

**THE STUDY ON FACTORS AFFECTING ONLINE  
FOOD DELIVERY SERVICES AMONG STUDENTS IN  
UNIVERSITI MALAYSIA KELANTAN**

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# The Study On Factors Affecting Online Food Delivery Services Among Students In University Malaysia Kelantan

by

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2023

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## ABSTRAK

Perkhidmatan penghantaran makanan dalam talian (OFD) baru-baru ini telah menjadi fenomena baharu di Malaysia, dengan pelbagai aplikasi makanan dalam talian. Menawarkan perkhidmatan berkualiti tinggi kepada pelanggan adalah matlamat penyedia penghantaran makanan dalam talian (OFD). Oleh itu, kajian ini bertujuan untuk mengkaji faktor-faktor yang mempengaruhi perkhidmatan penghantaran makanan dalam talian dalam kalangan pelajar di Universiti Malaysia Kelantan (UMK). Kaedah kuantitatif digunakan dalam menyempurnakan penyelidikan ini. Persampelan rawak mudah digunakan untuk mengumpul data, dan soal selidik berstruktur direka bentuk untuk mengumpul data dalam kalangan pelajar di Universiti Malaysia Kelantan. Pakej statistik untuk sains (SPSS) versi 28 digunakan untuk analisis data. Hasil kajian merumuskan bahawa pembolehubah bebas kualiti perkhidmatan, harga, dan masa penghantaran mempunyai hubungan yang signifikan dengan perkhidmatan penghantaran makanan dalam talian di Universiti Malaysia Kelantan. Batasan kajian dan cadangan ini disertakan dalam kajian ini bagi memberi gambaran yang lebih baik kepada pengkaji akan datang berkaitan kajian yang melibatkan perkhidmatan penghantaran makanan secara atas talian di Universiti Malaysia Kelantan.

**Kata kunci:** *kualiti perkhidmatan, harga, masa penghantaran, perkhidmatan penghantaran makanan dalam talian*

## ABSTRACT

Online food delivery (OFD) services have recently been a new phenomenon in Malaysia, with various online food applications. Reaching customers and offering them high-quality services are the goals of online food delivery (OFD) providers. Therefore, this study aims to study factors affecting online food delivery services among students in University Malaysia Kelantan (UMK). A quantitative method is used in completing this research. A simple random sampling is used to collect data, and the structured questionnaire was designed to collect data among student at the University Malaysia Kelantan. The statistical package for sciences (SPSS) version 28 was used for data analysis. The result concluded that the independent variable of service quality, price, and delivery time have a significant relationship with online food delivery services in University Malaysia Kelantan. Limitations of this study and recommendations are included in this study to give a better idea for future researchers related to studies involving online food delivery services in University Malaysia Kelantan.

**Keywords:** *service quality, price, delivery time, online food delivery services*

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## **CHAPTER 1: INTRODUCTION**

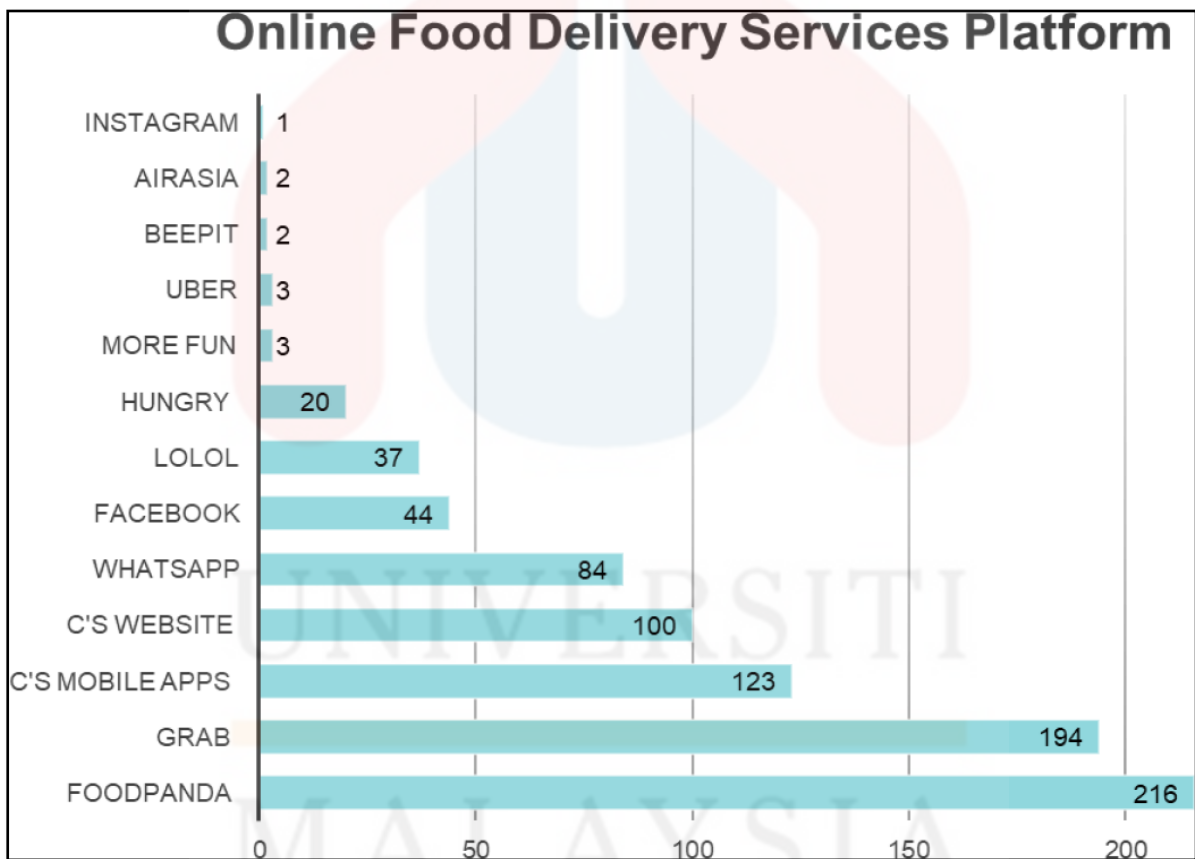
The first chapter will focus on introducing and overview about this study. This chapter will be discussed about the background of this study, problem statement, research question, and research objective. Apart from that, this chapter will also discuss about the scope of the study, and signification of the study.

### **1.1 Research Background**

Today's consumer beliefs and behaviours are changing fast by influence with new technologies. This makes changes in consumer purchasing power which is the consumers can use online platform to purchase or full fill their needs and wants. Now, the online food delivery service is the new wave growth among consumer by globally. Food delivery services are somewhat similarly to courier services in that the consumer receives the ordered meal from the restaurant by delivery agents of a food ordering service(FarEye, 2022). When the Internet first got going in the late 1990s, online ordering got its start. As major pizza companies started offering online ordering and delivery services in the early 2000s, the trend gradually gained momentum(foodstrom, 2022). There are numerous food delivery companies in Malaysia, many of which provide online food delivery services. Among the companies Food Panda is the first delivery service to launch aggressively in Malaysia. Companies like Grab Food, Lala move, Smart Bite, Honest bee, Running Man Delivery, and other companies are present on the market(Chai & Yat, 2019).

Online food delivery service (OFD) is a good system that gives many benefits to the customers. Such as, Students can order online food almost anytime, from anywhere, saving time and money on travelling to pick up a meal(Orpilla, 2020). Alalwan (2020)use online food delivery (OFD) services via an online platform can help the customer quickly get up-to-date and accurate information about the restaurants and the new menu option. From this perspective,

students will always get a variety of food from OFD services via an online platform. Due to the benefit of OFD services, the number of people turning to food delivery has recently increased in years because it gives a new opportunity to them in explore new restaurants that food delivery provides(Chai & Yat, 2019). The pandemic of covid 19 was the factor people turn to online food delivery services keep increasing due to social distancing that the government introduced to keep people safe (Novita et al., 2020). According to Tan et al. (2021), the number of consumers who order food through online food delivery services increase by different type of online food delivery services platforms.



**Figure 1.1: Distribution of online food delivery services platform**

In 2017, around 97.7% of the young generation, such as university students, used smartphones to carry out their daily tasks (Tech, 2020). Most people these days, and college students, in particular, prefer to spend their leisure time at home browsing the internet. Most students are using smartphones to carry out their daily tasks as a student and purchase products

and services via online platforms. Living as a student at university, they have insufficient time while deal with academic tasks. Due to this situation, online food delivery (OFD) services are helpful among students in considering save their luxury time to study. Today, young people, particularly students, prefer eating in restaurants serving food from other countries, especially Korean and Japanese cuisine (Rae Hooi, 2021). The existence of these restaurants in online food delivery (OFD) services brings them great convenience in saving money and time by purchasing it through online platforms.

Even though online food delivery (OFD) services give benefit to students, it also has several issues that can affect students' satisfaction. Although most of the previous research focuses on the influence of online food delivery service quality on customer satisfaction, it does not much have been discussed about student satisfaction on online food delivery (Tech, 2020). This research aims to investigate factors affecting online food delivery services among students in University Malaysia Kelantan (UMK). This research paper it will be discuss about how services quality, price, and delivery time will affect student University Malaysia Kelantan (UMK) satisfaction on online food delivery (OFD) services.

## 1.2 Problem Statement

Online food ordering is the process of placing a food order from a website or other application, either for delivery or pickup. Food that hasn't been specially prepared for direct consumption or food that is ready to eat can both be considered products. Online food delivery system is one of the technologies that has been created to simplify the food business. By, the new technologies of online food delivery service we can purchase the goods and services anywhere, anytime in seven days a week, without having to consider the location(Ramli et al., 2021). The improvement of technology, online food delivery systems are becoming popular among young generation especially among students.

Therefore, this research will assess the factors affecting online food delivery services among students, especially in University Malaysia Kelantan, for the year 2022. According to the research, younger generation are more likely to use food delivery apps. In the last survey we know that 63% of persons between the ages of 18 to 29 have used a multi-restaurant delivery website or app for food delivery service. Not only that, 51 percent of people in the age range of 30 to 44 used websites and apps for food delivery. 29 percent of those aged 45 to 60 followed, and only 14 percent of those aged 60 and older(appsrhino, 2022). Due to lockdowns imposed by many Asian nations affected by the COVID-19 pandemic, including Malaysia, Singapore, and Thailand, many restaurants were unable to thrive because customers were unable to eat there(Gursoy & Chi, 2020). To survive the COVID-19 epidemic, many restaurants have been forced to provide contactless services like online food delivery (OFD) services. After the Malaysian government implemented movement controls, 38% of new OFD users reportedly started utilizing the service, leading to a 61% rise in OFD customers(Vodus, 2020). The purpose of this study is that now the demand for online food delivery service is increasing and become more popular among students.

Likewise, several past related studies of the online food delivery systems in Malaysia. Students are not satisfied with the quality of the online food delivery system due to a few issues. A customer's service quality can be determined by comparing how well it fulfils customer expectations. They have criteria and expectations for how a company's service delivery fulfils their demands, either consciously or unconsciously. A company with great service quality provides customers with services that fulfil or exceed their expectations(2022a). There has a common complaint by customer on online food delivery service which is poor service and low food quality(Frassinelli, 2022). For an examples, Food panda is one of the online food delivery platforms in Malaysia. Food panda fell short of offering "High quality Service." In fact, their service is worst day by day. They don't deliver food on time, sometimes the food becomes cold, the food isn't enough, and orders are cancelled. Food Panda sometimes fails to meet the demands of its customers(Tariq, 2018). There have more complaints about hygiene and cleanliness in the online food market if the food delivery system `is unable to regulate and maintain food quality service, and there would be a steady decline in customers(Yuchen, 2020).To Improve Online Food Delivery service quality, restaurants make sure the meal is hot when it is delivered, package it carefully in delivery vehicles, pay close attention to the necessary add-ons and more(T. R. Times, 2022). This is one of problem that affect the online food delivery service quality.

After that, price affecting the online food delivery services. According to the Phil Kotler price is defined as "the sum of the values that the consumers trade for the benefits of owning or utilizing the product or service," or "the amount of money charged for a product or service(Jayna, 2018). Customers have raised complaints about the higher costs of online food delivery, particularly young adults who are struggling financially(2019). The food delivery company has provided restaurants a ray of hope during the continuing Covid-19 outbreak when dining out is not an option. Restaurant owners claim that the 30% is excessive, but the service



providers counter that in addition to paying the riders, they also have other expenses like marketing and insurance to cover (Dava, 2021). In Malaysia there have a special complaints channel has been established for traders and customers to submit issues and problems related to food delivery services. Regarding the services of Food Panda, the ministry received 1,903 complaints last year and 946 complaints up until August this year, while Grab Food received 30 complaints last year and 43 complaints up to August this year. Customers' complaints on Food Panda and Grab Food on high commission fees and delays in payments of food sales to traders (2021). To solve this problem the online food delivery services company, give many offers exclusive rates and freebies to the customer. People love discounts and freebies, especially when ordering meals through apps like Food Panda, Grab Food, and more food delivery app. Freebies are another way to reward devoted customers and keep them coming back. Food companies can also use a QR code to digitize your discount offers (Nove, 2022). So, there have significant relationship between price and online food delivery among students in University Malaysia Kelantan.

Besides that, delivery time is one of factor that affecting the online food delivery service among students. The amount of time it takes for purchased goods to be delivered to their desired location (Press, 2022). It is crucial to deliver food on schedule since timely deliveries increase client and consumer happiness (2017). Common reasons for delayed online food deliveries are traffic, weather conditions, vehicle breakdowns and more (Victor, 2020). So, there have significant relationship between delivery time and online food delivery among students in University Malaysia Kelantan.

Furthermore, as a researcher we identify there have two research gaps in this topic which is Evidence gap and Methodological Gap. A research gap is a subject or area where there is insufficient or missing information that prevents reviewers from concluding on a certain

question. Evidence Gap is the systematic literature studies reveal that there is insufficient proof of either benefits or harms. There are no identified systematic literature reviews. For an example, the price of online food delivery service was increasing but there has no randomized controlled trial is conducted by anyone to address the reason of price increasing in online food delivery service. Second is Methodological Gap. A methodological gap is the kind of gap that addresses the conflict that occurs as a result of the methodology's influence on research findings. The researcher identified a methodological gap in the prior research. There is a lack of information about delivery time in online food delivery service research designs. In this study we seek to establish a new inquiry on research designs with delivery time problem.

As there are limited studies on factors affecting online food delivery services among students. In this research we use three dimensions which is services quality, price, and delivery time that were evaluated and cited in prior research are used in this study. This study is important to know what are the factors that affecting online food delivery services among students in University Malaysia Kelantan.

### **1.3 Research Question**

The following are the research questions:

- i. Is there any relationship between service quality and online food delivery among students in University Malaysia Kelantan?
- ii. Is there any relationship between price and online food delivery among students in University Malaysia Kelantan?
- iii. Is there any relationship between delivery time and online food delivery among students in University Malaysia Kelantan?

### **1.4 Research Objective**

The following are the research objective:

- i. To identify the relationship between service quality and online food delivery among students in University Malaysia Kelantan.
- ii. To identify the relationship between price and online food delivery among students in University Malaysia Kelantan.
- iv. To identify the relationship between delivery time and online food delivery among students in University Malaysia Kelantan.

### 1.5 Scope Of The Study

The scope of this study will be focus among University Malaysia Kelantan (UMK) students and their satisfaction with the online food delivery services. The main reason to conduct this study is because we as researchers found out that the online food delivery services are become more popular among the young generation especially after the movement control order (MCO) in Malaysia because of its conveniency. Besides that, this study will only show the UMK students result and may not have the result out of this scope which is from others university students. Students who are from the Faculty of Entrepreneurship and Business (FKP) in University Malaysia Kelantan will be helping in answering this study survey or questionnaires. The reason why researchers decided to focus on students who are from the Faculty of Entrepreneurship and Business (FKP) is because this faculty is located near to the city of Kelantan, therefore the demand or ordering is greater compared to the others two campuses of UMK. In addition, the scope of this study also will be measure according to dependent variable and three independent variables. We as researchers from UMK will stick and focus according to these variables so that researchers able to learn, study and understand in order to completing this study.

## 1.6 Significant Of The Study

The online food delivery services are one of the methods of placing a food order where it is through a website of some other applications that can be use on devices with a connection of internet(Christensen, 2022). The online food delivery services help customer to send their order to some certain places or provides a convenient. As the world becoming more advanced, we can see that the online food delivery services are becoming more popular(Dalin-Kaptzan, 2022). Therefore, this study will be focus on the factors affecting UMK students' satisfaction in online food delivery services in Malaysia. It will have three parts of significant which are the significant to restaurant and owner, the significant of society and country economy and also the significant

### **The significant to restaurants and owners**

Nowadays, the operations of restaurants are being significantly impacted by the technological improvements due to the widely use of internet all around the world(Jacob, 2018). The restaurants will have a massive potential of market because of the majority of people spend a significant portion of their days online. Therefore, the restaurant sector is pushed by the preparedness of the internet market for online food ordering and the delivery service. In this modern day and age, the contemporary restaurant must have the online food delivery service. This is because the online food delivery services able to help the restaurants in revenue growth and also increase their customer base(Ahuja, 2021). Besides that, the satisfaction of the customer will also help the restaurants to improve the overall quality of delivery foods through the customer feedbacks or reviews. As many restaurants adopt this way, the internet ordering and delivery services are in fact progressively becoming standard. The owner of the restaurants is always looking for many ways to make it easier for their restaurant customers to order their meals online and also have it delivered quickly.

### **The significant to society and country economy**

The online food delivery service is progressively gaining popularity in the restaurant industry(Ahuja, 2021). People enjoy how simple it is to order the food online and this is one of the reasons why it is very popular. Furthermore, we might not lose sight of the fact that the epidemic is still ongoing and that it is prudent to remain cautious. For those who is still avoid large crowds, the online food delivery services in a good choice. Besides that, the online food delivery services are impact those beyond the culinary industry in addition to increasing revenue and enhancing consumer convenience(Chai & Yat, 2019). In particular, orders must be delivered to consumers using delivery drivers. As a result, there will be additional employment opportunities and also including in well-known the third-party delivery providers such as Grab food or Food panda(Kamel, 2021). Even more than that, delivery makes things like advertising and app management more work. As we can see, the online delivery services affect the economy in more ways than just restaurants and it also helps to creates new jobs and third-party delivery companies which is important to some people lives.

### **The significant to customers and students**

The restaurant sector is still impacted by these customer patterns. In particular, customers who purchase food form restaurants online are increasingly in demand. It becomes a common daily little task when thinking of foods that want to have during meal time especially among teenagers who move out from house and not staying with their parents for a certain of time due to working reason or to further their studies at certain places such as going to university. As teenagers, we believe that they would like to have their own food of tastes or some certain food they want to eat at a certain time. Therefore, the online food delivery services would be the best choice for they to get the meal they want. Some people may choose to personalize their food orders through online and have their orders being delivered whenever

and wherever they choose or they wish(Orpilla, 2020). In other words, this service will provide alternatives and also very convenience. Actually, the online food delivery services can be a lifesaver for those who lack of time to prepare meals(Chai & Yat, 2019). All it takes is a simple touch of finger on our devices to order different types of meals to be delivered. Additionally, it gives us the opportunity to check out new foods by allowing us to consult app ratings while deciding what to eat.

## 1.7 Definition Of Term

### **Online Food Delivery**

Online food ordering is the process of placing a food order from a website or other application, either for delivery or pickup. Online food delivery describes the procedure through which prepared food is delivered to the customer after being ordered online(Charlene lina, 2020). Online food ordering might be considered the Internet's response to the need for food delivery. Students are increasingly using their Internet connection to place orders from restaurants with interactive menus, particularly in urban areas and on college campuses(Christensen, 2022).

### **Service Quality**

According to Berry et al. (1985), Service quality is the congruence between service expectations and performance(Halvarsson, 2012). According to Parasuraman et al. (1985), Service quality is described as "perceptions resulting from a comparison of consumer expectations with actual service performance"(Uzunboylu, 2016). Service quality is important because it aids businesses in increasing sales by satisfying customers and encouraging repeat sales (Forsyth, 2022).

### **Price**

According to Philip Kotler, Price is the sum of the values that consumers exchange for the benefits of owning or utilizing a good or service. It can also refer to the amount of money charged for a service or product(Jayna, 2018). Price is the value assigned to a service or product and is determined by a complicated series of calculations, research, and risk-taking skills(T. E. Times, 2022). Pricing is the only element of the marketing mix those results in a profit for the



company, it is one of the most crucial components of the marketing mix. Pricing involves a marketer determining the best price for a product.

### **Delivery Time**

Delivery time is the amount of time it takes for purchased products to be delivered to their intended location(Press, 2022). When an order is placed, the seller may offer or the customer may select a delivery time window. Before completing the purchase on a brand's mobile application or online store, a customer enters their chosen delivery time or selects from the available time slots(Locus, 2022).

### **1.8 Organization Of The Proposal**

An outline of this study was given in this chapter. It provided information on the background of the study, problem statement, research questions, research objectives, scope of the study, significance of the study, definition of terms and organization of the proposal. It was highlighting the factor factors affecting online food delivery services among students in university Malaysia Kelantan. The proposed conceptual framework will also be covered in detail from top to bottom in the following chapter.

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## **CHAPTER 2: LITERATURE REVIEW**

### **2.1 Introduction**

The factors affecting online food delivery services among students in University Malaysia Kelantan will be examined in detail in this chapter in order to fulfil the study's goals. In order to investigate the hypotheses and prior observational investigations that are related to this study, published articles, journals, and books were obtained. This chapter includes a review of the relevant literature, analysis of the conceptual framework, development of the hypothesis, and an overall summary of Chapter 2.

### **2.2 Underpinning Theory**

Underpinning theories are referred to understanding the social context in IS studies (Gregor, 2002). The theories aim to explain an explanation for “how” and “why” certain things happen. The theory which underpins a study is often viewed as a lens. In this study, the theory of planned behaviour is used to describe factors affecting online food delivery services among students in University Malaysia Kelantan. The theory of planned behaviour was introduced by Ajzen (1985) in understanding human behaviour; a person’s intentions can determine by their personal nature and social influence. The personal factor refers to a person’s attitude toward the behaviour(Ajzen, 1985). This contact can be related to how student behaviour can affect online food delivery services. In the previous studies, the theory of planned behaviour was used to find a number of influences on online food delivery app users' behaviour, including perceived ease of use, time-saving orientation, convenience motive, and privacy and security(Chai & Yat, 2019). This research will discuss how student planned behaviour responds to service quality, prices, and delivery time in online food delivery services.

### **2.2.1 Services Quality**

Service quality in online food delivery services is important because people are most likely to look at product and service quality before making decisions. According to Suhartanto et al. (2019), the quality of services will thoroughly look from the websites it is essential for businesses to sell their goods and services. From this perspective, students will react to how service quality can affect their planned behaviour in making buying decisions.

### **2.2.2 Prices**

Online food delivery (OFD) services it not only help to bring food to the doorstep of customers but it also have several benefits such as they are offer attractive discount and rewards to customer(MarketWatch, 2019). Due to these advantages, the offer that has been made in online food delivery services on online food applications it would assist students planned behaviour in saving their money.

### **2.2.3 Delivery Time**

A changing of technology in world have made the time moving fast forward, times is a limited resource for nowadays. From this scenario, it has change people planned behaviour to use online food delivery (OFD) services as their main alternative during a busy day. According to Ghosh (2020) the concept of saving time have been approve in online food delivery (OFD) services because people mostly can access through app-based delivery to get variety of fast food.

## 2.3 PREVIOUS STUDY

### 2.3.1 Online food delivery among students

Online food delivery services such as allow for online ordering and home delivery of food served elsewhere. It is unclear how and by whom these services are used (Keeble et al., 2020). Online food delivery has evolved into way of life for certain individuals in the current day. This OFD industry is quickly expanding, and marketers seeking to boost customer behaviour through OFD must analyze and recognize the main factors of purpose to OFD in order to deliver commercial value (Novita & Husna, 2020). Lack of time motivates customers to live a complicated and on-the-go lifestyle, looking for time-saving, quick meal solutions, which increases the attraction of online food delivery services. Food delivery services evolve and change year after year. All delivery services now date back to 1989, when Peapod, the firm that pioneered the notion of online food deliveries, was founded. Then, in 1994, Pizza Hut introduced the first online food order.

Meanwhile, the advent of mobile applications has opened up a new way for today marketing (Das, 2018). As a result, students choose to utilize food delivery services since they are students with limited time to study, enroll in academic activities, and so on. As a result, they lack the time to prepare food. The solution is to just dine out or order online. In addition, ordering food has become a simple matter of clicking a button. Order the meal online today for simple and quick access to our preferred food (Moondra et al., 2020). This online food delivery service is quite crucial nowadays. The growth of OFD services might be linked to urban customers' culture as a result (Chai & Yat, 2019). We picked this topic for our study because online food delivery services have expanded and drastically disrupted the previously brick-and-mortar restaurant business. By analyzing sales revenue losses in a fresh setting, this study adds to the expanding literature on channel substitution between online and physical sources. The relevance of online food delivery among students is closely related to quality service, price

and delivery time. These three factors were taken into account when measuring satisfaction when students used this service.

### **2.3.2 Service Quality**

In today's digital revolution, service quality is important to impressing and retaining customers. Service quality tends to refer to how a company delivers its services in comparison to its customers' expectations. Customers buy services in order to meet certain demands. The delivery that arrives at the correct place and best time for the customer with no harm to the items, meals, or others. The organization should ensure that the courier service can meet and exceed customer expectations. Quality of service may be defined as a detailed customer review of a specific service and the measure that it exceeds and fulfils their objectives (Pakurár et al., 2019). Service quality is a strategy for increasing the efficiency, productivity, and mobility of food delivery services. It is simply a method of developing, managing, and analyzing customers. According to the research, food quality, control, customer service, and service fulfilment all have an impact on consumer satisfaction in online meal delivery services. Customer satisfaction has a significant influence on performance expectancy to use online food delivery (Annaraud & Berezina, 2020).

**H1: There is a positive relationship between service quality and online food delivery among students in University Malaysia Kelantan.**

### **2.3.3 Price**

Price basically is the sum of money that a party need a purchase agreement so that it able to exchange for a product or a service. According to the previous study Prasetyo et al. (2021), it mentioned that the customers satisfaction may be affected by the price which takes into account the cost of the food, the tax and the delivery charge. Besides that, the customers 'satisfaction toward the online food delivery services can be judged by the amount of money they can save by using it. The more that the customers able to save or pay less amount of

money, the more the customer will be satisfied. In the other words, the more that the students able to save or pay less amount of money, the more the students will be satisfied. As claimed by Razak et al. (2016), customers tend to have favorable perceptions of vendors when they purchase goods or services from them because of the high quality and reasonable pricing. Customers' willingness to pay might have an impact on how satisfied they are with the quality of the goods and the pricing being supplied(Wantara & Tambrin, 2019). The online food delivery services are becoming more popular especially among students because many advantages which include the ability to send food right to doorsteps, a variety of payment options and the attractive discount, incentives and promotional codes(Research, 2022). Since it has many advantages in term of the price, it has a relationship with the factor that affecting UMK students' satisfaction.

**H2: There is a positive relationship between price and online food delivery among students in University Malaysia Kelantan.**

#### **2.3.4 Delivery time**

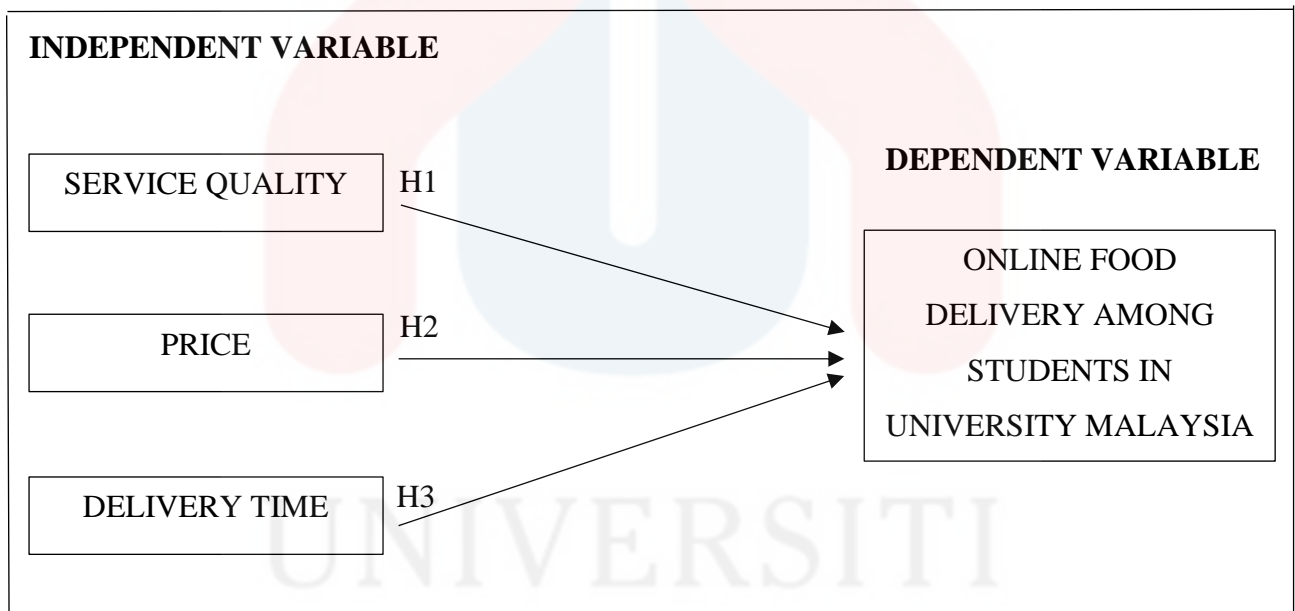
The time has a significant impact on the customers' satisfaction (Bielen & Demoulin, 2007). Customers' satisfaction will suffer from any delivery delays which will have a negative effect on how customers are seen and influence decisions (Nazifa Insyirah binti Azman & Ibrahim, 2021). Therefore, the delivery time plays an important role as a factor which will affect the students' satisfaction in online food delivery services. In addition, the students may save their time by ordering meals and having it delivered to them which can help them to locate something to eat and be more convenient. According to some previous studies, most of the studies mentioned that the online food delivery services able to helps in reducing time as many of the people have trouble in going physical stores like malls and restaurants because their schedules changed and they do not have enough time(Hooi et al., 2021). Therefore, the online

food delivery services have quickly expanded because they provide customers access to a wider variety of alternatives to maximize customers time consumption. Furthermore, previous studies also mentioned that majority of the individuals specifically the university students prefer to spend their free time at home browsing the internet and caused them difficult to prepare meals and will just ordering food online or browse whatever food is available(Hooi et al., 2021). After referred to all the previous, delivery time is one of the significant factors because it will be affecting the satisfaction especially among university students.

**H3: There is a positive relationship between delivery time and online food delivery among students in University Malaysia Kelantan.**

## 2.4 Conceptual Framework

A conceptual framework shows how the variables should be related to one another. It outlines how the research method' relevant objectives fit together to provide logical conclusions(2022 ). In order to predict a consumer 's intention to engage in a behaviour at a specific time and location, the Theory of Reasoned Action (TRA) was renamed the Theory of Planned Behaviour (TPB) in 1980. The theory was created to describe all actions that people can practice self-control over(2022c). Hence, based on TPB model and literature review, we constructed the conceptual framework that shows the relationship between the independent variables and dependent variable as shown in the figure 2.1.



**Figure 2.1: Conceptual Framework**

In this chapter we can clearly see there have huge connection between the elements and online food delivery among students. In the journals and articles, that have been accumulated. When in doubt, the scientists have used this data to concentrate on the aspects of developing hypotheses, creating questionnaires, and shaping the conceptual framework.



## 2.5 Summary / Conclusion

In this chapter we can clearly see there have huge connection between the elements and online food delivery among students. In the journals and articles, that have been accumulated. When in doubt, the scientists have used this data to concentrate on the aspects of developing hypotheses, creating questionnaires, and shaping the conceptual framework.



## **CHAPTER 3: RESEARCH METHODS**

### **3.1 Introduction**

This chapter will highlight the procedure that contains in the research. This research consists of research design, data collection method, study population, sample size, sampling techniques, research instrument development, measurement of the variables and data analysis procedure.

### **3.2 Research Design**

The term "research design" refers to the overall approach used to integrate the study's many components logically and consistently (Omoniyi, 2022). According to Akhtar (2016), a research design is the organization of parameters for data collection and analysis to balance economy and method with relevance to the study purpose.

This study adopted a quantitative research method approach in this review. Quantitative methods emphasize objective evaluation and the thorough, mathematical or numerical analysis of gathered data. Quantitative research relies on precise estimations, factual or mathematical analysis of data from studies and questionnaires, or computing methods to manage previously measured data.

This study will focus on investigating and examining the factor affecting online food delivery services among student in University Malaysia Kelantan (UMK). Besides that, there are four essential methods for getting bits of knowledge and accruing a clear image of an issue: secondary data analysis, pilot studies, case studies, and questionnaires. A questionnaire is also chosen to examine the factors affecting online food delivery services among student in University Malaysia Kelantan.

### 3.3 Data Collection Methods

Data collection methods are valuable for the study design (Sekaran & Bougie, 2016). There are 346 respondents for answer the questionnaire will be conduct in students at University Malaysia Kelantan in Pengkalan Chepa campus. The study used questionnaire because it is more convenient and effective way to get data from respondents. Time will be a constraint for respondents to complete answer all questions in a short period of time such as 5 to 10 minutes. Data and information can be obtained via primary and secondary data.

Primary sources include information that has been obtained and put together especially for the research project. The primary data collection method for this study is an online survey questionnaire. Students at University Malaysia Kelantan are being asked to fill out an online survey. The students' feedback and responses are important as a primary data collection in this study.

Next, secondary data that another person has gathered for an explanation other than the current review. The supporting evidence for this study comes from the secondary data. The secondary data will gather information about the Factors affecting online food delivery services among students from a variety of sources, including journalists and include government distributions, references from academic books, articles, include government distribution and journals.

### 3.4 Study Population

The target population is defined as the total group who the researchers are curious and seek to reach a conclusion. It also means that it refers to a certain demographic in whom the researchers are particularly interested.

The population that the researchers are focusing on for this study is University Malaysia Kelantan (UMK) students. University Malaysia Kelantan is the 19th public university to be established and it was located in one of the states in Malaysia which is called Kelantan. Besides that, it has three campuses located in difference area in Kelantan. It has the main campus which is in Bachok, the secondary campus in Jeli as well as the temporary campuses in Pengkalan Chepa.

The sample group will be focused the students who are from the Faculty of Entrepreneurship and Business (FKP) which included or offered the courses of Commerce (SAK), logistics and distributive trade (SAL), Retailing (SAR), Islamic Banking and Finance (SAB), Health Entrepreneurship (SAW) and so on. The researchers are estimated that the total number of students who are from the faculty is 3451 students.

The population size is the entire number of elements in the population and it is denoted by “N” and the estimated total number of UMK students who are from the Faculty of Entrepreneurship and Business is 3451 students. Thus, the target sample size will be 346 people for this study.

### 3.5 Sample Size

The sample size referred to the number of individual samples measured or observations made in a survey or experiment (Zamboni, 2010). In the sample size, 346 estimated students from University Malaysia Kelantan will be represent the whole population in this study. Therefore, a minimum of 346 respondents will be enough to represent around 3451 students from all the courses in the Faculty of Entrepreneurship and Business in UMK (Krejcie & Morgan, 1970). In addition, the respondents will be picked according to different type of courses, ages, genders, races and religions.

**Table 3.1: Table for determining sample size from given population**

<i>N</i>	<i>S</i>	<i>N</i>	<i>S</i>	<i>N</i>	<i>S</i>
10	10	220	140	1200	291
15	14	230	144	1300	297
20	19	240	148	1400	302
25	24	250	152	1500	306
30	28	260	155	1600	310
35	32	270	159	1700	313
40	36	280	162	1800	317
45	40	290	165	1900	320
50	44	300	169	2000	322
55	48	320	175	2200	327
60	52	340	181	2400	331
65	56	360	186	2600	335
70	59	380	191	2800	338
75	63	400	196	3000	341
80	66	420	201	3500	346
85	70	440	205	4000	351
90	73	460	210	4500	354
95	76	480	214	5000	357
100	80	500	217	6000	361
110	86	550	226	7000	364
120	92	600	234	8000	367
130	97	650	242	9000	368
140	103	700	248	10000	370
150	108	750	254	15000	375
160	113	800	260	20000	377
170	118	850	265	30000	379
180	123	900	269	40000	380
190	127	950	274	50000	381
200	132	1000	278	75000	382
210	136	1100	285	1000000	384

Note.—*N* is population size.  
*S* is sample size.

### 3.6 Sampling Techniques

Sampling is the process of choosing a group of people from which an evaluation or inference about the complete population is produced. In this study, the sampling technique that researchers are using is non-probability sampling. This technique referring to where certain of the population have no chance of being selected or it is impossible to calculate the probability of selection with accuracy. A total of 346 questionnaires are expected to be collected during the process. Researchers choosing to use a non-probability sampling in this study where it entails choosing components based on assumption about the population that fulfill as the selection criteria. Thus, the non-probability sampling does not allow for estimation of sampling error as the selection of the components is non-random.

### 3.7 Research Instrument Development

An online survey questionnaire, which was utilized as the research tool in this review to collect data, is a common measuring instrument. This study used a quantitative methodology with a survey as the primary instrument for acquiring data from respondents. A questionnaire is a research tool that includes a series of questions designed to collect data from responders (McLeod, 2018).

There have three sections we used questionnaire in this study which is Section A, Section B, and Section C. The information and demographic information of the respondents are covered in Section A. Next, the section B connection to the dependent variable which is online food delivery among students in University Malaysia Kelantan. While, the next section is section C related to the independent variables which are price, delivery time and service quality. The questionnaire's five Likert scales are used in these parts which 5 points consist of (1) strongly disagree, (2) disagree, (3) neutral, (4) agree, (5) strongly agree. In order to analyses this study, a distributed questionnaire will be useful.

**Table 3.2: Five Likert Scales**

<b>Strongly Disagree</b>	<b>Disagree</b>	<b>Neutral</b>	<b>Agree</b>	<b>Strongly Agree</b>
<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>

### 3.8 Measurement Of The Variables

An unknown characteristic that measures a specific thing and can have one or more values is called a measurement variable. It is commonly utilized for academic research (Formplus, 2022). Nominal data and ordinal data are the two different kinds of variables the researcher is using in this study. This approach was chosen to help in the research for more accurate data needed to finish the research.

#### **Nominal data**

Data that may be labelled or categorized into groups that are mutually exclusive within a variable is known as nominal data. The nominal scale is used by researchers to categories or group people into groups or categories. Respondents can easily select a response from a list of mutually exclusive groups or classes. Nominal data are used in this study to assess the respondents' demographic profiles such as age, race, gender, education and more.

#### **Ordinal Data**

Ordinal data is a type of categorical data that has a predetermined order or scale. Due to its "ordered" character, ordinal data is utilized to conduct surveys or questionnaires. In order to categories respondents according to their responses, statistical analysis is done to gathered responses (2022b). Respondents in this study provide answers to questions based on a Likert scale that were developed for the independent and dependent variables.



### 3.9 Procedure for Data Analysis

The process of evaluating data analysis is the process processes to analyze every aspect of the data presented is known as data analysis. This type of examination is simply one of the phases that must be taken while carrying out a research process. Data from many sources is gathered, studied, and evaluated in order to reach some type of finding or conclusion. In quantitative research, a method of investigation in which observations are converted into numerical numbers that are then subjected to different types of statistical analysis, ranging from raw data descriptions to multivariate processes(Edwards, 2020).

Quantitative research approaches, from the other side, use a bigger sample size and need less time to collect data(Rahman, 2020). This method makes extensive use of SPSS software to obtain comprehensive study findings. Statistics is the study of the complexities of data, namely the collection, processing, Analytical analysis, interpreting, and final conclusion from numerical data. With the rapid advancement of technology, several computer programmers have evolved that are specifically designed to aid in the processing of statistical data(Mustika et al., 2022). In this study, the researcher will distribute the questionnaire using social media, such as google forms. When the google form reaches individuals who get it, the questionnaire questions that have been given at random to respondents will be answered out. In this study, the software package SPSS will be employed. After gathering all of the data, it will be instantly entered into SPSS to offer material for analysis.

Not only that, we will also do Pilot test. A pilot study, which is typically a smaller-scale study that aids in planning and modifying the major study, is the first step of the complete research methodology. The six types of analysis or tests used in this pilot test is the respondent's demographic profile, descriptive analysis, reliability test, normality test, and Pearson correlation.

### 3.10 Summary

In the conclusion, this chapter up to a specific the research that really will and it is being undertaken in data collection, analysis, and interpretation. To collect the essential data for this study, the respondent was given a questionnaire in the form of a Google form. Secondary data, such as journals and websites, have been used to simplify and improve the writing that is being created. The researcher's method begins with introduction and design, followed by study population and sampling, then instrument improvement. This chapter is extremely beneficial in learning more about the elements that determine student satisfaction in online food delivery at Universiti Malaysia Kelantan (UMK). This chapter describes the population, sample size, and sampling techniques in a straightforward and concise manner. SPSS Statistics v26 is a software application that is used to help with research such as examining and analyzing data obtained from the respondent.

## CHAPTER 4: DATA ANALYSIS AND FINDINGS

### 4.1 Introduction

This research uses six different types of analyses or methodologies, which are discussed in this chapter. Pilot testing, respondent demographic profiles, descriptive analysis, reliability testing, normality testing, and Pearson correlation are examples of analyses. The number of people needed for this study is 349. The data was examined statistically by researchers using SPSS Statistics V28 (Statistical Package for the Social Sciences), and the results are discussed in this chapter. Researcher were handed 349 questionnaires to University Malaysia Kelantan students at the Pengkalan Chepa Campus. When the coding is finished, we will be able to examine the full survey. Lastly, at the end of this report, all descriptive and theoretical findings are summed and discussed.

### 4.2 Preliminary Analysis (Pilot Test)

**Table 4.1: Result of reliability test for independent variables and dependent variables**

<b>Variables</b>	<b>Cronbach Alpha</b>	<b>Number of Item</b>
<b>Online food delivery among students in University Malaysia Kelantan</b>	0.861	6
<b>Service Quality</b>	0.832	5
<b>Price</b>	0.842	5
<b>Delivery Time</b>	0.872	5

To guarantee that the questionnaires can be applied for the research, one pilot test was prepared to evaluate the survey's validity and reliability. The researcher obtained surveys for the pilot test using Google Form and obtained 30 responses to be used as information in the

pilot test. According to the table, the value of each component of the poll is good since it is  $0.9 > \text{Cronbach Alpha} > 0.8$ . The most notable value of Cronbach Alpha is policing, which is 0.872 for delivery time (IV3) in the survey, and the least significant value of Cronbach Alpha is cost separation, which is 0.832 for service quality (IV1) in the research. As a result, the survey is robust and may be utilized in this test since the absolute value of Cronbach Alpha for all components is 0.872, which is within the range of a remarkably strong and good relationship. All independent factors which is service quality, price, and delivery time are reliable among students in the University Malaysia Kelantan.

#### **4.3 Demographic Profile of Respondents**

In this study, six demographic questions were asked of respondents, including gender, age, race, monthly income, course of study, and use of a food delivery app. This section covered the basic demographic profile of 349 respondents who responded to the question using the google form that was sent. The frequency and probability of change for each segment profile of responses were then displayed in tables and enhanced on diagrams. The demographic profiles of respondents were questioned in the first round that is pilot test, and 30 people were chosen for this study. Respondent demographic information has been displayed with a clear explanation. The information discovered has been represented using table and pie charts.

4.3.1 Gender

Table 4.2: Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
<b>Valid</b>	Male	93	26.6	26.6	26.6
	Female	256	73.4	73.4	100.0
	Total	349	100.0	100.0	

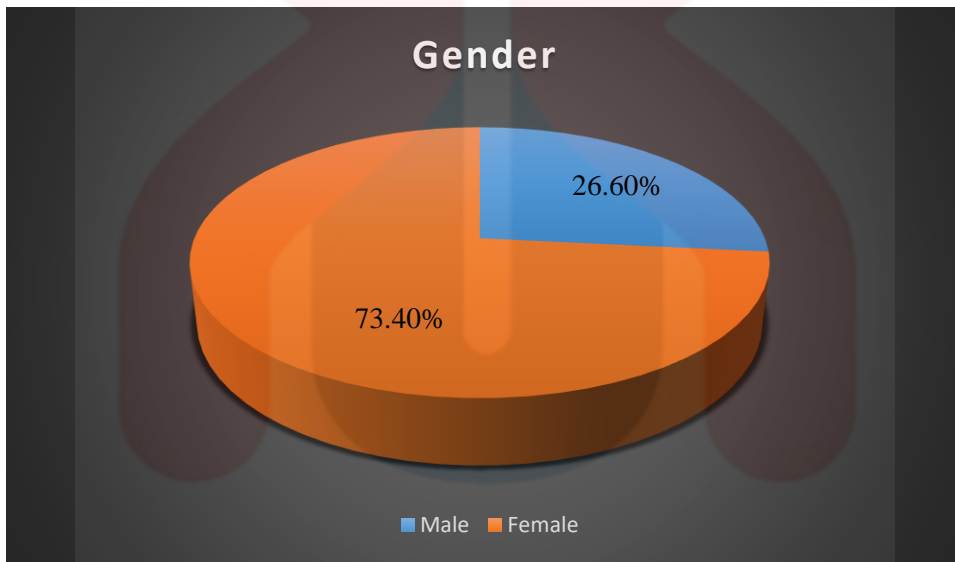


Figure 4.2: Gender

According to gender respondents the results that shows in the table and figure, the female respondents is 73.40% that is representing 256 students while men were 26.6% representing 93 students. In, this research we can see clearly that in Universiti Malaysia Kelantan the number of female students is more than that of male students.

4.3.2 Age

Table 4.3: Age

Age					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	19 - 21 years old	47	13.5	13.5	13.5
	22 - 25 years old	271	77.7	77.7	91.1
	26 - 29 years old	16	4.6	4.6	95.7
	30 - 33 years old	4	1.1	1.1	96.8
	34 years old and above	11	3.2	3.2	100.0
	Total	349	100.0	100.0	

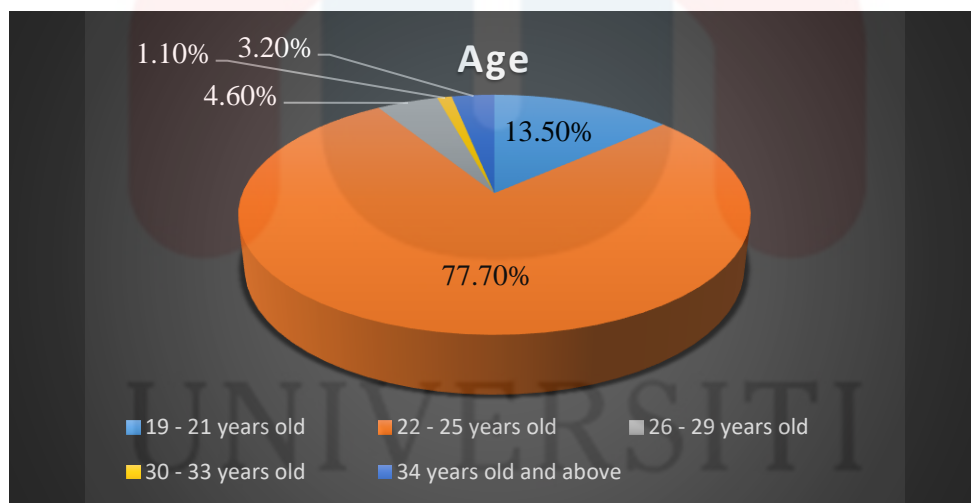


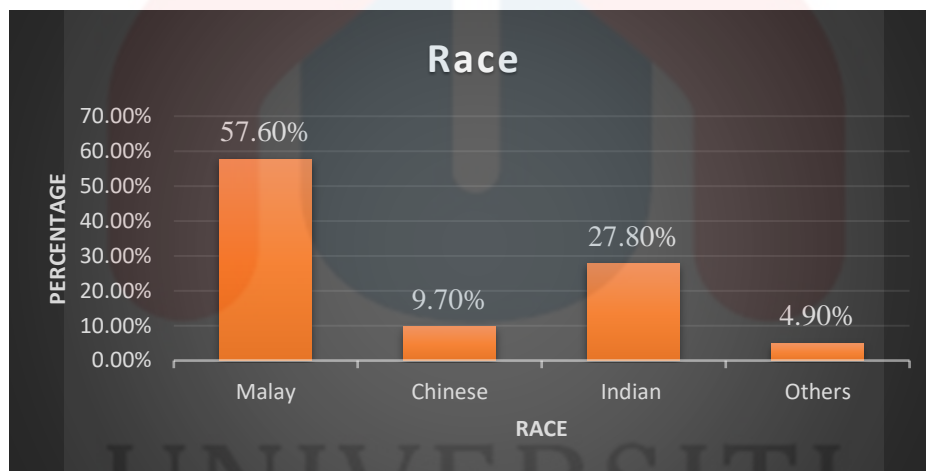
Figure 4.3: Age

For age of respondents, we can see based on table and figure there were 77.7% representing 271 students falling into classification of between 22 to 25 years old, 13.5% of 47 students between 19 to 21 years old, 4.6% of 16 students between 26 to 29 years old, 3.2% of 11 students between 34 years old and above, and 1.1% of 4 students between 30 to 33 years old. In this research we can see clearly that most of students in University Malaysia Kelantan is young adult which is 22 years to 25 years.

### 4.3.3 Race

**Table 4.4: Race**

		Race			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Malay	201	57.6	57.6	57.6
	Chinese	34	9.7	9.7	67.3
	Indian	97	27.8	27.8	95.1
	Others	17	4.9	4.9	100.0
	Total	349	100.0	100.0	



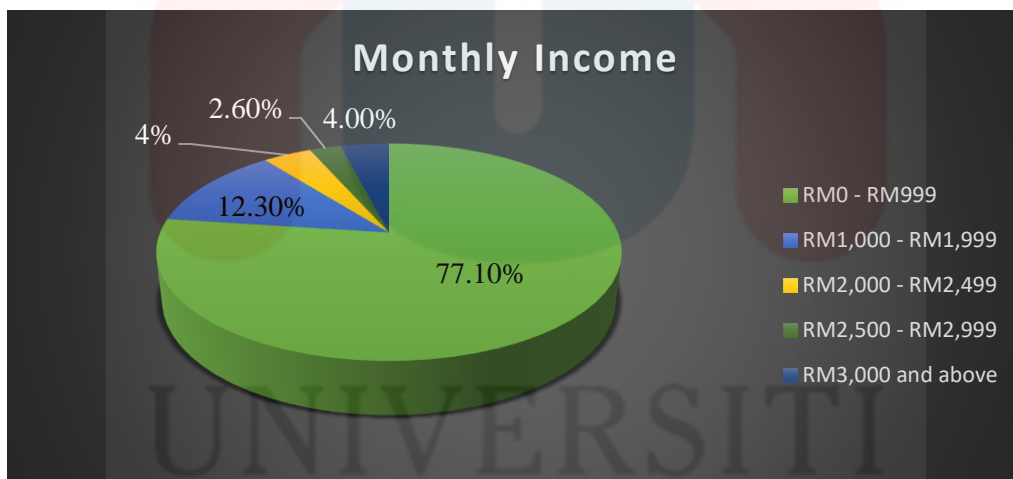
**Figure 4.4: Race**

The table 4.4 and pie chart 4.4 shows race were examined in this study. The majority of the respondents were Malay which of 201 respondents and it presented 57.6% of total respondents. Meanwhile, Indian 27.8% of 97 students, follow by Chinese 9.7% of 34 students and 4.9% of 17 students respectively. Lastly, the other races represented 17 respondents with 4.90% only. This is because in Malaysia the largest group of people is Bumiputera (Malay) and followed by other races. So, when we do research automatically the Malay respondents was answering more compare to other races.

### 4.3.4 Monthly Income

**Table 4.5: Monthly Income**

Monthly Income					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	RM0 - RM999	269	77.1	77.1	77.1
	RM1,000 - RM1,999	43	12.3	12.3	89.4
	RM2,000 - RM2,499	14	4.0	4.0	93.4
	RM2,500 - RM2,999	9	2.6	2.6	96.0
	RM3,000 and above	14	4.0	4.0	100.0
	Total	349	100.0	100.0	



**Figure 4.5: Monthly Income**

Based on table and figure there 77.1% of 269 students is a monthly income of RM0 to RM999, 12.3% of students is a monthly income of RM1,000 to RM1,999, 2.6% of students is a monthly income of RM2,500 to RM2,999, while 4% of 14 students monthly income of RM2,000 to RM2,499 and RM3,000 and above respectively. In, this research we can see clearly the most of student's monthly income was RM0 to RM999. This is because most of students work as part time and doing some small business. Meanwhile, we can see their have some



student's monthly income was Rm 3000 and above. This is because in UMK there have 3.20 % of students which age 34 and above continue higher studies in Master and PhD as a part timer. So, they have monthly income more compare to others students.

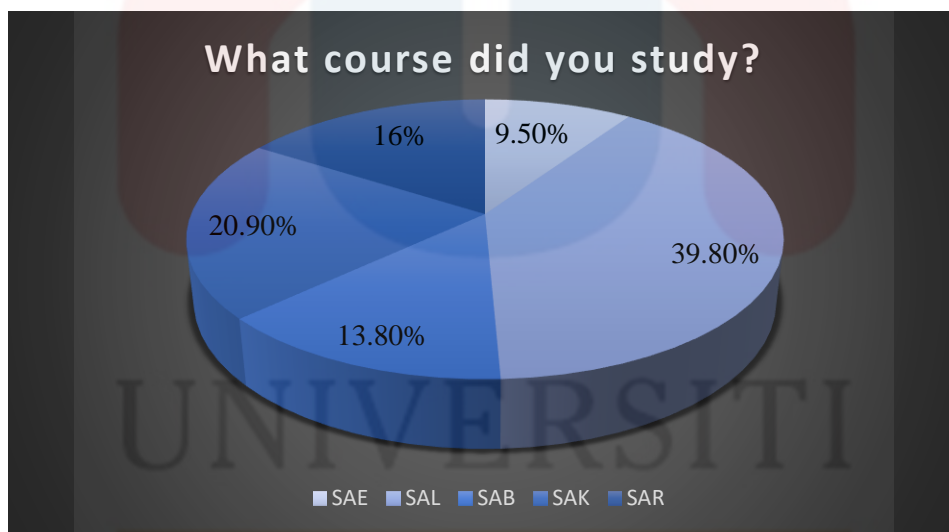


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### 4.3.5 What course did you study?

**Table 4.6: What course did you study**

		What course did you study?			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SAE	33	9.5	9.5	9.5
	SAL	139	39.8	39.8	49.3
	SAB	48	13.8	13.8	63.0
	SAK	73	20.9	20.9	84.0
	SAR	56	16.0	16.0	100.0
	Total	349	100.0	100.0	



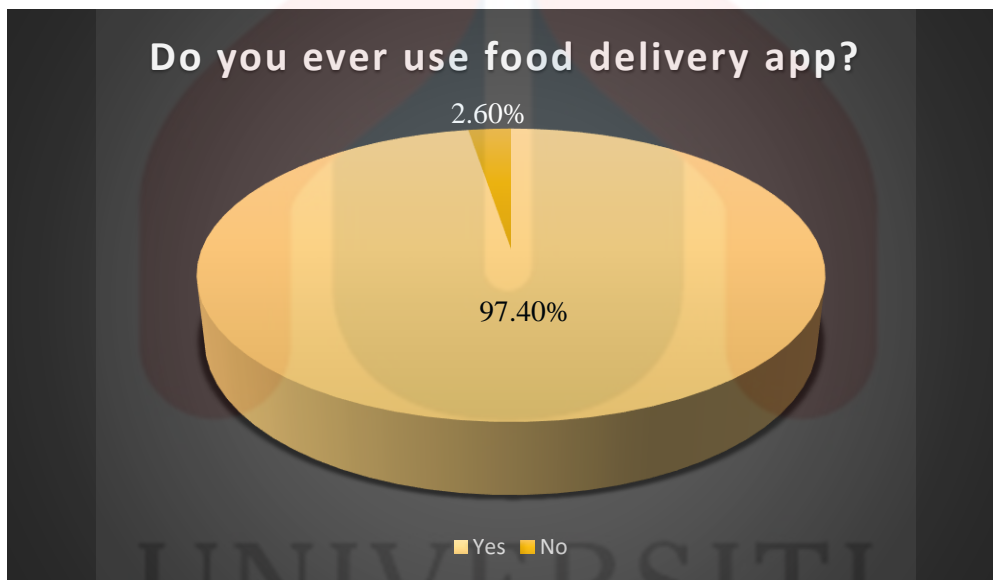
**Figure 4.6: What course did you study**

For “what course did you study?”, based on the table 4.6 and figure 4.6 there were 39.8% of 139 students from SAL course, 20.9% of 73 students from SAK course, 16% of 56 students from SAR course, 13.8% of 48 students from SAB and lastly 9.5% of 33 students from SAE course. The highest respondents from SAL course compare to other courses. This is because the titles we chosen based on logistics subject and necessarily logistics students are more likely to answer the questionnaire.

#### 4.3.6 Do you ever use food delivery app?

**Table 4.7: Do you use food delivery app**

Do you ever use food delivery app?					
		Frequency	Percent	Valid Percent	Cumulative Percent
<b>Valid</b>	Yes	340	97.4	97.4	97.4
	No	9	2.6	2.6	100.0
	Total	349	100.0	100.0	



**Figure 4.7: Do you use food delivery app**

Lastly, from “do you ever use food delivery?” It can be clearly seen that the majority of FKP students at Universiti Malaysia Kelantan use food delivery applications. Based on the table 4.7 and figure 4.7 there were 97.4% of 340 students and 2.6% of 9 students. This is because students are not enough so much time to prepare their meal because they want finish their assignments on time. Not only that, online food delivery system was simple and convenience for students. They can order their favored food any time.

#### 4.4 Descriptive Analysis

In this research, there are three independent variables and one dependent variable. For every part of variables in this research, the mean and standard deviation were calculated using description analysis to identify the mean. The measurement of the variables used in this research is based on a 5-point Likert scale which is 1=Strongly disagree, 2=Disagree, 3=Neither agree, 4=Agree and 5=strongly agree.

##### 4.4.1 Descriptive Analysis for Independent Variables

**Table 4.8: Descriptive analysis for service quality (first IV)**

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Do you think that service quality is important in online food delivery service	349	1	5	4.50	.726
Do you agree that long delivery time effect the service quality	349	1	5	4.28	.909
Online food delivery service app provides a good quality service which give quick response from customer service people against the query.	349	1	5	4.24	.827
I am satisfied with the service provided by the food riders.	349	1	5	4.24	.784
Is that there have many payment methods in online food delivery apps.	349	1	5	4.48	.701
Valid N (listwise)	349				

Table 4.8 shows the descriptive analysis for service quality and were consists five questions in total. According to the outcome, the average mean for the service quality factor is 4.35. The question with the highest mean score is 4.50 where most of the respondents agreed

with the service quality is important in online food delivery service. Meanwhile, it has two questions with the lowest mean score which are 4.24.

**Table 4.9: Descriptive analysis for price (second IV)**

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Do you think price can affect buying decision?	349	1	5	4.37	.786
I think delivery price of online food delivery services is reasonable.	349	1	5	3.87	1.011
Online food retailers offer better value for my money spent on food.	349	1	5	3.94	.994
Online discount coupons help me to save a lot compared to purchasing at restaurant/shop.	349	1	5	4.21	.863
The list of prices of all the foods they deliver is expected to be available on their apps.	349	1	5	4.08	.926
Valid N (listwise)	349				

Table 4.9 shows the descriptive analysis for price and were consists five questions in total. According to the outcome, the average mean for the price factor is 4.09. The question with the highest mean score is 4.37 where most of the respondents agreed that the price factor will affect their buying decision in online food delivery service. Meanwhile, question with the lowest mean score is 3.87 where it mentioned the delivery price of online food delivery services is reasonable.

**Table 4.10: Descriptive analysis for delivery time (third IV)**

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
I am satisfied of the timely delivery of online delivery services.	349	1	5	4.16	.864
The food delivery time is reasonable and appropriate.	348	1	5	4.22	.805
I received my food delivery on time even though it is in a long distance of places.	349	1	5	4.13	.917
I'm satisfied with the online meal delivery services because it's easy to know the anticipated delivery time.	349	1	5	4.18	.827
The time taken to deliver the food is fast or even earlier than the estimated time.	349	1	5	3.98	.998
Valid N (listwise)	348				

Table 4.10 shows the descriptive analysis for delivery time and were consists five questions in total. According to the outcome, the average mean for the delivery time factor is 4.13. The question with the highest mean score is 4.22 where most of the respondents agreed with the food delivery time is reasonable and appropriate. Meanwhile, question with the lowest mean score is 3.98 where it mentioned the time taken to deliver the food is fast or even earlier than the estimated time.

#### 4.4.2 Descriptive Analysis For Dependent Variable

**Table 4.11: Descriptive analysis for online food delivery among student in university Malaysia (DV)**

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
I have used online food delivery system multiple times during this year.	349	1	5	4.20	.919
The online food delivery service supplier has courteous, polite and respectful employees.	349	1	5	4.08	1.017
Online food delivery System use advanced technology to the better performance of the apps.	349	1	5	4.20	.919
I make my purchase at online food delivery system whenever.	349	1	5	4.08	1.017
I recommend my friends and juniors to use online food delivery system when their study in University Malaysia Kelantan.	349	1	5	4.29	.781
I prefer the online food delivery apps that provides adequate lucrative benefits and promotional gifts.	349	1	5	4.15	.910
Valid N (listwise)	349				

Table 4.11 shows the descriptive analysis for the online food delivery among students in university Malaysia and were consists six questions in total. According to the outcome, the average mean for the price factor is 4.17. The question with the highest mean score is 4.29 where most of the respondents agreed that with the recommendation to friends and juniors to use online food delivery system when their study in University Malaysia Kelantan. Meanwhile, it has two questions with the lowest mean score which are 4.08.

#### 4.5 Validity and Reliability Test

In this research, the variable size of the independent variable and dependent variable internal consistency was determined by their alpha reliability. However, the acceptable Coefficient alpha should be equal to or more than 0.7 based on Nunnally (1967). In this research, our Cronbach's alpha is 0.705. Therefore, it is considered as reliable.

**Table 4.12: Coefficient alpha range**

<b>Cronbach's alpha</b>	<b>Internal consistency</b>
$\alpha \geq 0.9$	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

**Source: Adopted from Cronbach, L. J. (1951)**

The internal consistency of alpha reliability can be divided into six different categories. The range ( $\alpha \geq 0.9$ ) is excellent, the range ( $0.9 > \alpha \geq 0.8$ ) is good, the range ( $0.8 > \alpha \geq 0.7$ ) is acceptable, the range ( $0.7 > \alpha \geq 0.6$ ) is questionable, the range ( $0.6 > \alpha \geq 0.5$ ) is poor and the range ( $0.5 > \alpha$ ) is unacceptable.



#### 4.5.1 Reliability statistics of the independent variables and dependent variable

**Table 4.13: Reliability statistics of service quality (first IV)**

<b>Reliability Statistics</b>	
Cronbach's Alpha	N of Items
.865	5

Table 4.13 shows the reliability statistics for the service quality factor. According to the outcome, it was determined that coefficient Cronbach's Alpha values for the reliability is greater than 0.8 which is 0.865 and it was between the range of good category. Therefore, this shows that the test was exceedingly reliable and able to support further research.

**Table 4.14: Reliability statistics for price (second IV)**

<b>Reliability Statistics</b>	
Cronbach's Alpha	N of Items
.805	5

Table 4.14 shows the reliability statistics for the price factor. According to the outcome, it was determined that coefficient Cronbach's Alpha values for the reliability is greater than 0.8 which is 0.805 and it was between the range of good category. Therefore, this shows that the test was exceedingly reliable and able to support further research.

**Table 4.15: Reliability statistics for delivery time (third IV)**

<b>Reliability Statistics</b>	
Cronbach's Alpha	N of Items
.903	5

Table 4.15 shows the reliability statistics for the delivery time factor. According to the outcome, it was determined that coefficient Cronbach's Alpha values for the reliability is greater than 0.9 which is 0.903 and it was between the range of excellent category. Therefore, this shows that the test was exceedingly reliable and able to support further research.

**Table 4.16: Reliability statistics for online food delivery among students in university Malaysia (Dependent variable)**

<b>Reliability Statistics</b>	
Cronbach's Alpha	N of Items
.848	6

Table 4.16 shows the reliability statistics for online food delivery among students in university Malaysia. According to the outcome, it was determined that coefficient Cronbach's Alpha values for the reliability is greater than 0.8 which is 0.848 and it was between the range of good category. Therefore, this shows that the test was exceedingly reliable and able to support further research.

#### 4.6 Normality Test

Normality test is utilized to establish the sample data taken from a normally distributed population. The normality test is a crucial step in choosing the central tendency measures and statistical methods for data analysis. Parametric tests are used to compare the groups when our data have a normal distribution otherwise, nonparametric approaches are used. In this study, normality testing was used to assess if the sample was normally distributed or not. This study will employ a Person's correlation to determine the hypotheses if the data were normally distributed, and a Spearman's correlation to determine the hypotheses if the data were not normally distributed.

**Table 4.17: Result of normality Test**

<b>Tests of Normality</b>						
	Kolmogorov-Smirnov <sup>a</sup>			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
MEAN1	.153	349	.000	.841	349	.000
MEAN2	.123	349	.000	.934	349	.000
MEAN3	.168	349	.000	.898	349	.000
MEAN4	.145	349	.000	.907	349	.000

a. Lilliefors Significance Correction

The SPSS framework was used to check and evaluate the information's ordinariness. In this research, the ordinariness of the data was examined using the Kolmogorov-Smirnova and Shapiro-Wilk tests. There are two ways to understand circulation: common and strange appropriation. Any factors with a p-esteem below 0.05 included information concerning irregularity. Table 19 displays the results of the Kolmogorov-Smirnova and Shapiro-Wilk tests used to determine whether all research variables were normally distributed. Because the data did not follow a normal distribution, the results of each test reveal that all significant values, or p, are 0.000, which is less than 0.05. This means that the data is abnormal.

## 4.7 Hypotheses Testing

### 4.7.1 Services Quality

Ho: There is no significant relationship between service quality that affects Online food delivery services among students in University Malaysia Kelantan.

H<sub>1</sub>: There is a significant relationship between service quality that affects Online food delivery services among students in University Malaysia Kelantan.

**Table 4.18: The Pearson correlation between Services quality and Online food delivery services among students.**

Correlation				
			Online food delivery services among student	Services Quality
Pearson Correlation	Online food delivery services among student	Correlation Coefficient	1	.675
		Sig. (2-tailed)	.	.000
		N	349	349
	Services Quality	Correlation Coefficient	.675	1
		Sig. (2-tailed)	.000	.
		N	349	349
**. Correlation is significant at the 0.01 level (2-tailed)				

Table 4.18 show the Pearson correlation value between Services quality and Online food delivery services among students. Pearson correlation value of services quality is 0.675 stipulated the intensity of the moderate positive relationship between Services quality and Online food delivery services among students in University Malaysia Kelantan. For this

analysis, the significant p-value is lower than the alpha root (0.01) which is 0.000 and this indicates that there is a positive relationship between services quality and Online food delivery services among student. Therefore, hypothesis 1 is accepted.

#### 4.7.2 Price

H<sub>0</sub>: There is no significant relationship between Price that affects Online food delivery services among students in University Malaysia Kelantan.

H<sub>1</sub>: There is a significant relationship between Price that affects Online food delivery services among students in University Malaysia Kelantan.

**Table 4.19: The Pearson correlation between Price and Online food delivery services among students.**

Correlation				
			Online food delivery services among student	Price
Pearson Correlation	Online food delivery services among student	Correlation Coefficient	1	.648
		Sig. (2-tailed)	.	.000
		N	349	349
	Price	Correlation Coefficient	.648	1
		Sig. (2-tailed)	.000	.
		N	349	349
**. Correlation is significant at the 0.01 level (2-tailed)				

Table 4.19 show the Pearson correlation value between Price and Online food delivery services among students. Pearson correlation value of Price is 0.648 stipulated the intensity of

the moderate positive relationship between Price and Online food delivery services among students in University Malaysia Kelantan. For this analysis, the significant p-value is lower than the alpha root (0.01), which is 0.000 indicating a positive relationship between Price and Online food delivery services among student. Therefore, hypothesis 2 is accepted.

### 4.7.3 Delivery Time

H<sub>0</sub>: There is no significant relationship between Delivery time that affects Online food delivery services among students in University Malaysia Kelantan.

H<sub>1</sub>: There is a significant relationship between Delivery time that affects Online food delivery services among students in University Malaysia Kelantan.

**Table 4.20: The Pearson correlation between Delivery time and Online food delivery services among students.**

Correlation			Online food delivery services among student	Delivery Time
Pearson Correlation	Online food delivery services among student	Correlation Coefficient	1	.699
		Sig. (2-tailed)	.	.000
		N	349	349
	Delivery Time	Correlation Coefficient	.699	1
		Sig. (2-tailed)	.000	.
		N	349	349
**. Correlation is significant at the 0.01 level (2-tailed)				

Table 4.20 show the Pearson correlation value between Delivery time and Online food delivery services among students. Pearson correlation value of Delivery time is 0.699 stipulated the intensity of the moderate positive relationship between Delivery time and Online food delivery services among students in University Malaysia Kelantan. For this analysis, the significant p-value is lower than the alpha root (0.01), which is 0.000 indicating a positive relationship between Delivery time and Online food delivery services among student. Therefore, hypothesis 3 is accepted.

#### **4.8 Conclusion**

In chapter 4, of this study SPSS software was used for all tests to obtain the results of the data analysis. The collected information is used for descriptive analysis, reliability testing, Pearson's correlation, and multiple linear regression analysis to establish the relationship between the independent and dependent variables and to pinpoint the Factors Affecting Online Food Delivery Services Among Students in University Malaysia Kelantan. There is a significant relationship between service quality, price and delivery time with the Online Food Delivery Services Among Students in University Malaysia Kelantan. In chapter 5, will go into more detail and provide explanations on the findings of the results for the link between the independent variable and the dependent variable as well as the Factors Affecting Online Food Delivery Services Among Students in University Malaysia Kelantan.

## CHAPTER 5: DISCUSSION AND CONCLUSION

### 5.1 Introduction

The study has described and evaluated the analysis results reported in Chapter 4 and used the Pearson correlation coefficient analysis in this chapter. The review is influenced by the difficulties discussed in Part 2. Furthermore, the researcher has discussed about hypothesis testing and determining whether the research hypothesis is accepted or rejected. Overall, this chapter will analyze the findings from the previous chapter, which is divided into four parts: interpretation of data and hypothesis, limitation, recommendation, and research conclusion.

### 5.2 Key Findings

**Table 5.1: Relationship between service quality and online food delivery among students in University Malaysia Kelantan**

**Research Objective:** To identify the relationship between service quality and online food delivery among students in University Malaysia Kelantan.

**Research Question:** Is there any relationship between service quality and online food delivery among students in University Malaysia Kelantan?

According to the Table 5.1 the reliability analysis findings indicate that the service quality has a consistent Cronbach Alpha of 0.865. The Pearson correlation findings in the table indicate that there is a link between service quality and online food delivery among students, as the Pearson correlation value,  $p$  achieved in this test is  $p = 0.675$ . It also shows the importance of the service quality feature. As a result, the research target was achieved. As the research goal and question have been met, we may infer that there is a strong correlation between service quality and online food delivery among students at University Malaysia Kelantan.



**Table 5.2: Relationship between price and online food delivery among students in University Malaysia Kelantan**

**Research Objective:** To identify the relationship between price and online food delivery among students in University Malaysia Kelantan.

**Research Question:** Is there any relationship between price and online food delivery among students in University Malaysia Kelantan?

The reliability study findings in the Table 5.2 reveal that the pricing feature has a dependable Cronbach Alpha of 0.805. The Pearson Correlation results in table 5.2 reveal that there is a link between pricing and online food delivery among students at University Malaysia Kelantan, with a Pearson Correlation value of  $P = 0.648$  found in this test. Both variables have a positive correlation coefficient value, suggesting a moderately strong connection. It also demonstrates that the price is statistically significant at 0.000, less than 0.01,  $p < 0.01$ . (Two-tailed). Because both the research goal and the research question have been achieved, we may infer that there is a significant association between price and online food delivery among students at University Malaysia Kelantan.

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**Table 5.3: Relationship between delivery time and online food delivery among students in University Malaysia Kelantan**

**Research Objective:** To identify the relationship between delivery time and online food delivery among students in University Malaysia Kelantan.

**Research Question:** Is there any relationship between delivery time and online food delivery among students in University Malaysia Kelantan?

According to the reliability analysis findings in the table 5.3, delivery time has a trustworthy Cronbach Alpha of 0.903. The Pearson Correlation findings in the table 5.3 indicate a connection between delivery time and online meal delivery among students at University Malaysia Kelantan, with  $p = 0.699$  achieved in the test. Both variables have a positive correlation coefficient value, suggesting a moderate to strong link. It also demonstrates that the delivery time is statistically significant, with a value of 0.000, which is less than 0.01,  $p < 0.01$ . (Two-tailed). As a result, the research goal was met. We may conclude that there is a strong connection between delivery time and online food delivery among students University Malaysia Kelantan if both the study aim and research question are achieved.

**Table 5.4: Summary of Findings**

<b>Research Question and Objective</b>	<b>Hypothesis Result</b>	<b>Findings</b>
<p>RO 1: To identify the relationship between service quality and online food delivery among students in University Malaysia Kelantan.</p> <p>RQ 1: Is there any relationship between service quality and online food delivery among students in University Malaysia Kelantan?</p>	<p>P=0.00 (p&lt;0.001)</p> <p>R = 0.675</p>	<p>There is significant relationship between service quality and online food delivery among students in University Malaysia Kelantan.</p>
<p>RO 2: To identify the relationship between price and online food delivery among students in University Malaysia Kelantan.</p> <p>RQ 2: Is there any relationship between price and online food delivery among students in University Malaysia Kelantan?</p>	<p>P=0.00 (p&lt;0.001)</p> <p>R = 0.648</p>	<p>There is significant relationship price and online food delivery among students in University Malaysia Kelantan.</p>
<p>RO 3: To identify the relationship between delivery time and online food delivery among students in University Malaysia Kelantan.</p> <p>RQ 3: Is there any relationship between delivery time and online food delivery among students in University Malaysia Kelantan?</p>	<p>P=0.00 (p&lt;0.001)</p> <p>R = 0.699</p>	<p>There is significant relationship delivery time and online food delivery among students in University Malaysia Kelantan.</p>

### **5.3 Discussion**

#### **5.3.1 Is there any relationship between service quality and online food delivery among student in University Malaysia Kelantan?**

Service quality has a significant relationship with Online food delivery services among students in University Malaysia Kelantan. Based on table 5.4, it shows that the value of Pearson Correlation Coefficient for the service quality is  $r=0.675$  and the significant of p-value is lower than the alpha root (0.01) which is 0.000. Therefore, this able to indicates that there is a positive relationship between service quality and online food delivery services among student. This factor also strengthens by the past study where service quality can be defined as customers' detailed review of a specific service and a measure of whether the service has exceeded and achieved their objectives.

#### **5.3.2 Is there any relationship between price and online food delivery among students in University Malaysia Kelantan?**

Price has a significant relationship with Online food delivery services among students in University Malaysia Kelantan. Based on table 5.4, it shows that the value of Pearson Correlation Coefficient for the service quality is  $r=0.648$  and the significant p-value is lower than the alpha root (0.01) which is 0.000. Therefore, this able to indicates that there is a positive relationship between price and online food delivery services among student. This factor also strengthens by the past study where customers' satisfaction may be affected by the pricing which includes the cost of the food, the cost of the tax and the cost of delivery charge.

#### **5.3.3 Is there any relationship between delivery time and online food delivery among students in University Malaysia Kelantan?**

Delivery time has a significant relationship with Online food delivery services among students in University Malaysia Kelantan. Based on table 5.4, it shows that the value of Pearson Correlation Coefficient for the delivery time is  $r = 0.699$  and the significant p-value is lower than the alpha root (0.01) which is 0.000. Therefore, this able to indicates that there is a positive relationship between delivery time and online food delivery services among student. This factor also strengthens by the past study where any delivery delays will decrease customer satisfaction which will negatively affect how consumers are seen and influence decisions.

#### 5.4 Implications of the Study

This study aimed to understand the factors affecting student purchasing behaviour on online food delivery services among students in University Malaysia Kelantan. To maintain student satisfaction, it is necessary to highlight some of the key implications of the review's overall findings in online food delivery services. Carrying out this research assists in supporting the students to get more satisfaction with online food delivery services with a variety of new ideas on online food delivery services.

Based on the finding of this study, students are looking forward to online food delivery services based on three factors: service quality, price, and delivery time, which is it can affect the demand of online food delivery services among students in University Malaysia Kelantan. In addition, the online food delivery services company like Food panda, grab food, Lala move, need to understand the needs of customer based on their demographic's profiles. It is because demographic help to give better understand background characteristics of an customers through demographic data, such as their age, race, ethnicity, income, occupation, marital status, and so on.

The study also provides a better idea for online food delivery services companies in improving their services from the aspect of services quality, price and delivery time. As we know the price of online food delivery services was not affordable for students to purchase. From this perspective it shows that the gap between student income and the services price. By doing a reduced price in online food delivery services like providing special discount or promote code to students, it keeps student to using online food delivery services.

The main purpose of online food delivery services is to give a better lifestyle for user like saving time and money. From this perspective, online food delivery services will be the main choice among students to purchase food from online food delivery services in the purpose of

saves time and money. A Lack of delivery time information in online food delivery services have shown a gap between online food delivery services management and student satisfaction. In this situation, online food delivery company such as Grab food, food panda, and etc. should to responsive with their services management in order to keep their services relevant with market demand.

## 5.5 Limitations of the Study

Although this research presented useful theoretical and managerial information, it is still not free from limitations that give rise to new future research. The present research is constrained to 349 respondents, estimated as few demanded of online food delivery services among students in University Malaysia Kelantan. Finding a constraint might be a crucial chance to identify new literature gaps and describe the need for further research.

The first limitation is the limited sample size to represent the whole population of students in University Malaysia Kelantan. Due to time and resource constraints, the researchers have received only 349 respondents. Because of this, the outcome has been constrained, and it's possible that the self-important accuracy of satisfying objectives required for this review has gone unaddressed.

Besides that, the questionnaires have only been made in google form. From this perspective, it may have been difficult for respondents to understand and respond to the questions compared to the physical form. Due to issues with responses, a face-to-face explanation and prompt response cannot be provided. Many people skim the questionnaire's material without really reading it. As a result, they select a response to the questionnaire without fully comprehending the question. Aside from that, as this study's topic dealt with recent phenomena, there was little previous research on it. As a result, it is difficult for researchers to gather data and establish a framework for comprehending the research problem.

Last but not least, there are some lacking parts from the long phase of questions in the questionnaire that has been given to respondents. Although it was helpful as the respondents could rapidly and advantageously answer the survey, there still has been some lack in determining the real information due to the respondents' answers being ineffective because of time and asset limitations.



Moreover, this study was carried out on the UMK campus at Pengkalan Chepa, Kota Bharu, Kelantan. Only the UMK Pengkalan Chepa campus is limited for study. As a result, only students from the UMK Campus Pengkalan Chepa responded to the survey, which had a limited duration. Because it only includes the states of Kelantan and the UMK campus pengkalan Chepa, this study is not exhaustive. Therefore, these studies are not relevant for use in UMK campuses in Bachok and Jeli, as well as other universities outside of the state of Kelantan. The findings may alter if the study was conducted in a different place or at a different time period.

Additionally, this study only identified three independent factors, which is also a weakness of the study. This is due to the fact that several independent variables might still be utilized in replacement of these three independent variables. However, these additional independent variables are still not discussed or looked into in this study.

## 5.6 Recommendations/ Suggestion for Future Research

After conducting this study, the researchers identified areas for future research quality improvement. In term of the Service quality, it has to improve the online food delivery service app which give quick response for customers enquiry and need to improve the food riders service. This is because the most respondents are less agreed with this questionnaire. A quick customer service was important in business, it help to increase sales and it inspires customer loyalty.

In term of the Price, online food delivery company should considerate the delivery price. It is because most of students less agreed for the question “I think delivery price of online food delivery services is reasonable”. In this we can see most of students answer the price of food delivery price are not reasonable. The online food delivery app can give more promotions and offers especially for students. This can help students to buy more foods in online.

Moreover, in term of the delivery time, make sure that the delivery time are punctual by the time it should arrived. Most of the students are less agreed that the time taken to deliver the food is fast or even earlier than the estimated time. Timing is very important in online food delivery services. It is because on time delivery services can increases customer loyalty.

Furthermore, in order to give some suggestion for the future researchers, the sample size in future research might be widened. This is due to the fact that all of the responses were from FKP students in UMK City Campus. Future researchers should conduct their studies on all three campuses of UMK to increase the sample size.

Next the researcher recommended to have a multi-language question in order to eliminate partiality in this research, it should provide English, Malay, Chinese, and Tamil translations of the survey. The addition of multiple languages in the survey can help

respondents who are unable to understand the entire English version of the question to a greater level. Additionally, the respondents can select their preferred language to respond in, enabling them to understand the test questions and ensuring the accuracy of the results.

In addition, the researcher provides a number of recommendations to improve the study's findings. To gather data, researchers need to schedule enough time. Time management was crucial in order to assign tasks and collect all sample respondents within a set time frame. Next, researchers recommend select the most suitable respondent to complete the entire distributed questionnaire. Researchers will get good results this way since the respondent has time to read and can honestly answer the question. The respondent may also be given a period of time by the researchers to complete the questionnaire from outside working hours.

Last but not least, future researchers should concentrate on methods like the direct approach, which was a face-to-face method during data collecting in order to explain the questions in a questionnaire. This method of gathering data was more truthful, and respondents provided accurate responses. Therefore, in order to improve the study's findings, future researchers may want to take the suggestion into consideration.

## 5.7 Overall Conclusion of the Study

In conclusion, the piece sums up the whole part of this review. The aim of this study was to investigate Factors affecting online food delivery services among students in University Malaysia Kelantan. In this research we conducted three independent variables which is service quality, price, delivery time and one dependent variable which is online food delivery among students in University Malaysia Kelantan. There were 349 questionnaires that has been collected from the FKP students in Universiti Malaysia Kelantan.

Those independent variables and dependent variables were analyzed by Pearson Correlation Coefficient to determine the relationship between dependent variable and independent variables and linear regressions to identify the Factors Affecting Online Food Delivery Services Among Students in University Malaysia Kelantan. The result of Pearson Correlation analysis has shown a positive relationship between the independent variables (service quality, price, delivery) and the dependent variables (online food delivery services among students in University Malaysia Kelantan). From the findings of Pearson Correlation Coefficient, this study revealed that service quality, price, and delivery time have significant relationship with the dependent variables.

Overall, the findings in this study can indirectly help to provide information to the business people or future researchers to understand, examine the factors affecting online food delivery services among students.

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## APPENDIX A - DRAFT OF QUESTIONNAIRE

### SECTION A: DEMOGRAPHIC PROFILE

**1. Gender**

- Male
- Female

**2. Age**

- 19 - 21 years old
- 22 - 25 years old
- 26 - 29 years old
- 30 - 33 years old
- 34 years old and above

**3. Race**

- Malay
- Chinese
- Indian
- Others

**4. Monthly Income**

- 0 - RM999
- RM1,000 - RM1,999
- RM2,000 - RM2,499
- RM2,500 - RM2,999
- RM3,000 and above

**5. What course did you study?**

- SAL
- SAB
- SAK
- SAR
- SAA

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

- Yes
- No

**SECTION B: INDEPENDENT VARIABLES (SERVICE QUALITY)**

FKP

<b>Statement</b>	<b>Strongly Disagree</b>	<b>Disagree</b>	<b>Neutral</b>	<b>Agree</b>	<b>Strongly Agree</b>
Do you think that service quality is important in online food delivery service?					
Do you agree that long delivery time effect the service quality?					
Online food delivery service app provides a good quality service which give quick response from customer service people against the query.					
I am satisfied with the service provided by the food riders.					
Is that there have many payment methods in online food delivery apps. (e.g., banking in online, credit and debit cards, cash during delivery).					

**SECTION C: INDEPENDENT VARIABLES (PRICE)**

<b>Statement</b>	<b>Strongly Disagree</b>	<b>Disagree</b>	<b>Neutral</b>	<b>Agree</b>	<b>Strongly Agree</b>
Do you think price can affect buying decision?					
I think delivery price of online food delivery services is reasonable.					
Online food retailers offer better value for my money spent on food.					
Online discount coupons help me to save a lot compared to purchasing at restaurant/shop.					
The list of prices of all the foods they deliver is expected to be available on their apps.					

**SECTION D: INDEPENDENT VARIABLES (DELIVERY TIME)**

<b>Statement</b>	<b>Strongly Disagree</b>	<b>Disagree</b>	<b>Neutral</b>	<b>Agree</b>	<b>Strongly Agree</b>
I am satisfied of the timely delivery of online delivery services.					
The food delivery time is reasonable and appropriate.					
Food delivery should establish a strong distribution channel with enough personnel and vehicles to ensure timely delivery.					
I satisfied with the online food delivery services because of the convenience of knowing the estimated delivery time.					
My meal arrived on time, there were no missing and late arrival on my meal.					

**SECTION E: DEPENDENT VARIABLE**

**(ONLINE FOOD DELIVERY AMONG STUDENTS IN UMK)**

<b>Statement</b>	<b>Strongly Disagree</b>	<b>Disagree</b>	<b>Neutral</b>	<b>Agree</b>	<b>Strongly Agree</b>
I have used online food delivery system multiple times during this year.					
I have started using the online food delivery system since it was introduced.					
Online food delivery System use advanced technology to the better performance of the apps.					
I make my purchase at online food delivery system whenever.					
I recommend my friends and juniors to use online food delivery system when their study in University Malaysia Kelantan.					
I prefer the online food delivery apps that provides adequate lucrative benefits and promotional gifts.					

**APPENDIX 2 - GANTT CHART**

NO	ACTIVIVITIES / WEEK	OCTOBER			NOVEMBER				DECEMBER				JANUARY				
		2022			2022				2022				2023				
		1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
1	Determination of students and supervisors by the PPTA Course Coordinator according to student registration and specialization																
2	<ul style="list-style-type: none"> <li>● Final Year Research Project Briefing I and II</li> <li>● Distribution of Final Year Research Project Guidelines / online</li> </ul>																
3	<ul style="list-style-type: none"> <li>● Meetings and discussions with Supervisors</li> <li>● Verification of the appropriate field/title of the research project</li> </ul>																
4	Writing a draft of a Research Project Proposal																
5	<ul style="list-style-type: none"> <li>● Submission of draft Research Project Proposal to Supervisor</li> <li>● Review by Supervisor</li> <li>● Correction by students</li> </ul>																
6	Submission of two (2) Research Project Proposal Reports to the PPTA supervisor and examiner																
7	Presentation and assessment																
8	Data collection																

NO	ACTIVITIES / WEEK	OCTOBER			NOVEMBER				DECEMBER				JANUARY				
		2022			2022				2022				2023				
		1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
9	Data analysis Writing a draft of a research project Findings report Interpretation and discussion of findings Implications of the findings Conclusion																
10	Submission of draft research project results to the Supervisor Turnitin filter Review by Supervisor  Correction of research project report that has been reviewed by the Supervisor																
11	Submission of two (2) copies of the final report of the research project without a volume together with the Turnitin result slip to the coordinator																
12	Presentation and evaluation of the final report of the research project																
13	Submission of one (1) copy of the final report of the bound research project to the supervisor of the specialization																


**REKOD PENGESAHAN PENYARINGAN TURNITIN  
VERIFICATION RECORD OF TURNITIN SCREENING**

Kod>Nama Kursus: ALS4113

Code/ Course Name: SAL

Sesi/Session: 2022/2023

Semester: 7

Nama Program/Name of Programme: SAK, SAB, SAL, SAR

Fakulti/Pusat/Faculty/Centre: Faculty of Entrepreneurship and Business

**Pengesahan Penyaringan Plagiat/ Verification of Plagiarism Screening**

Saya Kayalvizhi A/P Ramachandran (A19A0211), Balqis Binti Mohd Shukri (A19A0085), Lim Kok Soon (A19A0242), Muhammad Suffian Bin Sulaiman (A19A0371) dengan ini mengesahkan Kertas Projek Penyelidikan ini telah melalui saringan aplikasi turnitin. Bersama ini dilampirkan sesalinan laporan saringan Turnitin dengan skor persamaan sebanyak 25%.

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

**FACTORS AFFECTING ONLINE FOOD DELIVERY SERVICES AMONG STUDENTS  
IN UNIVERSITI MALAYSIA KELANTAN**

Tandatangan/Signature

*R. Kayal*

Nama Pelajar/Student Name: Kayalvizhi A/P Ramachandran

No.Matrik/Matrix No: A19A0211

Tarikh/Date: 24/1/2023

Tandatangan/*Signature*

*Balqis*

Nama Pelajar/*Student Name*: Balqis Binti Mohd Shukri

No.Matrik/*Matrix No*: A19A0085

Tarikh/*Date*: 24/1/2023

Tandatangan/*Signature*

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Tarikh/*Date*: 24/1/2023

Tandatangan/*Signature*

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Nama Pelajar/*Student Name*: Muhammad Suffian Bin Sulaiman

No.Matrik/*Matrix No*: A19A0371

Tarikh/*Date*: 24/1/2023

Pengesahan  
Penyelia/*Supervisor*:

Tandatangan/*Signature*:

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		<b>18%</b>
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<b>6</b>	<b>Nabilah Idris, Mohamad Nur Farihin Abu Bakar, Yusrina Yakub, Dhabitah Arabi, Mohammad Nabil Almunawar. "chapter 19 Online Food Delivery Services During COVID- 19", IGI Global, 2022</b> Publication	<b>1%</b>

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**ASSESSMENT FORM FOR FINAL YEAR RESEARCH PROJECT: RESEARCH REPORT (Weight 50%)  
(COMPLETED BY SUPERVISOR AND EXAMINER)**

Student's Name: KAYALVIZHI A/P RAMACHANDRAN

Matric No.: A19A0211

Student's Name: BALQIS BINTI MOHD SHUKRI

Matric No.: A19A0085

Student's Name: LIM KOK SOON

Matric No.: A19A0242

Student's Name: MUHAMMAD SUFFIAN BIN SULAIMAN

Matric No.: A19A0371

Name of Supervisor:

Name of Programme: SAL

Research Topic: FACTORS AFFECTING ONLINE FOOD DELIVERY SERVICES AMONG STUDENTS IN  
UNIVERSITI MALAYSIA KELANTAN

FKP

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

**ASSESSMENT FORM FOR FINAL YEAR RESEARCH PROJECT: RESEARCH REPORT (Weight 50%)  
(COMPLETED BY SUPERVISOR AND EXAMINER)**

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

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