers, resulting in a low chance of purchasing (Batra, 2022). The efficiency of the online delivery system surpasses the reason why customers prefer to purchase online. Online applications need to be accessible across all platforms in order to ensure that the ordering procedure is carried out smoothly. Maintain a design that is straightforward and easy to understand (Bhatri, 2022).

Besides that, there are multiple online delivery platforms throughout the Internet. But, the one that fulfills customers' expectations will attract more potential customers. Online food delivery needs to be optimized to fulfill customers' expectations. The most common complaint expressed by consumers were delays in the delivery of their goods (mittoch, 2022). According to Zulkarnain Kedah (2015), late deliveries and ignoring consumers will trigger dissatisfaction with the service because they expected more. Late delivery usually happens due to the bad weather climate. When it comes to delivery services, putting an emphasis on employee safety is an absolute essential. There is only so much that delivery businesses can do to ensure that packages are delivered on time, especially when the pace of delivery is determined by the weather. This may be quite annoying for clients (Sonali, 2020). Based on the journal from The Restaurant Times (2016), by keeping accurate records that is important for any online delivery service that wants to monitor the efficiency of their delivery personnel and determine how to properly organize their routes. It plays a vital role in monitoring the time it takes to ship orders, the delivery personnel, and how long it takes for them to arrive.

Furthermore, customers are aware of their personal details being collected for delivery. But some customers don't even trust the applications that are collecting their personal data. The online food delivery typically collects a large amount of data from their consumers, including

home address, phone numbers, and even credit card information. The rise in privacy concerns can be referred in large part to customers' rising awareness of how businesses use their personal information (Goswami, 2020). People's fear around data gathering are growing, which is making them less likely to share personal information (Whitney, 2021). It will result in the decreasing sales of online food delivery. Most countries have laws requiring businesses with websites to have privacy policies. It's not good enough to just copy and paste a generic policy. For online meal delivery apps, regulators view privacy regulations as legally binding contracts with customers (Riva, 2012).

Lastly, whether it's about delivery delays, discontent with the cuisine, problems about payments and refunds, or any other general questions and complaints, customers will want to contact the person in charge and feel heard (Batra, 2022). Customer service response plays an important role in dealing with customers. Having a bad customer service response to customers and also late reply in customer's complaints or feedback will result in disaster for the OFD companies. Customer Service are tasked with representing the company brand when communicating with prospective customers. Customer service may have an impact on a company's capability to turn a potential customer into a loyal one (Swetha, 2019).

### **1.3 RESEARCH QUESTION**

1. What is the relationship between efficiency and customer satisfaction towards online food delivery services.
2. What is the relationship between privacy and customer satisfaction towards online food delivery services.
3. What is the relationship between fulfillment and customer satisfaction towards online food delivery services.
4. What is the relationship between responsiveness and customer satisfaction towards online food delivery services.

### **1.4 RESEARCH OBJECTIVES**

1. To determine the relationship between efficiency and factors that influence customer satisfaction for online food delivery among UMK City Campus students.

2. To determine the relationship between privacy and factors that influence customer satisfaction for online food delivery among UMK City Campus students.
3. To determine the relationship between fulfillment and factors that influence customer satisfaction for online food delivery among UMK City Campus students.
4. To determine the relationship between responsiveness and factors that influence customer satisfaction for online food delivery among UMK City Campus students.

## **1.5 SCOPE OF THE STUDY**

In this study, the research focuses on determining the location that is chosen for the study conducted. The location that is chosen for this study is University Malaysia Kelantan City Campus, the target audience for the study are the students from the first year to the fourth year. The scope of the audience is only within two faculties in University Malaysia Kelantan, City Campus. Researchers also conducted a study taking male and female genders. Although we know, women rarely do online food delivery. The scope of the study we set is because the researchers want to study and collect data from students who are at UMK City Campus who work for online food delivery.

## **1.6 SIGNIFICANCE OF THE STUDY**

The use of the internet nowadays has grown very rapidly. This will be able to influence customers to use online food services.

### **1.6.1 The Consumers**

This study was conducted to identify customer satisfaction with online food delivery (OFD) among students at UMK Campus Kota. Nowadays there are various online delivery service options around the city of Kota Bharu, Kelantan. It is clear that customer satisfaction is one of the most important for a business. This is because the customer's response can convince other users to use their service in the food delivery application. Therefore, there are several factors that can influence customer satisfaction in terms of delivery and food preparation. This causes an increase in customer loyalty towards this service.

### **1.6.2 The Food and Beverage Industry**

Through the application of online food delivery services (OFD) it will also provide great benefits to the food and beverage industry, especially to small businesses. With facilities like this, it will make it easier for food operators to know customer satisfaction with (OFD). Therefore, it will make it easier for entrepreneurs around Kota Bharu to make the right choice for food delivery applications. This will indirectly help them increase their sales and introduce their business to the public through this platform

### **1.6.3 For Entrepreneur**

Through this study, entrepreneurs can also see the opportunities available to make an investment through OFD. With the advancement in OFD today, entrepreneurs can consider running this business. Because nowadays OFD is one of the main applications that almost 80% of Malaysians use.

### **1.6.4 To the Researcher**

Through this research, it will allow the researcher to find out how customers respond to the quality of food service and customer satisfaction through online food delivery services. Next, this study will allow researchers to identify vital components of client happiness that many studies have not previously done. This research paper topic may be valuable for future scholars.

## **1.7 DEFINITION OF TERM**

The main reason for this research is to examine the factors that influence the online food delivery service and customer satisfaction. The terms that are included in this research is the efficiency of the Online food delivery serving the customers. Besides that, the customer's privacy data using online food delivery services. The fulfillment in online food delivery and relationship with customer service. Lastly, the responsiveness of OFD and the relationship with the customer service. The explanation each of the research objectives are mentioned below:

### **1.7.1 The efficiency of online food delivery can influence customer satisfaction.**

Efficiency is all about doing things well and not wasting resources or time. It's a level of performance that describes a process that needs the fewest inputs to produce the most outputs. In the modern world we live in, technology helps us in making our life easier on a daily basis.

Individuals no longer need to wait in a long queue for lunch or dinner. They can now order directly through online food delivery application and food will be delivered straight away to their doorstep. In today's event, the online food delivery has been an essential service for employees and households by saving their time in daily lives. They really don't want to do much to get food only to have it brought to them as quickly as possible (Yeo et al., 2017). The online food delivery becomes bigger with more food delivery companies are established. The reputation are measured based on the efficiency of the service it serves towards customers.

### **1.7.2 The privacy data using online food delivery services.**

The online food delivery system gathers a lot of customer's data. The privacy of your online activities is crucially important, and the online food delivery apps are notable for collecting a wide range of personal details. Food delivery applications collect home address, phone number, and credit card information. Customers want to know that food delivery applications only collect relevant data, continue to maintain it safely, and never exploit it to other unauthorized parties. Privacy is defined as the probability to access, copy, use and destroy personal information of oneself (Belanger et al., 2002). Customers ordering online now rely more heavily on protecting their privacy and personal information. Many websites have adopted policies that enable customers to verify, audit, and certify privacy policies for online transactions in order to put people's minds at ease regarding issues of privacy and security. This is done in order to facilitate online business. (Ranganathan and Ganapathy, 2002).

### **1.7.3 The fulfillment in online food delivery with customer satisfaction.**

Fulfillment can be defined as the act of process of delivering a product to a customer. When it comes to online food delivery, service fulfillment does affect the customers satisfaction towards it. Customers will be hoping for a good service fulfillment especially while ordering online and delivery time. Customer service are measured based on the OFD fulfillment to meet customer's needs and wants. The OFD providers needs to take into account whether the system is fully efficient for the medium to imply customers order and how fast enough the order can be delivered on time to customer's doorstep. If a customers have a good customer service experience, they will always keep coming back often (The Fulfillment Lab, 2018).

### **1.7.4 The responsiveness of OFD and the relationship with the customer satisfaction.**



Responsiveness is defined as the attribute of being responsive and fast to react, such as a characteristic of individuals. It implies reacting emotionally to both people and circumstances. Response times in customer service are an area in which organizations have the potential to make significant advancements, thereby enhancing the whole customer service experience and differentiating themselves from their rivals (Luce, 2021).

### **1.7.5 Customer Satisfaction**

Customer satisfaction is a measurement of how needs and responses are aligned and delivered to satisfy customer expectations (Franklin, 2023). According to Philip Kotler, customer satisfaction is a person's emotion of joy or disappointment that comes from measuring the perceived performance or outcome of a product versus his or her expectations. Maintaining a high level of customer satisfaction is essential to retaining long-term customers and setting food delivery business apart from the competitors (Marta, 2019).

## **1.1 ORGANIZATION OF THE PROPOSAL**

There are five sections to this study. In the first chapter, you will find the research background, the problem statement, the research objectives and research questions. Researchers also need to consider the scope and depth of this research, as well as its relevance. Last but not least, the definition of terms and the organization of the proposal.

This study's literature review is mostly about how other researchers have talked about earlier studies. This chapter will focus on and talk in depth about all of the factors. Both the study's independent variables and its dependent variables have been label. This chapter looks at the research on the level of information sharing, the quality of information sharing, the relationship between the customer and the seller, and customer satisfaction in online shopping among college students. This chapter will also talk about how to make a hypothesis by putting the dependent variable and the independent variables together.

In Chapter Three, the research methods for this study are explained. This study's research methods are the target population, the research design, the sample size, the sampling method, the data collection, the analysis plan, the analysis of the data, and the summary of this chapter. This chapter is basically to identify the audience for the research.

In Chapter Four, both the results and the analysis of the data are presented, with specific focus on the reliability analysis, the demographic information of the respondents, the descriptive analysis, and Pearson's Correlation coefficient analysis. In addition, the findings and outcomes of the present investigation are discussed in this chapter, as well as an overview of those results. In a summary, this chapter provides a full discussion of the outcomes that relate to each hypothesis, along with the explanation of those results. Additionally, it has the answers to the study objectives that were defined in the first chapter.

The discussion then moves on to Chapter Five, which provides a conclusion based on the analysis presented in the prior chapter. It emphasizes the significance of the findings for the theory and literature on the factors that influence the online food delivery service with customer service. This chapter will cover the remediation of the study, the findings, and the debate regarding the relationship between efficiency, privacy, fulfillment and responsiveness. In addition, this chapter discussed the restrictions imposed by the study and offered a number of suggestions for avenues worthy of investigation in subsequent research.

## CHAPTER 2

### LITERATURE REVIEW

#### 2.1 INTRODUCTION

In this chapter, researchers will explain even deeper regarding the research. It is basically focusing on the independent variable and dependent variable of the research. Based on the research itself, there are four different independent variables that will be further explained in this chapter. Dependent variables also will be explained to support the main purpose of the research which is the factors that influence the online food delivery and the relationship with the customer service. Besides that, designing the research project that will definitely answer the research questions. Furthermore, the researchers will identify facts from other related research from previous studies to strengthen the research. Most of the previous research is certified studies and can be related to our research. The previous study findings are very important for the researchers to set a clear path for the research before making the next step of the research. Researchers need to understand the definition of each of the independent variables and also the dependent variable. Besides that, adding a few previous studies to help strengthen the research. Finally, researchers will gather the information and get ready for the next step of the research.

#### 2.2 UNDERPINNING THEORY

For this study, the researchers use the theory of Technology acceptance model (TAM) where researchers use this theory to see the relationship between the independent variable and the dependent variable. The technology acceptance model (TAM) explains the acceptance of information systems by individuals. TAM postulates that the acceptance of technology is predicted by the users' behavioural intention, which is, in turn, determined by the perception of technology usefulness in performing the task and perceived ease of its use.



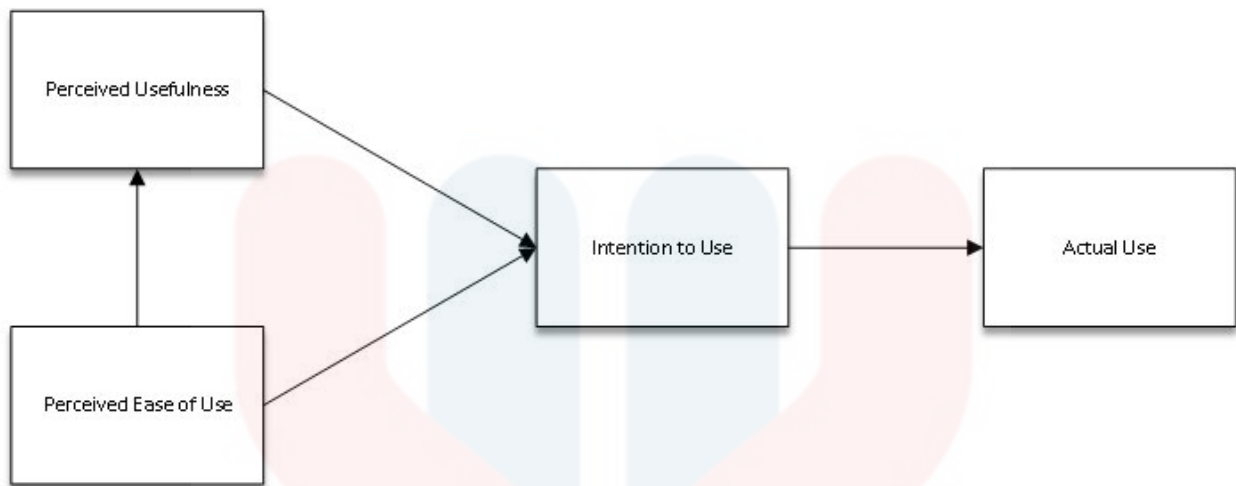


Figure 2.1: Technology Acceptance Model (TAM)

The diagram above is a process in which TAM shows how the adoption and use of information technology can bring immediate and long-term benefits at the organizational and individual levels. This study was made to detect all errors and mistakes in OFD to ensure the effectiveness of this OFD to satisfy customers. Customers definitely want the best in the services they use. Therefore, their trust is of course to get good service and feedback which is no less disappointing to order food using food delivery services such as Food Panda and Grab Food. That is why many customers use companies with good reporting and satisfactory feedback. Corporate Green Performance is important in making decisions made by customers. Therefore, the researcher wants to determine the factors that influence consumer behavior in using Online Food Delivery services.

## 2.3 PREVIOUS STUDY

There are some explanations about previous study:

### 2.3.4 Customer Satisfaction

Customer satisfaction is a metric used to measure the degree to which a customer is satisfied with a product, service, or experience associated with organization (Bernazzani, 2022). Customer satisfaction solves problems, prevents loss of customers, and identifies satisfied customers who can become supporters and ambassadors. Customer loyalty, delight,

and favorable word-of-mouth depend on it. Liu et al. (2017), claimed that the quality of the food and the service were important factors in determining customer preference for the restaurant, and that the quality of the food is the most significant aspect. It is essential to maintain a high level of service quality in order to achieve competitive advantages (Zhuang et al., 2021). Multiple online delivery companies are rising through the years but the ones that deliver the best and efficient service will stand out from others and grab customers' attention. According to Tribhuvan (2020), customers' desire to use online food ordering and delivery services is impacted by a variety of factors, including the choice of various alternatives and offerings, the quality of the service provided, the cost of the food, and the introduction of innovative services. In order for the online delivery to enhance growth and relevance inside the market, they need to put into account improving the service to meet with customer's needs and wants. Customer Satisfaction is an important aspect for businesses to consider by delivering the best service for customers experience.

#### **2.3.4 Efficiency**

In order to provide effective customer satisfaction, online food delivery needs to serve the most efficient service that attracts customers to maintain sales and relation. Customers usually focus on the features that any food delivery service must have for consumer convenience. It's crucial to advertise their products, especially when the customers ask for it, in order to draw more attention to their company and the services they give. According to (Yeo et al. 2017), have attempted to explain how customers' experiences with online food delivery services are influence by factors like convenience, hedonism encouragement, time-saving alignment, online purchase intention experience, consumer behavior, and behavioral intention to influence customers while using such applications. Based on the problem, the unfriendly user application gave customers a headache on purchasing the food with multiple cuisines. Some users rarely visit online applications and it makes the situation even worse where some users are from rural areas. Customers would have a difficult time ordering food in the online food system especially on the multi- cuisine meals. If customers want to place an order online but are struck with a menu that is too difficult to navigate, they are likely to give up before they even add anything to their basket. Having overly all those options might be confusing to consumers, resulting in a low chance of purchasing (Batra, 2022). Based on the words from (Jayadevan et al., 2019), consumers today have the freedom to select from a variety of cuisines at any time from a range of food providers listed in the e-commerce space, and that digital applications have emerged as one of the fastest-growing developments in food delivery. The

number of payment alternatives, including net banking, digital wallets, and cash on delivery, as well as certain additional attractions like no minimum order value, have all improved customer convenience. Based on the statement of Ray et al. (2019), found that people utilize meal delivery services for a variety of reasons, including convenience, social influences, positive customer experience, positive delivery experience, restaurant search, quality control, listing, and ease of use. Other major characteristics that indicated whether or not individuals would use a food delivery service included the user experience, the ability to search for restaurants, the usefulness of the service, and the availability of quality cuisine.

#### **2.3.4 Privacy**

Privacy was described by Belanger et al., (2002), as the probability of accessing, copying, using, and destroying one's own personal information. Name, phone number, mailing address, bank account, email address, password, and other examples of personal information. Customers are feeling more uneasy about how and where their personal information is used during online transactions as a result of the numerous highly publicized news stories about the breach of personal data by well-known companies. Many consumers choose not to buy things online because of concerns about their privacy, poor delivery service, credit card fraud, inadequate after-sale support, and other related issues (David Ng., 2019). According to Zulkarnain et al. (2015), a customer's intention to buy things online is influenced by their level of trust. They found that internet customers' top concerns are now privacy and security. Many websites have incorporated rules that let users evaluate, audit, and certify privacy standards for online transactions in an effort to allay people's concerns about privacy and security (Ranganathan and Ganapathy, 2002). Generally speaking, security and privacy are favorably correlated (Lichtenstein & Williamson, 2006). The level of client confidence to shop online increases as more customers' privacy and security are guaranteed (Bashir et al., 2015). Online shopping behavior is also favorably correlated with privacy and security (Miyazaki & Fernandez, 2000). The majority of respondents, according to the authors' research, believe that reliability is crucial when buying food online. Many consumers in the European Union (EU), shunned online transactions due to their lack of confidence in the organizations handling their personal information and security (Flavián & Guinalu, 2016). Due to privacy and security concerns based on Belanger et al. (2002), reported that more than 70% of consumers declined to disclose information or make purchases online. They cite their concern over the lack of

protection for their personal information as the reason. Businesses who offer verification systems on their websites will increase customer security.

#### **2.3.4 Fulfillment**

Fulfillment is defined as the process of getting goods, processing, and delivering orders to customers. The procedure is considered complete once the order that was placed by the customer has been delivered to them. If a customer decides to return an item, the process will also be handled by the company responsible for fulfilling the original order (Kristina, 2018). Therefore, in the context of this study, the fulfillment aspect is connected to consumers' judgments of how easy it is to purchase food online. It also relates to how consumers perceive the steps involved in the purchasing process up until the results of their online orders (Liu et al., 2019). This demonstrates that one of the elements influencing consumers' attitudes toward using an online meal ordering and delivery service is how easy the system and service are to use. (Mun et al., 2017). The Online delivery service has a major problem in fulfilling customer's expectations on delivering foods on time. Consumers have a lot of complaints, but one of the most common is about delays in shipments. These delays can be caused by things like bad weather or problems clearing customs. Customers want their items on time (mittoch, 2022). Online delivery services need to understand that fulfilling customer's expectations will result in customer satisfaction and be beneficial for the company in the long run. According to Jules (2022), the best way to handle the stress and irritation caused by delivery delays can be mitigated by using shipment tracking methods that provide real-time tracking information to the OFD and consumers. Both sides will be aware of the delivery time and witness brand experience. There is a relationship between fulfillment and customer satisfaction. Based on the research from Tribhuvan (2020), he revealed that the elements of ease of use, responsiveness and speed, as well as the accuracy of the operating system, might all potentially influence the continuous usage of online meal delivery platforms among consumers. Oftentimes the consumers will encounter problems that needs to be handle by delivery service. Not only are there delays in delivery, but also the quality and amount of the food, how it is packaged, and how the delivery personnel react. In particular, new problems with regard to OFD services include the regulation of temperature, the packaging, and the utilization of suitable food containers during the delivery process (Maimaiti et al., 2018). The online food delivery service needs to take every process into account where it will influence the customer's satisfaction and

fulfill their expectations. Although the vendors are responsible for the packaging and quality of food, It will eventually impact the online delivery service because of their brand image service.

### **2.3.5. Responsiveness**

Responsiveness can be defined as the efficiency of speed and quality for companies to respond to their customers (Snigdha, 2022). The strategy involves being able to identify the wants and expectations of consumers while reacting appropriately and effectively towards such shifts in demands. The ability to accurately respond to the needs of consumers gives businesses an advantage over the other competitors. The online food delivery customer service plays a vital role in dealing with any inquiries from consumers especially whenever problems occur. Customers expect a very speedy response from businesses in this age of instant messaging. If an online service makes consumers wait longer for an extended period of time without fast proper response, customers have the ability without a doubt to switch to a product offered by a competitor with just a few mouse clicks. Customer service staff who interact directly with customers are crucial to the brand's image since their feedback often becomes the public's view of the business as a whole. The other key point for online delivery service to take into account is the feedback from customers. Whether it's a compliment or complaints, the customer service needs to take action on every feedback from the customer's past experience. Customers that are dissatisfied with the service they receive might be a valuable source of information for the business (Amrita, 2019). It is important not to disregard the reviews and comments left by consumers on the portal. It is important to gain knowledge from a consumer's past experience in order to enhance food quality and delivery speed. The overall experience for customers and users will be significantly improved as a result of this. Based on Ula Kamburov (2021), consumers do not trust commercials or expert advice but rely more on the opinions provided by other customers who have already used a product or service are the more reliable sources of information these days. The reviews from customers that have already experienced bad service will eventually influence other potential customers. The customer service needs to take action when it comes to dealing with bad feedback from customers. Although the service does not exceed customer's expectations, it will inlight the delivery service on improving and developing the online service for better outcome in the future (Restro, 2016). In light of this, this study adopts the stance from the customer's perspective, service performance mediates the positive influence of customer responsiveness on customer satisfaction. When a service meets



the perceptions and expectations of the consumer, the service process is positively evaluated, which results in general satisfaction with the service performance.

## **2.4 HYPOTHESES STATEMENT**

Therefore, a hypothesis can be defined as a set of propositions that are put forward as an explanation for the occurrence of some specified group of phenomena. According to the information in the article, there is a connection between the level of happiness that customers have with online meal delivery services. The level of satisfaction that customers have with respect to online food delivery services will be investigated in this study. Quite frequently, a research hypothesis takes the form of a predicted statement that can be validated via the use of scientific methodology and that establishes a connection between an independent variable and some dependent variable. This research has generated five hypotheses in order to investigate the connection between the dependent variable (customer service) and the other four independent variables. These hypotheses were produced in order to analyze the nature of the link (efficiency, privacy, fulfillment, and responsiveness).

Ho: The relationship between efficiency and customer satisfaction.

H1: The relationship between privacy and customer satisfaction.

H2: The relationship between fulfillment and customer satisfaction.

H3: The relationship between responsiveness and customer satisfaction.

## 2.5 CONCEPTUAL FRAMEWORK

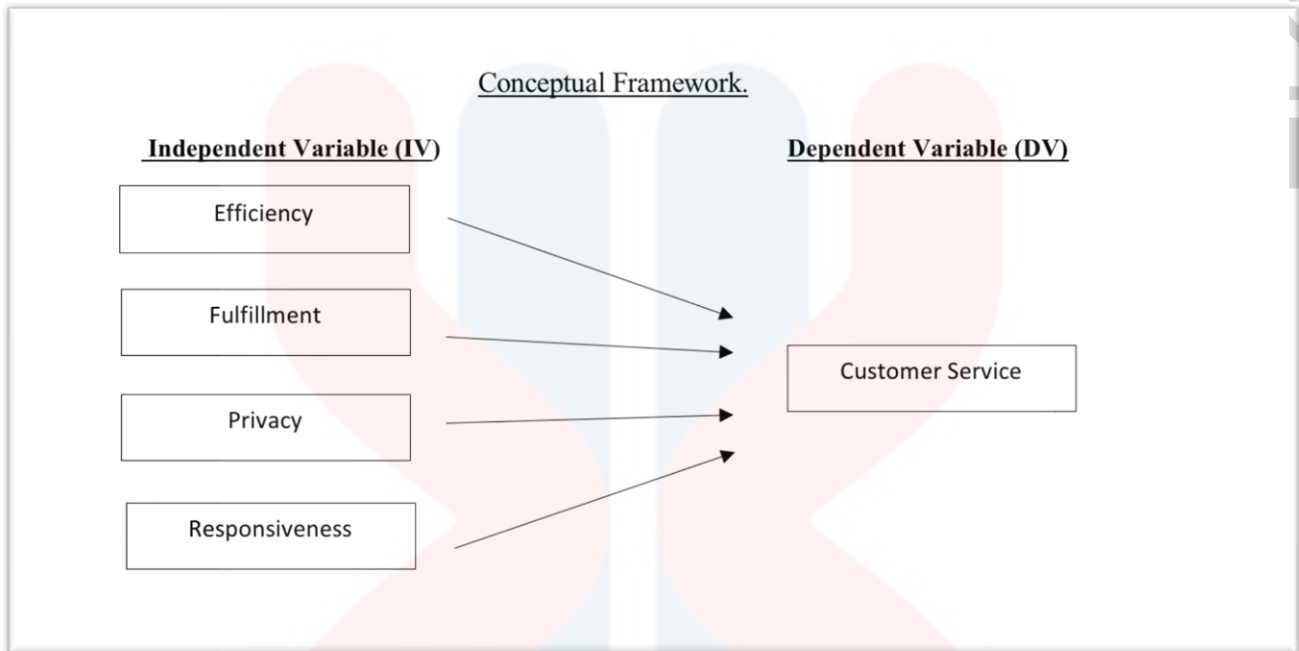


Figure 2.2: The Conceptual Framework of the study

From the diagram above, the researchers can identify the independent variable and dependent variable. There are 4 independent variable which is the efficiency, fulfillment, privacy and responsiveness. Whereas, the dependent variable is the customer service.

## 2.6 SUMMARY

From the chapter 2, researchers have the understanding of implement the study for the next process. Researchers understands deeper regarding the previous studies for the study. Researchers also can understand the relationship between independent variable and also the dependent variable. Citations from certified previous studies made is stronger and more focus within the research studies. Researchers will understand and see the bigger path of the studies. The main benefit of effective implementation is that it usually gives a precise and unbiased specification of multiple variables. It allows the potential to validate the reliability of a research study and helps in understanding the bigger picture of the study.

## CHAPTER 3

### RESEARCH METHODS

#### 3.1 INTRODUCTION

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

#### 3.2 RESEARCH DESIGN

The design of research can be defined as the plan to answer the research question. To answer questions like "who, how much, where, what, how, and how many?" it analyses numerical data using specific statistical techniques. Abutabenjeh and Jaradat (2018) said that Babbie (2004) said that research design is also a plan that the researcher needs to figure out what to observe and analyse, why, and how. Creswell (2008) said that research design is a plan for how the research will be done. Through questionnaires, all of the information for this study will be gathered using a quantitative method. Quantitative research is a way to collect and analyse data from different sources in a planned way (SIS International, 2018). Rahi (2017) says that survey questionnaires are used for research using a quantitative approach, techniques that have already been set up, and looking for samples from the target population.

In this study, researchers will try to figure out what makes customers happy about online food delivery services. Then, descriptive research will be used to get the information from the respondents through questionnaires and to explain the information. The goal of a research design is to make sure that the data can be used to find answers to the research question. So,



descriptive research could answer who, where, what, how, and when questions about a certain issue or situation. Atmowardoyo (2018) says that descriptive research is a type of research that tries to give as accurate a description as possible of what is happening.

### **3.3 DATA COLLECTION METHODS**

Data collection is a process of collecting information from all the relevant sources to find answers to the research problem, test the hypothesis, and evaluate the outcomes. A deductive approach is concerned with “developing a hypothesis (or hypotheses) based on existing theory, and then designing a research strategy to test the hypothesis” Wilson, J. (2010) “Essentials of Business Research: A Guide to Doing Your Research Project” SAGE Publications, p.7. Data collection methods can be divided into two categories: secondary methods of data collection and primary methods of data collection.

#### **3.3.1 Primary Data Collection Methods**

Primary data is information that has never been collected before. Primary data are the results of your research that are unique. The majority of time, collecting and analyzing primary data takes more time and work than researching secondary data. There are two kinds of ways to collect primary data: quantitative and qualitative.

Quantitative data collection methods are based on different kinds of mathematical calculations. Some ways to collect and analyze quantitative data are through questionnaires with closed-ended questions, methods of correlation and regression, mean, mode, and median, and other methods. Quantitative methods are easier and cheaper to use than qualitative methods. They can also be used in less time. Quantitative methods also have a high level of standardization, which makes it easy to compare results. On the other hand, qualitative research methods don't use numbers or math calculations. Qualitative research has a lot to do with things that can't be measured, like words, sounds, feelings, emotions, colours, and other things. Qualitative studies try to get to the bottom of things by using methods like interviews, questionnaires with open-ended questions, focus groups, observation, games or role-playing, case studies, and so on.

#### **3.3.2 Secondary Data Collection Methods**

Secondary data is information that has already been published in books, newspapers, magazines, journals, online portals, etc. There is a lot of information about your business studies research topic in these sources, almost no matter what the topic is. So, using the right set of criteria to choose the secondary data that will be used in the study is an important part of making the research more valid and reliable. These criteria include, but are not limited to, the date of publication, the author's credentials, the reliability of the source, the quality of the discussions, the depth of the analyses, how much the text has contributed to the development of the research area, and so on. In the Literature Review chapter, the researchers will explain more about how to collect secondary data. Secondary methods of collecting data have a lot of benefits, such as saving time, money, and effort. But they have a very big problem. In particular, secondary research doesn't add to the body of knowledge by giving us new information.

### 3.4 STUDY POPULATION

The population of this study involved all undergraduates who are studying at University Malaysia Kelantan which also consists of several faculties such as Faculty of Entrepreneurship and Business (FKP), Faculty of Veterinary Medicine (FPV), and Faculty of Hospitality, Tourism and Wellness (FHPK). Based on Academic Administration Division of UMK, currently has total of 6,237 students who are divided into three faculties such as FKP with 3,495 students, FHPK with 2,518 students and 224 students for FPV. On this study, the researcher only used the population of FKP students and FHPK students in this research study. Therefore, the total population of UMK Campus Kota that researcher used was 6,013 students (UMK, 2022).

Faculty	Population
FKP	3,495
FHPK	2,518
<b>TOTAL POPULATION</b>	<b>6,013</b>

Table 3.1: Total population of Faculty in UMK City Campus that researcher used.

### 3.5 SAMPLE SIZE

Sample refers to the number of population or the number of participants. So, in order to achieve the goals of this study and avoid information and data from being biased, this study should be done with a wider scope to get better and stand out results. According to (Hair et al, 2011) to research to limit such data errors to avoid bias. To achieve a balance of the sample taken from the student, this research implies simple random sampling. According to Krejcie and Morgan (1970), 362 students will be the sample size to represent the whole population for this study.

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

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

Table 3.2: Krejcie and Morgan’s sample size determination.

### **3.6 SAMPLING TECHNIQUES**

A systematic method is used in this sampling technique to find and analyze the answers given by the respondents. The issue of justice is used and there is no element of tolerance in the evaluation of the answers given by the respondents. Researchers are more likely to use quantitative methods in this study to collect information from respondents. This is because, the researchers uses this method because it is very suitable and facilitates the researchers work in collecting information. Quantitative is based on numbers as well as numbers. Therefore, the researcher used this method because it is very suitable for this study. It will be easy for the researcher to get the data received from the respondents. Through data obtained through respondents will facilitate the researcher's work.

In Sampling Techniques, researchers use some strategic methods to make it easier for us to do this study. Among them the researchers will categorize the target students which are students from year 1 to year 4 from the faculties of FKP and FHPK to answer the questions given by us to be answered related to our title Online Food Delivery. The form has several important sections that must be answered by UMK students from both faculties. Therefore, the students will give their opinion what they feel is right. In this study, researchers used quantitative methods to find the necessary data. Quantitative method is a method that studies numbers which is like statistics, formulating a study based on data which is the number of numbers that can be obtained. This method is more result-oriented in conducting this study.

### **3.7 RESEARCH INSTRUMENT DEVELOPMENT**

For research instruments, in this study researcher have used google references, related magazines and also collected questionnaires from the respondents. Our main sources are of course magazines and also google related to Online Food Delivery. But researcher also need important data from the questionnaire to further strengthen the study researcher are studying regarding Online Food Delivery at UMK City Campus. As a result of the source researcher can find out the Factor that effects Online Food Delivery Service with Customer Service. All the questions distributed to the respondents are for the objective of this study and give relevant answers to be used in this study. This questionnaire includes three parts.

The data will be examined quantitatively. Quantitative research collects numerical data and generalizes on groups of individuals or phenomena. This survey targets UMK Kota

Campus students. When respondents answered all questionnaire questions together. Parts A, B, and C comprise the questionnaire. Closed-question responses are allowed. Quantitative study using questionnaires to analyze large-scale survey data (Ponto, 2020). Part A asks demographic questions about gender, age, race, faculty, year of study, and about online food delivery apps in Kota Bharu, Kelantan. In this section researchers uses nominal scale. Nominal scales categorize data without numerical values. Parts B and C cover ordinal scales. The ordinal scale measures preference or opinion by assessing the respondent's satisfaction strongly agree, disagree, neutral, agree and strongly agree with a statement. Part B questions covered independent criteria like efficiency, fulfillment, privacy and responsiveness. researchers give five questions per factor. Section C has five dependent variable questions.

Table 3.3: The Five-point Likert Scale

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

Section	Variables to be Identified	No. of Item	Total of Item
A	Demographic Profile	5	1-5
B	Independent Variable <ul style="list-style-type: none"> <li>• Efficiency</li> <li>• Privacy</li> <li>• Responsiveness</li> <li>• Fulfillment</li> </ul>	5 5 5 5	1-5 1-5 1-5 1-5
C	Dependent Variable <ul style="list-style-type: none"> <li>• Customer Satisfaction</li> </ul>	5	1-5
		25	



Table 3.4: Questionnaire to Respondent

### 3.8 Measurement of the variables

#### 3.8.1 Nominal Level of measurement

Multiple perspectives have been considered on the significance of the nominal scale. Separating units into qualitative categories, whereby the individuals of the same category share defining characteristics, is known as a nominal scale. These categories may be named, as in the case of natural categorizations like gender which is male or female or artificial categorizations like class of group A or B. (Ndiyo, 2006). The only characteristic that nominal scale has is the description characteristic, which indicates that it has distinctive labels that may be used to identify the items or assign values to it. When it is put to use as a means of identification, there is a direct and recognisable connection between an item and the numerical value that has been selected to that item. In the questionnaire section A, researchers provide demographic questions for respondents such as age, gender and year of study.

#### 3.8.2 Ordinal Level of measurement

Ordinal data are separated into categories within a variable that already come with their own fundamental ranking method. On the other hand, the distances that separate the categories are not continuous or are unknown (Bhandari, 2020). Ordinal data are quantitative data that have orders that emerge, and the difference between every of it and other data types is not known. It is possible to title it, put it into groupings, and also classify it. Researchers will get the benefit from having an awareness of the different scales that are available so that data analysis methods can be applied in an accurate format. For example, the researchers applied the likert scale in the questionnaire for section B and C. The researcher uses five level of Likert Scale that consist of strongly disagree, disagree, neutral, agree and strongly agree. Respondents will be informed to fill the questions based on the scales level. The Likert Scale technique will use in Section B and C to test the online food delivery service and customer service.

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

Table 3.5: Nominal Scale

The table 3.5 shows the Nominal scale where researchers implement the likert scale method

### 3.9 PROCEDURE OF DATA ANALYSIS

The researchers use descriptive research design to investigate the quantitative of data collected and also analyze it. Not to forget the data used to examine the factors that the online food delivery and the customer service. This kind of research method include describing in detail specific situations utilizing the descriptive correlational research of design. This research is formally to answer the research objective and questions whether customer service can be the factor that influence the online food delivery. Our respondents will be students from Campus Kota. The questionnaires will be distributed to students from the first year until fourth year students. After collecting the data, all of it will be analyzed using the Statistical Package for the Social Sciences (SPSS).

#### 3.9.1 The Reliability Test

Reliability of a test relates to the extent to which a measurement is accurate. It has a close relationship with test validity. Test reliability can be viewed as precision in terms of the extent to which measurements are performed without error (Franzen, 2011). When research findings are effectively replicated time and time again, the findings gain credibility. One method that can be utilised to measure the level of dependability is the use of a correlation coefficient. The reliability of a test can be evaluated by looking for a high positive correlation. It is quite impossible that the exact same result would be obtained each time due to the fact that the respondents and the conditions are always changing; however, a correlation that is significant statistically in a positive direction between the results of the same test indicates dependability. The Cronbach's Alpha table 3.9.2 is displayed below.

Cronbach's Alpha	Internal Consistency
$\alpha \geq 0.9$	Excellent
$0.9 > \alpha \geq 0.8$	Good
$0.8 > \alpha \geq 0.7$	Acceptable

$0.7 > \alpha \geq 0.6$	Questionable
$0.6 > \alpha \geq 0.5$	Poor
$0.5 > \alpha$	Unacceptable

**Table 3.6:** Rules of Thumb Cronbach's Alpha

### 3.9.2 Descriptive Statistics

In order to provide a precise description of the fundamental characteristics of a study's data, descriptive statistics are applied. They provide an immediate synopsis of the samples and the data in a concise format. It is the backbone of every quantitative data analysis, as well as the foundation of simple and clear data presentation (M.K, 2022). The first step in the analysis of the data for this study is a descriptive analysis of all of the variables. The mean, the median, and the mode are the measurements of central tendency, whereas the standard deviation and skewness are the measures of variance. The measurements of central tendency are used to describe where the majority of the data falls inside a given set. The mean, the median, and the mode are three measures of central tendency that are utilized frequently. The location of the centre point is determined by each measurement using a separate collection of algorithms. The metrics of dispersion are used to characterize the degree to which a data set is scattered or dispersed. Variables such as variance, standard deviation, and interquartile range are examples of descriptive statistics that can be utilized to provide insight into the distribution of the data set.

### 3.9.3 Pearson Correlation

Correlation measures the monotonic relationship between two variables. As the value of one variable increases, so does the value of the other variable; or as the value of one variable increases, the value of the other variable declines (Schober et al., 2018). The measurement can only demonstrate linear correlation, like covariance, and eliminates other types of interaction or linkage. When the Independent and Dependent variables are connected, the result may be seen. The covariance of two continuous variables is a mathematical description of the extent to which a change in one variable is related to a change in the other. Comparable to variance, covariance measures the correlation between two variables. Variance analyzes the variability of a single variable, while covariance examines the relationship between them. Covariance,



however, is basis, therefore it's difficult to assess or compare its absolute value across research. Pearson's correlation coefficient is frequently utilized because of its ease of usage and interpretation. This coefficient, which is a dimensionless measure of the covariance, is scaled so that it can take on values between -1 and +1.

The 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 3.7: The Rule of Thumb for Interpreting the size of Correlation Coefficient

### 3.10 SUMMARY

Chapter 3 describes the research paper's aim and how to analyse the target audience. The chapter emphasises the relevance of a research study's primary audience, the quality of evaluating questionnaires, and the study's evidence. The chapter shows how researchers develop a research paper by having respondents answer questions honestly.

## CHAPTER 4

### RESULTS AND DISCUSSION

#### 4.1 INTRODUCTION

This part will emphasize on the collected data and research methodology embraced. Each segment will focus in on various thing. This segment will be examined on the demographic segment of respondent and the data analysis that have referenced in Chapter 3.

#### 4.2 PREMILARY ANALYSIS

The preliminary analysis was conducted to determine whether the concept and variable were viable and reliable. Reliability test has been taken by using pilot test results. For this research, the result be assessed using Cronbach's Alpha and a value less than 0.60 is considered as lower acceptance limits. Table 4.1 shows the rules of thumb about Cronbach's Alpha coefficient size.

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

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

For the pilot test, the questionnaires have been distributed to the intended respondents. Following data collection, the data will be included in the Statistical Package for the Social Sciences (SPSS) software to be tested for reliability. Finally, if any problems are discovered, the questionnaire survey will be readjusted based on the results of pilot test and distributed for the main study.

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

<b>VARIABLES</b>	<b>NO. OF ITEM</b>	<b>CRONBACH'S ALPHA</b>	<b>INTERNAL CONSISTENCY</b>
Efficiency	5	0.735	Acceptable
Fulfillment	5	0.910	Excellent
Privacy	5	0.859	Good
Responsiveness	5	0.910	Excellent
Customer Satisfaction	5	0.783	Acceptable

Table 4.2 above also showed the reliability of pilot test analysis for independent variable and dependent variables from 25 questionnaires. Fulfillment and Responsiveness were the independent variable in this study, which it showed the Cronbach's alpha coefficient value of 0.910 and also 0.910, each of that were excellent. While Efficiency and Privacy also independent variable in this study and showed the Cronbach's alpha coefficient value of 0.735 and 0.859 which is acceptable and good. The Customer Satisfaction shown in the table above

was the dependent variable in the study and its Cronbach’s alpha coefficient value showed 0.783 which acceptable and reliable.

Since the Cronbach’s alpha charge for the variables has exceeded 0.7, it showed that the questionnaires were highly reliable and can proceed with the study. Furthermore, this means the questionnaires has been accepted for this study and the reliability has proven that the respondent understood the questions provided well.

### 4.3 DEMOGRAPHIC PROFILE

The total of respondent involved in the survey was 362 people. In demographic section, the distribution of the respondents in term of their background and characteristics were analyze using demographic profile and were demonstrated by the frequency and percentage for every section demographic profile of the respondents.

#### 4.3.1 Gender

##### 1. Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	MALE	200	55.2	55.2	55.2
	FEMALE	162	44.8	44.8	100.0
	Total	362	100.0	100.0	

Table 4.3 Frequency Output of Gender

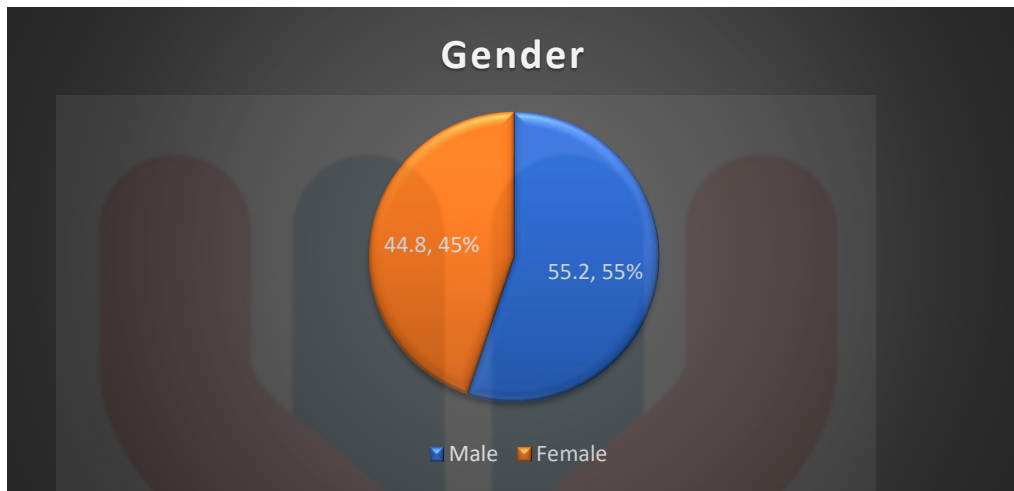


Figure 4.1 Chart for the Gender of Respondents

According to Table 4.3.1, out of 362 respondents, there are 200 male respondents which is 55.2% of the population and the balance of the respondents are female which is 44.8% which consisted of 162 respondents. Based on the table 4.3.1, and the chart 4.3.1, the different between both gender were 38 people which was 10.4%.

**4.3.2 Age**

**2. Age**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	19-22 YEAR	156	43.1	43.1	43.1
	23-26 YEAR	184	50.8	50.8	93.9
	27-30 YEAR	22	6.1	6.1	100.0
Total		362	100.0	100.0	

Table 4.4 Frequency Output of Age

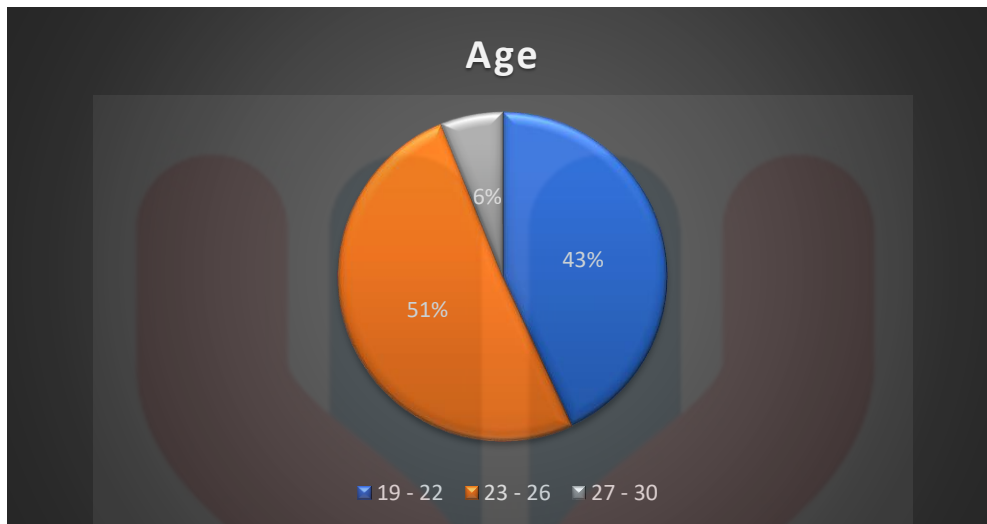


Figure 4.2 Chart for The Age of Respondents

Table 4.3 show the result of frequency and percentages of the respondents based on the segmentation of ages. The table show that the majority of of respondent are between the ages of 23 to 26 years old which is 184 respondents and has a highest percentage of 51%. Meanwhile the frequency for the age of 19 to 22 years old was 156 respondents and the percentage was 43%. Then the lowest frequency of the age was 27 to 30 years old which is the percentage was only 6%.



### 4.3.3 Race

5.3.3

		3. Race			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	MALAY	256	70.7	70.7	70.7
	CHINESE	69	19.1	19.1	89.8
	INDIAN	32	8.8	8.8	98.6
	4	5	1.4	1.4	100.0
Total		362	100.0	100.0	

Table 4.5 Frequency Output of Race

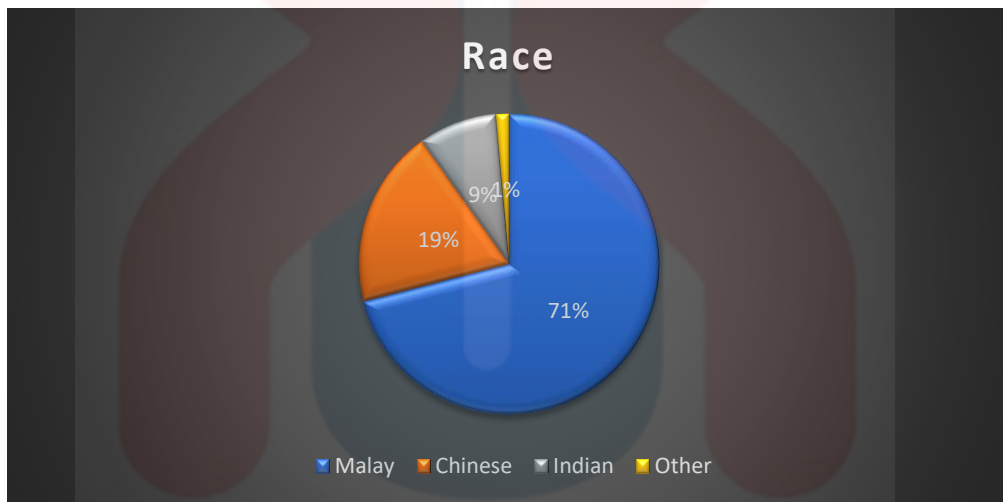


Figure 4.3 Chart for Race of Respondent

Table 4.5 shows the result of frequency and percentages of the respondent based on the segmentation of race. The result shows that majority respondent who answered this survey was Malays because it has the highest percentage value which is 71% and the frequency was 256 respondents. Meanwhile the respondent of Chinese has a percentage value of 19% and the frequency was 69 respondents. Next, the frequency of respondent by India was 32 respondents which is 8.8% for the percentage. The last one was Other, the frequency of Other was 5 respondents which is the percentage value for Other was only 1.4%

### 4.3.4 Faculty

#### 4. Faculty

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	FKP	209	57.7	57.7	57.7
	FHPK	153	42.3	42.3	100.0
	Total	362	100.0	100.0	

Table 4.6 Frequency Output of Faculty

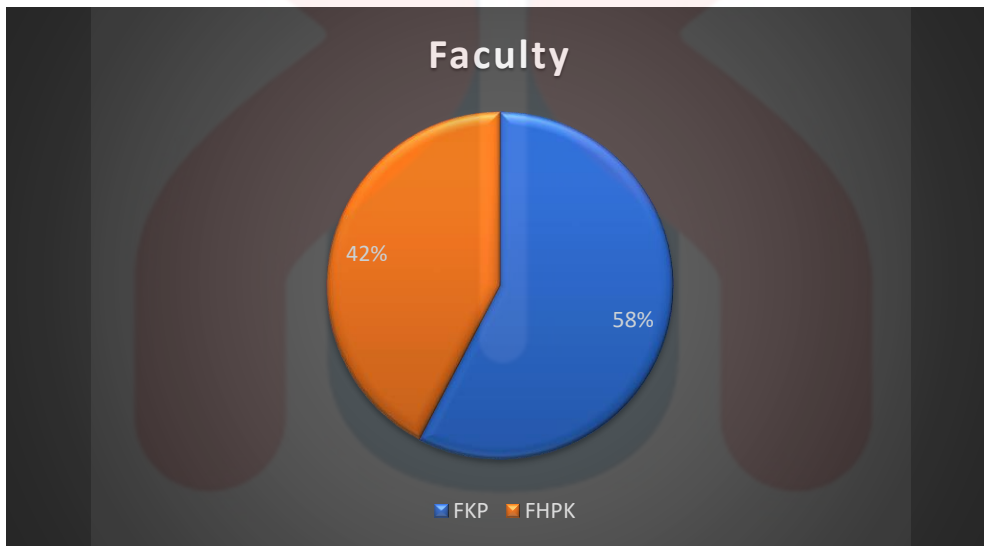


Chart 4.4 Chart for Faculty of Respondent

The table 4.6 shows the result of frequency and percentages of the respondent based on the segmentation of faculty. The majority who answered this questionnaire were from FKP students because it has the highest percentage value which is 58% and the frequency was 209 respondents. Followed by frequency for the faculty of FHPK was 153 respondents which is the percentage was 42%.

### 4.3.5 Year of Study

#### 5. Year of Study

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	FIRST YEAR	60	16.6	16.6	16.6
	SECOND YEAR	96	26.5	26.5	43.1
	THIRD YEAR	46	12.7	12.7	55.8
	FOURTH YEAR	160	44.2	44.2	100.0
	Total	362	100.0	100.0	

Table 4.7 Frequency Output of Year of Study

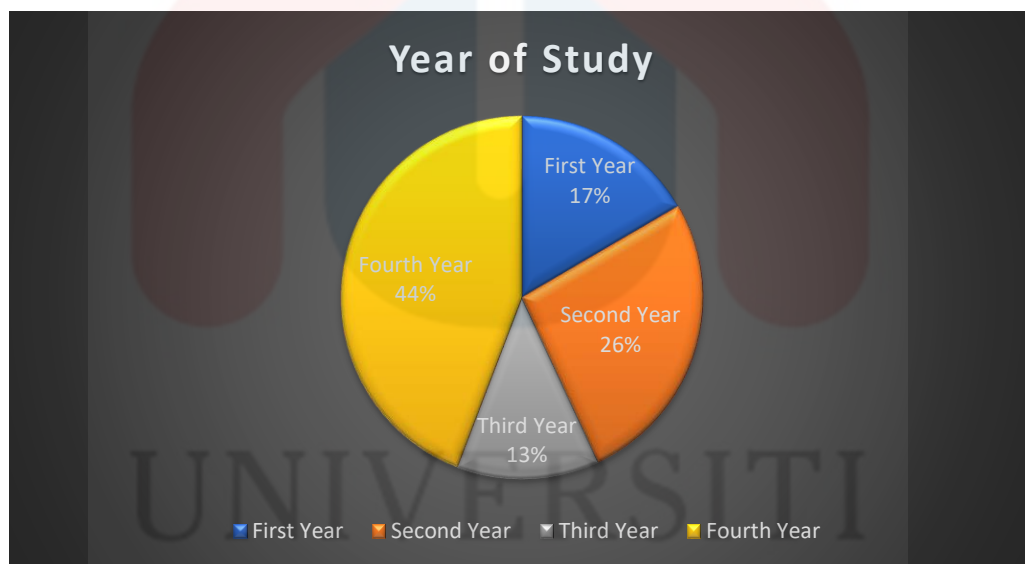


Figure 4.5 Chart for Year of Study of Respondent

Table 4.7 shows the results of frequency and percentages of the respondent based on the segmentation of year of study. The table indicate the majority of who answered this questionnaire was fourth year because it has the highest percentage value of 44% which is the frequency was 160 respondents. Next, the respondent for second year student has the highest percentage value which is 26% and the frequency for second year student was 96 respondents. Followed by first year student, the frequency of first year student was 60 respondents which is

the percentage value of first year student was 17%. Lastly, the third-year student have the lowest frequency which is only 60 respondents and the percentage value was 13%.

#### 4.3.6 Do You Ever Use Delivery App?

##### 6. Do you ever use food delivery app?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	YES	360	99.4	99.4	99.4
	NO	2	.6	.6	100.0
	Total	362	100.0	100.0	

Table 4.8 Frequency Output of Do You Ever Use Delivery App?

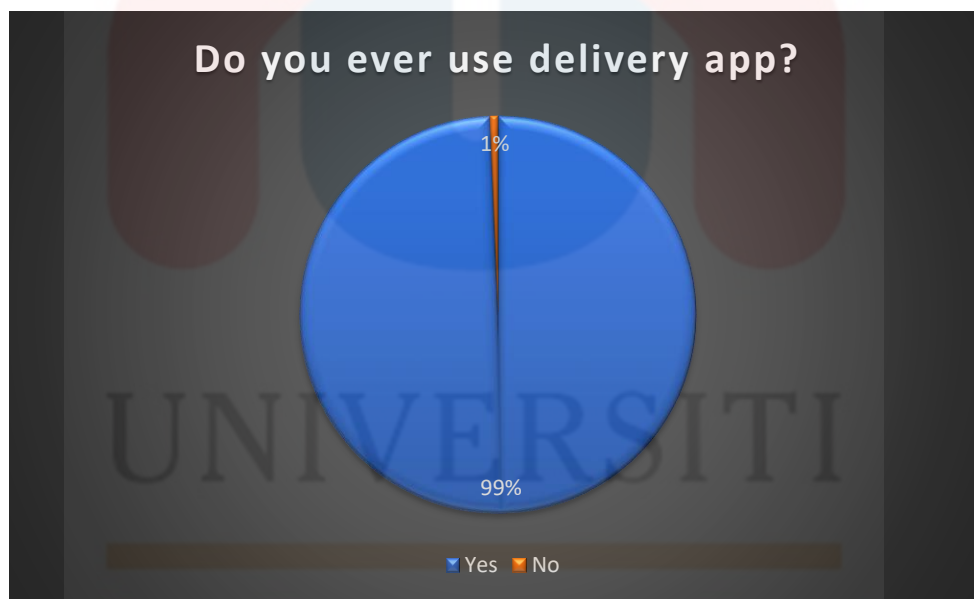


Figure 4.6 Chart for Do You Ever Use Delivery App?

Table 4.8 shows the results of frequency and percentages of the respondent based on the segmentation of respondent using delivery food application. The table indicate the majority of who answered this questionnaire have used food delivery application. The frequency for respondent who have used food delivery application was 360 respondents which is the

percentage was 99% while the frequency of respondent who never used food delivery application was only 2 respondents and the percentage was 1%.

#### 4.3.7 How Often You Visit Online Food Delivery?

##### 7. How often you visit online food delivery?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	EVERYDAY	33	9.1	9.1	9.1
	WEEKLY	97	26.8	26.8	35.9
	MONTHLY	232	64.1	64.1	100.0
	Total	362	100.0	100.0	

Table 4.9 Frequency of How Often You Visit Online Food Delivery?



Figure 4.7: Chart for How Often You Visit Online Food Delivery?

Table 4.9 shows the result of frequency and percentages of the respondents based on the segmentation of how often respondent visit online food delivery application. The result has shown that 232 respondents with 64.1 % was visit online food delivery application in monthly,

followed by 97 respondents with 26.8% was visit online food delivery in weekly. Lastly, only 33 respondents with 9.1% was visit online food delivery in every day.

#### 4.3.8 What is The Most Application You Used for Making Online Food Delivery?

##### 8. What is the most application you used for making online food delivery?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	FOODPANDA	204	56.4	56.4	56.4
	GRABFOOD	146	40.3	40.3	96.7
	LALAMOVE	3	.8	.8	97.5
	SHOPEEFOOD	9	2.5	2.5	100.0
	Total	362	100.0	100.0	

Table 4.10 Frequency of What is The Most Application You Used for Making Online Food Delivery?



Figure 4.8 Chart for What is The Most Application You Used for Making Online Food Delivery?

Table 4.10 shows the result of frequency and percentages of the respondents based on the segmentation of the most application that the respondent used for making food delivery. The highest result has shown that 204 respondents with 56.4% was used application FoodPanda for making online food delivery. Meanwhile, 146 respondents with 40.3% was using



application GrabFood for making online food delivery. Followed by 9 respondents with 2.5%, respondent was used ShopeeFood for making online food delivery. The lowest result was 3 respondents with 2.5% respondents was using Lalamove for making online food delivery.



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#### 4.4 DESCRIPTIVE ANALYSIS

The descriptive analysis comes out from independent variable and dependent variable to find the mean of each variable. The response as was by using 5 points of likes the skills to measure respondents about how much they agree or disagree with the statement which is 1 Strongly disagree, 2- Disagree, 3- Neutral, 4- Agree and 5 Strongly agree.

##### 4.4.1 Descriptive Analysis of Efficiency

**Descriptive Statistics**

	N	Minimum	Maximum	Mean	Std. Deviation
1. EFFICIENCY / KECEKAPAN	362	2	5	4.90	.372
i) I can make pay using multiple payment methods / Saya boleh membuat pembayaran menggunakan pelbagai kaedah pembayaran.					
ii) I believe that the online food delivery application offers variety of deference food cuisines. / Saya percaya bahawa aplikasi penghantaran makanan dalam talian menawarkan pelbagai masakan makanan.	362	3	5	4.90	.318
iii) I can find all the detailed information of goods I need in the online food delivery application. / Saya boleh mendapatkan semua maklumat terperinci barangan yang saya perlukan dalam aplikasi penghantaran makanan dalam talian.	362	2	5	4.87	.365

iv) The online food delivery application provides an easy step-by-step instruction for its user to navigate through the application. / Aplikasi penghantaran makanan dalam talian menyediakan arahan langkah demi langkah yang mudah untuk penggunaanya mengemudi melalui aplikasi.	362	2	5	4.85	.394
v) The online food delivery application provides clear and understandable interface/features for its user to interact. / Aplikasi penghantaran makanan dalam talian menyediakan antara muka/ciri yang jelas dan mudah difahami untuk penggunaanya berinteraksi.	362	3	5	4.86	.369
Valid N (listwise)	362				

Table 4.11: Efficiency

Table 4.11 shows the independent variable of the efficiency. There are five (5) items for these independent variables. The highest mean is on the question “I can make pay using multiple payment methods” and “I believe that the online food delivery application offers variety of deference food cuisines” which is 4.90. This indicated that most of the respondents agree with this question. Meanwhile, the lowest mean for this variable is on the question “The online food delivery application provides an easy step-by-step instruction for its user to navigate through the application” which is 4.85.

#### 4.4.2 Descriptive Analysis of Fulfillment

##### Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
2. FULFILLMENT / PEMENUHAN	362	1	5	4.85	.442
i) I can get what I want to order from online food delivery application. / Saya boleh mendapatkan apa yang saya ingin pesan daripada aplikasi penghantaran makanan dalam talian ini.	362	1	5	4.85	.442
ii) I am satisfied with the food quality provided by this online food delivery application. / Saya berpuas hati dengan kualiti makanan yang disediakan oleh aplikasi penghantaran makanan dalam talian ini	362	2	5	4.83	.428
iii) It is easy to cancel order using the online food delivery application. / Ianya mudah untuk membatalkan pesanan menggunakan aplikasi penghantaran makanan dalam talian.	362	3	5	4.85	.421
iv) I am satisfied with the delivery time when using online food delivery application. / Saya berpuas hati dengan masa penghantaran apabila menggunakan aplikasi penghantaran makanan dalam talian.	362	1	5	4.83	.455

v) I am satisfied with the condition of the delivered food using the online food delivery application. / Saya berpuas hati dengan keadaan makanan yang dihantar menggunakan aplikasi penghantaran makanan dalam talian.	362	2	5	4.85	.387
Valid N (listwise)	362				

Table 4.12: Fulfillment

Table 4.12 shows the independent variable of the fulfillment. There are five (5) items for these independent variables. From the result shows, the highest mean score is 4.85 which the question is “I can get what I want to order from online food delivery application”, “It is easy to cancel order using the online food delivery application” and “I am satisfied with the condition of the delivered food using the online food delivery application”. Meanwhile, the lowest mean is 4.83 which the question is “I am satisfied with the food quality provided by this online food delivery application” and “I am satisfied with the delivery time when using online food delivery application.”



### 4.4.3 Descriptive Analysis of Privacy

#### Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
3. PRIVACY / PRIVASI	362	1	5	4.86	.409
i) I believe that my personal information is protected and not misused or disseminated. / Saya percaya bahawa maklumat peribadi saya dilindungi dan tidak disalahgunakan atau disebarikan.	362	1	5	4.86	.409
ii) I believe this online food delivery application provides accurate information to potential customer. /Saya percaya aplikasi penghantaran makanan dalam talian ini memberikan maklumat yang tepat kepada bakal pelanggan.	362	3	5	4.88	.339
iii) I believe that this online food delivery application have an adequate security feature. / Saya percaya bahawa aplikasi penghantaran makanan dalam talian ini mempunyai ciri keselamatan yang mencukupi.	362	2	5	4.86	.393
iv) I feel safe using this online food delivery application for conducting transaction / Saya berasa selamat menggunakan aplikasi online food delivery untuk menjalankan transaksi.	362	2	5	4.86	.389



v) Confidence to give personal information (name, contact info, address) on the online food delivery application. / Keyakinan untuk memberikan maklumat peribadi (nama, maklumat hubungan, alamat) pada aplikasi penghantaran makanan dalam talian.	362	3	5	4.85	.384
Valid N (listwise)	362				

Table 4.13: Privacy

Table 4.13 shows the independent variable of the privacy. There are five (5) items for these independent variables. From the result shows, the highest mean score is 4.88 which the question is “I believe this online food delivery application provides accurate information to potential customer”. Meanwhile, the lowest mean is 4.85 which the question is “Confidence to give personal information (name, contact info, address) on the online food delivery application.”

#### 4.4.4 Descriptive Analysis of Responsiveness

<b>Descriptive Statistics</b>					
	N	Minimum	Maximum	Mean	Std. Deviation
4. RESPONSIVENESS / TANGGUNGJAWAB	362	2	5	4.85	.434
i) I believe that online food delivery customer care will respond my complaints. / Saya percaya bahawa perkhidmatan pelanggan penghantaran makanan dalam talian akan menjawab aduan saya.	362	1	5	4.87	.394
ii) I believe that customers review on online food delivery application will help me to decide whether to order from restaurant or not. / Saya percaya ulasan pelanggan pada aplikasi penghantaran makanan dalam talian akan membantu saya membuat keputusan sama ada untuk memesan dari restoran tersebut atau tidak	362	2	5	4.88	.362
I believe that it is easy to access the online real time tracking on the online food delivery application. / Saya percaya bahawa adalah mudah untuk mengakses penjejakan masa nyata dalam talian pada aplikasi penghantaran makanan dalam talian.	362	2	5	4.88	.362

iv) The online food delivery application gives a quick response from customer feedback. / Aplikasi penghantaran makanan dalam talian memberikan maklum balas pantas daripada maklum balas pelanggan	362	3	5	4.87	.356
v) The online food delivery application gives a proper notification whenever there is a problem. / Aplikasi penghantaran makanan dalam talian memberikan pemberitahuan yang betul setiap kali terdapat masalah.	362	3	5	4.86	.364
Valid N (listwise)	362				

Table 4.14 Responsiveness

Table 4.14 shows the independent variable of the responsiveness. There are five (5) items for these independent variables. From the result shows, the highest mean score is 4.88 which the question is “I believe that it is easy to access the online real time tracking on the online food delivery application”. Meanwhile, the lowest mean is 4.85 which the question is “I believe that online food delivery customer care will respond my complaints.”

#### 4.4.5 Descriptive Analysis of Customer Services

##### Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
DV – CUSTOMER SATISFACTION / KEPUASAN PELANGGAN	362	2	5	4.85	.389
i) I am satisfied with the service of online food delivery app. / Saya berpuas hati dengan perkhidmatan aplikasi penghantaran makanan dalam talian.	362	2	5	4.78	.497
ii) I did not face any problems when using online food delivery application. / Saya tidak menghadapi sebarang masalah semasa menggunakan aplikasi penghantaran makanan dalam talian.	362	3	5	4.82	.396
iii) I am satisfied with the overall process of ordering until delivering to customer when using online food delivery application. / Saya berpuas hati dengan keseluruhan proses tempahan sehingga penghantaran kepada pelanggan semasa menggunakan aplikasi penghantaran makanan dalam talian.	362	3	5	4.86	.374
iv) I will continue to order food using online food delivery application in the future. / Saya akan terus memesan makanan menggunakan aplikasi penghantaran makanan dalam talian pada masa hadapan.	362	3	5		

v) I will recommend to other University Malaysia Kelantan students to use online food delivery application. / Saya akan mengesyorkan kepada pelajar Universiti Malaysia Kelantan yang lain untuk menggunakan aplikasi penghantaran makanan dalam talian.	362	3	5	4.86	.361
Valid N (listwise)	362				

Table 4.15: Customer Satisfaction

Table 4.15 shows the dependent variable of the customer satisfaction. There are five (5) items for these dependent variables. From the result shows, the highest mean score is 4.86 which the question is “I will continue to order food using online food delivery application in the future.” and “I will recommend to other University Malaysia Kelantan students to use online food delivery application.” Meanwhile, the lowest mean is 4.78 which the question is “I did not face any problems when using online food delivery application.”



#### 4.5 CRONBACH'S ALPHA RELIABILITY ANALYSIS

The reliability of a research is determined by its logical consistency, which is evaluated by Cronbach's alpha. This result can be used to test whether or not a set of data points reliably measures the same factor. The level of consistency is measured by Cronbach's alpha, which uses a standard scale from 0 to 1 to express results. When the values are close to one another, the items are more likely to agree with one another. Cronbach's alpha is typically compared to other studies using the number 0.7 as a standard. At this level and above, there is sufficient consistency between the items to indicate that the measure is dependable (Frost,2022).

Cronbach's Alpha	Internal Consistency
$\alpha > 0.9$	Excellent
$\alpha > 0.8$	Good
$\alpha > 0.7$	Acceptable
$\alpha > 0.6$	Questionable
$\alpha > 0.5$	Poor
$\alpha > 0.4$	Unacceptable

Table 4.16: Shows the rule of thumb of Cronbach's Alpha



#### 4.5.1 Actual Reliability Test

Variables	Cronbach's Alpha	No of Items	Internal Consistency
<b>Dependant Variable</b>			
Customer Satisfaction	0.905	5	Excellent
<b>Independent Variable</b>			
Efficiency	0.842	5	Good
Fulfillment	0.903	5	Excellent
Privacy	0.913	5	Excellent
Responsiveness	0.885	5	Good

Table 4.17: Shows the Cronbach's Alpha Actual Reliability Test

From the table B above, the Cronbach's Alpha Actual Reliability Test regarding the questions of the dependent variable and the independent variable that have been collected. The questions are then been analyse for results. A total of 362 respondents from University Malaysia Kelantan students in city campus. It shows the factors affecting the online food delivery and the customer satisfaction towards students from city campus. From the table B above, the dependent variable is the Customer Satisfaction while the independent variable is the Efficiency, Fulfillment, Privacy and Responsiveness. Every part of it consist of 5 questions in the questionnaire. Thus, the result of the Cronbach's Alpha reading value for dependent variable (Customer Satisfaction) is the (0.905) with Excellent Internal Consistency. Besides that, the independent variable for Efficiency result with (0.842) with Good Internal Consistency. Next, the Fulfillment and Privacy results with (0.903) and (0.913) respectively. Both of it with Excellent Internal Consistency. Lastly, Responsiveness results

with (0.885) with the Internal Consistency of Good. Therefore, the questions from the questionnaires can be conclude that results with Good and Excellent Intenal Consistency.

#### 4.6 PEARSON CORRELATION

The Pearson coefficient is a form of correlation coefficient that is applied to identify the relationship between two variables that are tested on the same ratio or interval scale scale. This type of correlation coefficient is also known as the Pearson correlation. When comparing two continuous variables, the Pearson coefficient is used to assess the degree of correlation between them. The Pearson Correlations can be used to identify the significant relationship between the dependant variable (Customer Satisfaction) and the independent variable (Fulfillment, Efficiency, Privacy and Responsiveness). Table A shows the Rule of Thumb for Interpreting the size of Correlation Coefficient while table B shows the result of Pearson Correlation to identify the hypotheses.

The 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 4.18: The Rule of Thumb for Interpreting the size of Correlation Coefficient

#### 4.6.1 The Pearson Correlation Result

		Efficiency	Fulfillment	Privacy	Responsiveness	Customer Satisfaction
Efficiency	Pearson Correlation	1	.714**	.697**	.637**	.683**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	362	362	362	362	362
Fulfillment	Pearson Correlation	.714**	1	.788**	.668**	.757**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	362	362	362	362	362
Privacy	Pearson Correlation	.697**	.788**	1	.684**	.657**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	362	362	362	362	362
Responsiveness	Pearson Correlation	.637**	.668**	.684**	1	.628**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	362	362	362	362	362
Customer Satisfaction	Pearson Correlation	.683**	.757**	.657**	.628**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	362	362	362	362	362

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

Table 4.19: The Pearson Correlation Result

From the Table 4.19 above, the correlation ( $r$ ) between variables is between 0.628 and 0.757. Thus, there is a high correlation between all the variables, indicating that there is a significant relationship between the independent and dependent variable. Furthermore, there is no variable that shown with negative sign. There is only positive signs of correlation between all variables. According to the Table B above, the independent variable (Efficiency,

Fulfillment, Privacy, Responsiveness) have a significantly correlation with the dependent variable (Customer Satisfaction) at the 0.01 level (2 -tailed). Based on the Pearson Correlation Value, the Efficiency scores 0.683, Fulfillment scores 0.757 while Privacy scores 0.657. The last of the independent variable, Responsiveness scores 0.628. Fulfillment have the highest with 0.757 significant relationship with the Customer Satisfaction. Efficiency scores as the runner up with 0.683, along with privacy and lastly the responsiveness with 0.628. As the result, there is a high correlation and significant relationship between the independent variable and dependent variable.

#### 4.7 THE HYPOTHESIS TESTING

	The Research Questions and Research Objective	Hypothesis	Pearson's Correlation Result
H0	<p>RQ: What is the relationship between efficiency and factor that affect the customer satisfaction?</p> <p>RO: To determine the relationship between efficiency and factor effect customer service for online food delivery among UMK City Campus student.</p>	<p>There is a moderate positive correlation between Efficiency and Customer Satisfaction among respondents in University Malaysia Kelantan City Campus.</p>	<p>(r): 0.683</p> <p>P: 0.00</p> <p>Significant</p>
H1	<p>RQ: What is the relationship between fulfillment and factor that affect the customer satisfaction?</p>	<p>There is a positive correlation between Fulfillment and Customer Satisfaction among respondents in University Malaysia Kelantan City Campus.</p>	<p>(r): 0.757</p> <p>P: 0.00</p> <p>Significant</p>

	RO: To determine the relationship between fulfillment and factor effect customer service for online food delivery among UMK City Campus student.		
H2	RQ: What is the relationship between privacy and factor that affect the customer satisfaction? RO: To determine the relationship between privacy and factor effect customer satisfaction for online food delivery among UMK City Campus student.	There is a moderate positive correlation between Privacy and Customer Satisfaction among respondents in University Malaysia Kelantan City Campus.	( r): 0.657 P: 0.00 Significant
H3	RQ: What is the relationship between responsiveness and factor that affect the Customer Satisfaction? RO: To determine the relationship between responsiveness and factor effect customer service for online food delivery among UMK City Campus student.	There is a moderate positive correlation between responsiveness and Customer Satisfaction among respondents in University Malaysia Kelantan City Campus.	( r) : 0.628 P: 0.00 Significant

Table 4.20: shows the Summary for Hypothesis Testing

Based on the table 4.20 above, there is positive and significant relationship between the independent variable (Efficiency, Fulfillment, Privacy, Responsiveness) and the dependent variable (Customer Satisfaction). In fact, all of the hypotheses were accepted at the 0.01 level.

#### 4.8 SUMMARY

In conclusion for chapter 4, this chapter describes how to conduct analyzing data that is relevant, acceptable, intelligible, and appropriately evaluated using some tests specified by the researcher. The data collected by researchers are then been analyzed using the SPSS system. Each test and analysis were created with the purpose of determining how well the data obtained from the 362 respondents worked. The result of the independent variable which is the (Efficiency, Fulfillment, Privacy, Responsiveness) have a significantly relationship with the dependent variable (Customer Satisfaction). The more complete and deeper understanding explanation, which will be elaborated on in Chapter 5.



**CHAPTER 5:**

**DISCUSSION AND CONCLUSION**

**5.1 INTRODUCTION**

This chapter will discuss the findings based on the data that has been created and analyzed by the researcher in chapter 4. In fact, this section will be accompanied by a highlight of the results that the researcher is looking for supporting the main objective of finding the relationship between the independent variable and the dependent variable. this study is the factor that influence Online Food Delivery with Customer Satisfaction in UMK City Campus. Next, this section will encourage UMK City Campus students to use the Online Food Delivery application.

**5.2 KEY FINDINGS**

The Research Questions and Research Objective	Hypothesis Result	Finding
<p>RQ: What is the relationship between efficiency and factor that affect the customer satisfaction?</p> <p>RO: To determine the relationship between efficiency and factor effect customer service for online food delivery among UMK City Campus student.</p>	<p>P: 0.000</p>	<p>There is a significant between Efficiency and Customer Satisfaction among respondents in University Malaysia Kelantan City Campus.</p>

<p>RQ: What is the relationship between fulfillment and factor that affect the customer satisfaction?</p> <p>RO: To determine the relationship between fulfillment and factor effect customer service for online food delivery among UMK City Campus student.</p>	<p>P: 0.000</p>	<p>There is a significant between Fulfillment and Customer Satisfaction among respondents in University Malaysia Kelantan City Campus.</p>
<p>RQ: What is the relationship between privacy and factor that affect the customer satisfaction?</p> <p>RO: To determine the relationship between privacy and factor effect customer satisfaction for online food delivery among UMK City Campus student.</p>	<p>P: 0.00</p>	<p>There is a significant between Privacy and Customer Satisfaction among respondents in University Malaysia Kelantan City Campus.</p>
<p>RQ: What is the relationship between responsiveness and</p>	<p>P: 0.00</p>	<p>There is a significant between responsiveness and Customer Satisfaction</p>

<p>factor that affect the Customer Satisfaction?</p> <p>RO: To determine the relationship between responsiveness and factor effect customer service for online food delivery among UMK City Campus student</p>		<p>among respondents in University Malaysia Kelantan City Campus.</p>
--	--	---

### 5.3 DISCUSSION

The aim of this study is to determine the relationship between efficiency and factor that effect customer service for online food delivery among UMK City Campus students. The independent variable is efficiency, fulfillment, privacy and responsiveness while the dependent variable is the factor that effect customer service for online food delivery among UMK City Campus students. Therefore, below are four hypotheses to express the relationship between the four independent variables and the dependent variable.

#### 5.3.1 Hypothesis 1

OBJECTIVE	HYPHOTHESIS	CORRELATION	RESULT
<p>RO: To determine the relationship between efficiency and factor that effect</p>	<p>factor that affect the customer satisfaction will be</p>	<p>(r): 0.683</p>	<p>Positive</p>

customer service for online food delivery among UMK City Campus student.	significantly influenced by efficiency		
--	--	--	--

Table 5.1 Result Based on Efficiency

Based on table 5.1, there is a significant relationship between efficiency and factor that influence customer service for online food delivery among UMK City Campus student. From the result of the correlation test, the correlation value for efficiency factor that influence customer service for online food delivery among UMK City Campus student show a positive value of 0.683. Therefore, the results indicate the alternative hypothesis (H1) is accepted. Based on research question 1, the study can conclude that there is a positive and significant relationship between the efficiency and factor that influence customer service for online food delivery among UMK City Campus student.

### 5.3.2 Hypothesis 2

OBJECTIVE	HYPOTHESIS	CORRELATION	RESULT
To determine the relationship between fulfillment and factor that effect customer service for online food delivery among UMK City Campus student.	Factors that influence the customer satisfaction will be significantly influenced by fulfillment	r: 0.757	positive

Table 5.2 Result Based on Fulfillment

Based on table 5.2, there is a significant relationship between fulfillment factor that effect customer satisfaction for online food delivery among UMK City Campus student. From the result of the correlation test, the correlation value for fulfillment and factor that effect customer satisfaction for online food delivery among UMK City Campus student show a positive value of 0.757. Therefore, the results indicate the alternative hypothesis (H2) is accepted. Based on research question 2, the study can conclude that there is a positive and significant relationship between fulfillment and factor that effect customer satisfaction for online food delivery among UMK City Campus student.

**5.3.3 Hypothesis 3**

OBJECTIVE	HYPOTHESIS	CORRELATION	RESULT
To determine the relationship between privacy and factor that effect customer satisfaction for online food delivery among UMK City Campus student.	factor that effect the customer satisfaction will be significantly influence by privacy	r: 0.657	Positive

Table 5.3 Result Based on Privacy

Based on table 5.3, there is a significant relationship between privacy and factor that effect customer satisfaction for online food delivery among UMK City Campus student. From the result of the correlation test, the correlation value for privacy and factor that effect customer

satisfaction for online food delivery among UMK City Campus student show a positive value of 0.657. Therefore, the results indicate the alternative hypothesis (H3) is accepted. Based on research question 3, the study can conclude that there is a positive and significant relationship between the privacy and factor that effect customer satisfaction for online food delivery among UMK City Campus student.

#### 5.3.4 Hypothesis 4

OBJECTIVE	HYPOTHESIS	CORRELATION	RESULT
To determine the relationship between responsiveness and factor that effect customer service for online food delivery among UMK City Campus student.	factor that effect the customer satisfaction will be significantly influence by responsiveness	r: 0.628	Positive

Table 5.4 Result Based on Responsiveness

Based on table 5.4 there is a significant relationship between responsiveness and factor that effect customer service for online food delivery among UMK City Campus student. From the result of the correlation test, responsiveness factor that effect customer service for online food delivery among UMK City Campus student show a positive value of 0.628. Therefore, the results indicate the alternative hypothesis (H4) is accepted. Based on research question 4, the study can conclude that there is a positive and significant relationship between the



responsiveness and factor that effect customer service for online food delivery among UMK City Campus student.

#### **5.4 IMPLICATION OF THE STUDY**

The implications part of the research studied is where something is predicted or imagined based on the data that has been collected and studied in this study. The researcher will predict what will happen in the future with the data whether the use of the Online Food Delivery application will be beneficial or not. That's why the researcher took data from the respondents in order to be able to describe the journey of the food delivery industry that will have a positive or negative effect. Future researchers of the food delivery industry. Not forgetting that there are other parties other than the UMK City Campus who have other views about the Online Food Delivery application that has had an impact on customer satisfaction at the UMK City Campus.

This is already the most talked about use of this Online Food app because it is the most famous one right now. This is because the application makes it easier for many customers to order food from home without having to queue outside. With an efficient technology system, this will make it easier for researchers to detect and predict what will happen in the future. Today we can see that UMK City Campus students are aware of the current state of technology. Advanced technology makes UMK City Campus students interested in using it because of the facilities available. This will illustrate that there will be 100% of UMK City Campus students who use the online food delivery application because the percentage shows that 99% of UMK City Campus students use it.

The future forecast shows the desired improvement effect of the Online Food Delivery Company due to the excellent response. Through the findings of the respondents, we can see the factor that effect online food delivery (OFD) on customer satisfaction in UMK City

Campus. Technology plays a very important role because technology and service facilities can satisfy customers. Advanced technology will also make it easier for customers to avoid queuing, walking and riding to buy food in stores. They just order food from home easily.

The research findings also show that many UMK City Campus students responded very well to this online food delivery application. This illustrates the positive impact that this online food delivery application is still relevant today. Therefore, it can be illustrated that many UMK City Campus students are interested in continuing to use the Online Food Delivery application because of its trusted system, having a good image, fast delivery and efficient food quality care. Therefore, this is why UMK City Campus students will continue to use the Online Food Delivery (OFD) application.

## **5.5 LIMITATION OF THE STUDY**

Limitations in the study are the limitations that occur in this study where various obstacles and constraints in conducting this study. An honest attitude is very important in doing research. This is because it shows that you have made a sincere effort in doing this research.

In the data collection, there are students who sit outside the college (rental house) and it makes it a little difficult in the data collection of the respondents. Not only that, there are also students who are still in the village and have returned to their homes. So of course they have other commitments when they are at their respective homes. This makes them lose sight of answering the questions given to them. They ignored the goggle form sent to them because the communication between the researcher and the student was somewhat interrupted due to the online system. If you meet directly, then it can make it easy for the respondent to fill in because they are influenced by the researcher who persuades them to fill in.

The second challenge is the limited time in gathering all the respondent's data. To collect the data, it is not young to get 361 respondents over a period of several weeks. This time has been difficult for my group because it is quite difficult to find that many respondents. This makes it even more difficult when respondents refuse to cooperate in answering the questionnaire even if it is given personally on social media. Here the researcher has known the problem among the respondents which is that they do not have full access to the internet and may not have time because each respondent is a student who has various learning activities. Therefore, this is a challenge that occurs in conducting this study.

The next thing is the time constraint in collecting this respondent's data. This is because there are students who do not want to answer the questions given. This may be because they forget to fill out the goggle form and some even ignore the goggle form when it is sent on social media such as the What Sapp application. They may feel it is not important to answer the question. Some of them are lazy to fill out the goggle form because they think it is not important for them.

## **5.6 RECOMMENDATIONS OF THE STUDY**

As a suggestion, researchers can encourage UMK city campus students to use online food delivery continuously because it can bring many benefits to UMK city campus students. The researchers will explain why this online food application is important because of its reliable and safe system. This Online Food Delivery (OFD) application system is trusted with honest trackers by avoiding any fraud that occurs. Not only that, but the information of customers who use the service is protected and guarded. Therefore, customers do not need to be afraid of personal information being leaked or stolen, because this application system is protected from any fraud. If fraud occurs, action will be taken. Personal information such as bank account numbers, telephone numbers and home addresses are well guarded. Therefore,

this can convince students to continue using this OFD application by ordering their favorite food.

Next, researchers will invite them to continue using this OFD application because it can save them time from buying and queuing outside. This will make things easier for them because they may be lazy or have work to complete. With the use of this OFD application, it will facilitate any business to go out to buy food outside and save them time to do other work. Therefore, this will make it easier for them to do other work such as assignments, quizzes and group work. Researchers will inform and give suggestions to them in this regard so that they use this OFD application more often.

Then tell them that by using this OFD application they can give them promotions and satisfy them with the services and also the food delivered to them (BiGoshh 2021). For example, customers need to sign up for a pandapro subscription plan (Panda 2022). This is to redeem a free subscription for 2 months and a RM50 rebate (Panda 2022). Then will automatically credit to the customer's voucher wallet. Therefore, of course, many customers are interested in the promotion and diligently use the application because of the great promotion. This will save them money in terms of their daily food expenses. This will make their hearts happy because they can save their finances to spend on the needs and wants they want to buy. As we know, students want to use their finances to study at University such as dormitory fees, study fees per semester, books and what is required to sit at the University. Therefore, with this proposal they will agree more and feel that this is one of the best ways to save their food expenses.

## **5.7 OVERALL CONCLUSION OF THIS RESEARCH**

Overall, we can see that many UMK City Campus students use the Online Food Delivery Application which shows a percentage of up to 99% who use the application. This

shows that many UMK city Campus students use this OFD application which shows 64.1%. Therefore, this study has shown that the factors that affect online food delivery (OFD) towards customer satisfaction at UMK City Campus show that these factors are indeed related to customer satisfaction. Therefore, the goal of the study in this study, which was conducted by the researcher, is to get the right results where what is being sought has been found. Therefore, all the factors described in this study have received important information that they are indeed among the factors that satisfy customers at UMK City Campus. This is because the respondents themselves who gave feedback on the questions given to them showed that many of them agreed with the questions asked of them and they showed the required response to the researcher.

## **APPENDIX A – DRAFT OF QUESTIONNAIRE**

### ***"FACTORS THAT INFLUENCE ONLINE FOOD DELIVERY (OFD) TOWARDS CUSTOMER SATISFACTION IN CAMPUS KOTA"***

Assalamualaikum and salam sejahtera,

Dear Respondent,

We are final year students of Bachelor of Entrepreneurship (Logistics and Business Distribution) with Honours from Faculty of Entrepreneurship and Business, University Malaysia Kelantan. We are conducting a study on the title **"FACTORS THAT INFLUENCE ONLINE FOOD DELIVERY (OFD) TOWARDS CUSTOMER SATISFACTION IN CAMPUS KOTA"** 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.

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.

Researchers:

**1. NORIQMAL AFIQ BIN NORHISHAM (A19B0478)**

**2. AL AMEEN BIN HAMID (A19A0035)**

**3. NURUL AQILAH BINTI HUSNI (A19A0715)**

**4. ARIFF BIN AHMAD (A19A0058)**

## SECTION A: DEMOGRAPHIC PROFILE / PROFIL DEMOGRAFI

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.

Respondent's profile	Items	Tick
Gender / Jantina	Male / Lelaki	
	Female / Perempuan	
Age / Umur	19 – 22 years / 19 – 22 tahun	
	23 – 26 years / 23 – 26 tahun	
	27 – 30 years / 27 – 30 tahun	
Race / Bangsa	Malay / Melayu	
	Chinese / Cina	
	Indian / India	
	Others / Lain-lain	
Faculty / Fakulti	Fakulti Keusahawanan dan Perniagaan (FKP)	
	Fakulti Hospitaliti, Pelancongan dan Kesejahteraan (FHPK)	
Year of Study / Tahun Pengajian	First year / Tahun Pertama	
	Second year / Tahun Kedua	
	Third year / Tahun Ketiga	
	Fourth year / Tahun Keempat	
Do you ever use food delivery app?	Yes / Ya	
	No / Tidak	
How often you visit online food delivery? / Berapa kali anda melawat makanan dalam talian?	Everyday	
	Weekly	
	Monthly	
8. What is the most application you used for making online food delivery? / Apakah aplikasi yang paling banyak anda gunakan untuk membuat penghantaran makanan dalam talian?	FoodPanda	
	GrabFood	
	LalaMove	
	ShopeeFood	



## SECTION B: INDEPENDENT VARIABLE / PEMBOLEHUBAH BEBAS

### *FACTORS THAT INFLUENCE ONLINE FOOD DELIVERY (OFD) / FAKTOR-FAKTOR YANG MEMPENGARUHI PENGHANTARAN MAKANAN DALAM TALIAN (OFD)*

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

*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. 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
4. Agree/*Bersetuju*
5. Strongly Agree/*Sangat Bersetuju*

VARIABLES		1	2	3	4	5
		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
<b>Efficiency / Kekerapan</b>						
1.	I can make pay using multiple payment methods.					
2.	I believe that the online food delivery application offers variety of deference food cuisines.					
3.	I can find all the detailed information of goods I need in the online food delivery application					
4.	The online food delivery application provides an easy step-by-step instruction for its user to navigate through the application.					
5.	v) The online food delivery application provides clear and understandable interface/features for its user to interact.					
<b>Fulfillment</b>						

1.	I can get what I want to order from online food delivery application.					
2.	I am satisfied with the food quality provided by this online food delivery application.					
3.	It is easy to cancel order using the online food delivery application.					
4.	I am satisfied with the delivery time when using online food delivery application.					
5.	I am satisfied with the condition of the delivered food using the online food delivery application.					
<b>Privacy</b>						
1.	I believe that my personal information is protected and not misused or disseminated.					
2.	I believe this online food delivery application provides accurate information to potential customer.					
3.	I believe that this online food delivery application have an adequate security feature.					
4.	I feel safe using this online food delivery application for conducting transaction					
5.	Confidence to give personal information (name, contact info, address) on the online food delivery application.					
<b>Responsiveness</b>						
1.	I believe that online food delivery customer care will respond my complaints.					
2.	I believe that customers review on online food delivery application will help me to decide whether to order from restaurant or not.					

3.	I believe that it is easy to access the online real time tracking on the online food delivery application.					
4.	The online food delivery application gives a quick response from customer feedback.					
5.	The online food delivery application gives a proper notification whenever there is a problem.					

## SECTION C: DEPENDENT VARIABLE / PEMBOLEHUBAH BERSANDAR

**Dependent Variable: Customer Satisfaction Toward Online Food Delivery Services in UMK Campus Kota / Keuasan Pelanggan Terhadap Perkhidmatan Penghantaran Makanan Dalam Talian di UMK Kampus Kota**

For each statement, indicate your level of agreement or disagreement from the scale provided. Please tick (√) with your appropriate opinions.

Bagi setiap pernyataan, nyatakan tahap persetujuan atau ketidaksetujuan anda daripada skala disediakan. Sila tandakan (√) pada pendapat anda yang sesuai.

### LIKERT SCALE/ SKALA LIKERT

1. Strongly Disagree/Sangat Tidak Bersetuju
2. Disagree/Tidak Bersetuju
3. Neutral
4. Agree/Bersetuju
5. Strongly Agree/Sangat Bersetuju

VARIABLES		1	2	3	4	5
		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
<b>Customer Satisfaction</b>						
1.	I enjoy buying my food through the food delivery service application.					
2.	I am very satisfied with the service of this food delivery service application.					
3.	This food delivery service application always meets my needs.					
4.	This food delivery service application is very close to offering a perfect service.					
5.	This food delivery service application differs from others by its superior service.					
6.	I would recommend this food delivery service to other consumers.					

## APPENDIX B

### GANTT CHART

Description	W e e k 1	W e e k 2	W e e k 3	W e e k 4	W e e k 5	W e e k 6	W e e k 7	W e e k 8	W e e k 9	W e e k 10	W e e k 11	W e e k 12	W e e k 13	W e e k 14
Chapter 1: Introduction														
Background of the study														
Problem statement														
Research question														
Research objectives														
Scope of the study														
Significance of study														
Definition of term														
Organization of the proposal														
Chapter 2: Literature Review														
Introduction														
Underpinning theory														
Previous studies														
Hypotheses statement														

Conceptual framework																				
Summary/ Conclusion																				
<b>Chapter 3: Research Methods</b>																				
Introduction																				
Research design																				
Data collection methods																				
Study population																				
Sample size																				
Sampling techniques																				
Research instrument development																				
Measurement of the variables																				
Procedure for data analysis																				
Summary/ Conclusion																				
<b>Chapter 4: Data Analysis and Findings</b>																				
Introduction																				
Preliminary Analysis																				
Demographic Profile of Respondents																				







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