FACULTY ENTREPRENEURSHIP AND BUSINESS

THE EFFECT OF SERVICE QUALITY ON CUSTOMER SATISFACTION IN ONLINE FOOD DELIVERY (OFD) SERVICE AMONG MALAYSIAN GENERATION Z

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LIST OF ABBREVIATIONS

SPSS   Statistical Package for the Social Science

Servqual   Service Quality

IV   Independent Variables

DV   Dependent Variables

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ABSTARCT

With the new emergence of technology, the food and beverage industry were switch to online and it is called online food delivery service. Young people in Generation Z are the most likely to use OFD services because they did grow up surrounded by technology. The trend of OFD service in Malaysia is growing faster nowadays. The main issue of OFD service is poor food quality, limited coverage area, lack of customer expectations, unreasonable fees, and lack of interaction. This study is to determine the relationship between the service quality dimension which are tangibility, reliability, responsiveness, assurance, and empathy with customer satisfaction in OFD service among Malaysian generation Z. An online questionnaire was distributed through social media to users of OFD service among generation Z with selected age of 18-26 years old. The number of sample size is 150 and this study used non-probability sample and purposive sampling techniques. The measurement of this study will be applied 6-point Likert scale and following by data analysis with using reliability analysis, validity analysis, Pearson correlation coefficient, and multiple linear regression. In summary, the result obtained and showing that the relationship between all the dimensions of service quality is significant on customer satisfaction in OFD service among generation Z. As a result, this study can give all the knowledge that would assist related parties such as company, seller, rider and customer to gain the achievement and in order to improve customer satisfaction in OFD service.

Keyword: Online Food Delivery Service (OFD), Customer Satisfaction, Tangibility, Reliability, Responsiveness, Assurance, Empathy.

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ABSTRAK

Dengan kewujudan teknologi baru, industri makanan dan minuman telah beralih kepada dalam talian dan ia dipanggil perkhidmatan penghantaran makanan dalam talian. Golongan muda dalam Generasi Z adalah yang paling berkemungkinan menggunakan perkhidmatan OFD kerana mereka memang membesar dikelilingi oleh teknologi. Trend perkhidmatan OFD di Malaysia berkembang dengan lebih pantas pada masa kini. Isu utama perkhidmatan OFD ialah kualiti makanan yang buruk, kawasan liputan yang terhad, kekurangan jangkaan pelanggan, bayaran yang tidak munasabah dan kurang interaksi. Kajian ini adalah untuk mengetahui perkaitan antara dimensi kualiti perkhidmatan iaitu ketara, kebolehpercayaan, responsif, jaminan, dan empati dengan kepuasan pelanggan dalam perkhidmatan OFD di kalangan generasi Z Malaysia. Satu soal selidik dalam talian telah diedarkan melalui media sosial kepada pengguna perkhidmatan OFD di kalangan generasi. Z dengan umur terpilih 18-26 tahun. Bilangan saiz sampel ialah 150 dan kajian ini menggunakan teknik sampel bukan kebarangkalian dan persampelan bertujuan. Pengukuran kajian ini akan menggunakan skala Likert 6 mata dan diikuti dengan analisis data dengan menggunakan analisis kebolehpercayaan, analisis kesahan, pekali korelasi Pearson, dan regresi linear berganda. Secara ringkasnya, keputusan yang diperolehi dan menunjukkan bahawa hubungan antara semua dimensi kualiti perkhidmatan adalah signifikan terhadap kepuasan pelanggan dalam perkhidmatan OFD dalam kalangan generasi Z. Hasilnya, kajian ini dapat memberi segala pengetahuan yang akan membantu pihak berkaitan seperti syarikat, penjual, penunggang dan pelanggan untuk memperoleh pencapaian dan untuk meningkatkan kepuasan pelanggan dalam perkhidmatan OFD.

Kata Kunci: Penghantaran Makanan Atas Talian (OFD), Kepuasan Pelanggan, Kewujudan, Kebolehpercayaan, Responsif, Jaminan, Empati

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CHAPTER 1
INTRODUCTION

1.1 Introduction

This chapter was introducing the study which included some sections on the background of the study, problem statement, research objectives, research questions, and the significance of the study. It also has been discussing the definition of the term used in this study.

1.2 Background of the Study

There is new emergence wave in Malaysia's food and beverage industry which is online food delivery (OFD) service. Based on study by Hishamuddin (2019), the evolution of OFD services came from fast food restaurant. Many established businesses decided to sell fast food meal as it was popular on 1860 in UK. Seeing the opportunities, they were introducing takeaway food. Following the 1990s, the food services industry began to undergo significant changes that were affected by information technology (IT), with restauranteurs discovering new ways and means to promote their businesses. In the following years, they introduced ordering takeaway food via internet and that was how the food delivery service existed.

There didn't exist any online food ordering services a decade ago, so people had no choice but to walk into restaurants and order their food. With thanks to technological advancements, people now prefer ordering food delivery rather than dining out with just a single click (Ayush Singh & Nair., 2020). The reason for the development of the OFD services is the growth on access internet via mobile phone in Malaysia (Chai & Yat, 2019). There were 88.7% Malaysian internet users in 2020 which 1.3% increase from 2018 (MCMC, 2020). Other than that, OFDS in Malaysia was started to rose sharply in urban areas during the Covid-19 pandemic by the introduction of Movement Control Order (MCO) (Nayan & Hassan, 2020).

Customer satisfaction is essential in determining the quality of service delivered in terms of services, quality of food, and cost (Lee et al., 2019). Service quality also important to meet the customer satisfaction using food delivery service with five elements which are tangibility, reliability, responsiveness, assurance, and empathy (Ramya et al., 2019). For example, to increase customer intent to use, the Grab company must focus more on the usefulness and ease of use of the online platform in terms of service quality such as in payment methods, food availability, and etc (Tan et al., 2022). It is significance to simplify the affairs of consumers in the future by looking at the ratings given by past consumers. So that, there will be no risk of loss or worthlessness to maintain the service quality. According to Alicia et al. (2021),

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customers might save time by using online food delivery apps, and they prefer to order food online and have it delivered to their door. To stable the company of food delivery service in the future, the seller should maintain their loyal customers by providing high quality services (Tan et al., 2022).

Young people in Generation Z are the most likely to use OFD services because they did grow up surrounded by technology, internet, and social media which sometimes leads to stereotype of them as tech-addicted (Meola, 2022). In India, the upcoming Generation Z find it smart and convenient to order from food delivery service providers, as opposed to the older generation, which prefers to make a homemade meal and eat in the traditional way (Sonali P. Banerjee et al., 2019). Aside from India, Generation Z in countries around the world, including Malaysia, have been effected to technological advancements since their childhood (Fandy Tjiptono et al., 2020). Malaysian Generation Z has been chosen for this study due to their influence and independence in decision-making. People from Generation Z in Malaysia are concerned, caring, competent, and capable at work (Fandy Tjiptono et al., 2020). Therefore, the trend of OFD service in Malaysia is growing faster nowadays. Millions of foodies are served by the food delivery service in 19 new cities and major districts across the country (Grab MY, 2019). Customers and restaurants may benefit from innovative features in ordering apps that help them overcome issues such as long queues, traffic jams, misunderstandings, and delivery delays (S. G. Pillai et al., 2022). Thus, this study was investigating the effect of service on customer satisfaction in OFD services among Malaysian Generation Z.

1.3   Problem Statement

Online retail and e-commerce services have grown quickly because of the Internet's rapid growth around the world and the importance of the phone in everyday life (Rahim & Yunus, 2021). The research community has become increasingly interested in food delivery services as a result this tendency is becoming a trend in society (Annaraud & Berezina, 2020). Online food shopping is more popular among millennials and Gen Z than it was among their parents' generation because of the many benefits it provides to consumers, including a greater variety of food, affordable prices, less effort, and faster service (Dsouza & Ganesh, 2022). Consumer assessment of service quality in OFD platform is important for service providers because it can affect customer satisfaction. From the previous study there are several problems regarding service quality toward customer satisfaction in OFD service among Malaysian generation Z.

One of the problems regarding tangible elements in OFD service is poor food quality. This problem refers to the cleanliness, hygiene, and packaging condition. Consumers sometimes being worried about the quality of food offered by e-hailing meal delivery services (Rahim & Yunus, 2021). When orders are submitted during busy hours, the restaurant's own staff may pack the food quickly and carelessly. Liquid foods may not be packed tightly, and it is extremely probable that they may spill out during delivery. According to Limon (2021), most respondents (98.4%) deliver food without wearing gloves whether they are placing food items in the delivery bag or removing food items from the delivery bag. It is important to the deliverymen to keep cleanliness and hygiene of food's quality while they bring it to the customer (Koay et al., 2022). Therefore, when tangibility in service quality having a bad food packaging, does not take food hygiene seriously and improper food handling which not only impacts the customer satisfaction but also exposed to the health and safety risk.

Next, the problem in terms of reliability elements in service quality is limited coverage area (Teck & David, 2019). Many individuals take advantage of this convenience, but not everyone because the OFD service is mainly concentrated in urban cities and available in the limited coverage area. For example, most food delivery services, including Food Panda, Liver Uber Eats, Running Man Delivery, Honestbee, Food Time, Dah makan, Mammam, and Shogun2U are focusing on urban cities like Kuala Lumpur, the Klang Valley, Penang, and Johor Bahru (Teck & David, 2019). This might be due to inadequate internet connectivity in rural areas or a lack of technological advancement (Suhana & Radziah, 2018). According to Hooi et al. (2021), due to the growth of internet accessibility, there has been an increase in the demand of OFD services because these services reach a larger geographic region especially in urban areas. Therefore, reliability elements in service quality positively increase customer satisfaction in OFD service.

Another problem in terms of responsiveness elements in service quality is lack of customers expectation. It was mainly because of the delay in delivery time. Users will have an expectation that OFD services can save their time or be used as quickly as possible. So, when delivery problems occur, customers will be complaining about delays in the delivery process, and they must wait a long time to get the meal they requested. According to (Nazifa et al., 2021), time is one of the most important challenges that individuals often confront, since time demands reveal the amount of time required for everyday tasks and responsibilities. From previous studies, found that the good service delivery such as timely delivery, delivery professional attitudes and delivery charges will help them build credibility and increase customer satisfaction through OFD service (Ghosh, 2020). According to Yusra and Agus

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(2020), researchers show that responsiveness correlates most strongly with customer satisfaction when compared to other factors. It shows that to gain consumer satisfaction, OFD service must pay close attention to responsiveness in service quality.

Besides, the problem that occurs regarding to the assurance elements in service quality is delivery fees are unreasonable. This problem occurs when retailers are raising their pricing due to the large commission that grabs on each individual menu item (Lau, 2020). Even though the shipping fee is merely RM5 or even more in some cases, the price of each item is not reasonable (Lau, 2020). According to Storehub (2021), the comparison guide of service fee per order between Malaysia food delivery platform which is Grab Food recorded up to (30%), Foodpanda (25-35%), QuickSent (10%) and Deliver Eat (30%) from total sales. It is essential to check that the shipping fees are competitive and do not include any hidden costs. According to the Koay et al. (2022), when the efficiency in food delivery service is applied which is the accuracy of the order and the fees are reasonable that will be influence the quality of assurance in customer satisfaction. Therefore, assurance is an important element of customer satisfaction in OFD service.

Moreover, the problems faced regarding to the empathy elements in service quality is lack of interaction between customers and OFD service. Customers want a quick response to their problems too. According to Prashanthini (2022), half of consumers have avoided in repeating buying due to ineffective communication, with 17% blaming insensitivity as the main reason. When there is a lack of interaction between the customer and the service provider to resolve the customer's complaint while using the OFD service, it shows inefficiency in the OFD service provided. To properly respond and evaluate responses, organizations need to create a consistent set of policies and practices throughout handling customer feedback (Cornell, 2022). Therefore, empathy elements in service quality are very important to customers satisfaction in OFD service.

In conclusion, there are five variables (quality: tangibility, reliability, responsiveness, assurance, and empathy) influencing customer satisfaction on Online Food Delivery (OFD) among Malaysia generation Z. Health and safety risks associated with tangible elements in service quality have a significant influence on customer satisfaction. Reliability elements in service quality positively increasing customer satisfaction in OFD service. Responsiveness correlates most strongly influence customer satisfaction when compared to other factors. The efficiency of food delivery service will influence the quality of assurance in customer satisfaction. Empathy able to influence customer satisfaction in OFD service provider. Therefore, this study tries to address these problems and fulfill the gap in the literature by

investigating the effect of service quality on customer satisfaction in OFD service among Malaysian generation Z.

1.4 Research Questions

The research question is to answer all relationship between the effect of service quality (tangibility, reliability, responsiveness, assurance, and empathy) and customer satisfaction in online food delivery (OFD) service among Malaysian generation Z. The research questions are:

1. what is the relationship between tangibility and customer satisfaction in online food delivery (OFD) services among Malaysian generation Z?

2. what is the relationship between reliability and customer satisfaction in online food delivery (OFD) services among Malaysian generation Z?

3. what is the relationship between responsiveness and customer satisfaction in online food delivery (OFD) services among Malaysian generation Z?

4. what is the relationship between assurance and customer satisfaction in online food delivery (OFD) services among Malaysian generation Z?

5. what is the relationship between empathy and customer satisfaction in online food delivery (OFD) service among Malaysian generation Z?

6. what is the most significant factor of service quality (tangibility, reliability, responsiveness, assurance, and empathy) that influence customer satisfaction in online food delivery (OFD) service among Malaysian generation Z.

1.5 Research Objectives

The research objective is to identify all relationship between the effect of service quality (tangibility, reliability, responsiveness, assurance, and empathy) and customer satisfaction in online food delivery (OFD) service among Malaysian generation Z. The research objectives are:

1. to determine the relationship between tangibility and customer satisfaction in online food delivery (OFD) services among Malaysian generation Z.

2. to determine the relationship between reliability and customer satisfaction in online food delivery (OFD) services among Malaysian generation Z.

3. to determine the relationship between responsiveness and customers satisfaction in online food delivery (OFD) services among Malaysian generation Z.

4. to determine the relationship between assurance and customer satisfaction in online food delivery (OFD) services among Malaysian generation Z.

5. to determine the relationship between empathy and customer satisfaction in online food delivery (OFD) service among Malaysian generation Z.

6. to examine the most significant factor of service quality (tangibility, reliability, responsiveness, assurance, and empathy) that influence customer satisfaction in online food delivery service among Malaysian generation Z.

1.6 Scope of the Study

This research was studying the factor of service quality that affected the customer satisfaction in online food delivery (OFD) among Malaysian Generation Z. It is focus on generation Z user that use online food delivery service. This is one of most popular things that happen through the movement control order. For the respondent that we use in our investigations is people that already often use the food delivery service, we target society in Generation Z which is born in 1997-2012 (Ismail et al., 2020)**.** The selected age from Generation Z is between 18-26 years old (Kamenidou et al., 2019). According to Sonali P. Banerjee et al. (2019), food delivery services are important to Generation Z life because among them there are many people that independent working by themselves and did not have enough time to make freshly cooked food. By using food delivery service, they can get many kind, categories and types of food within the specified time frame (Sonali P. Banerjee et al., 2019).

1.7 Significance of the Study

This study was bringing an advantage to examine deeply factors affected service quality to customer satisfaction ton to the food delivery application. The advantage has been given to two types which is for user and food delivery service.

1.7.1 Users

This study was bringing advantage to users because it will affect their satisfaction to the food delivery service. food quality and cost of food can be affected to users. Lee et al., (2019) prove that habit has the greatest impact on the intended constant. Intent to user, followed by performance expectations and social impact. Besides that, this study can reflect information quality by the user and make changes in performance expectations, habits, and importance of social issues than the factors that will keep users using food apps (Norshita & Khairul, 2020).

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1.7.2   Online Food Delivery (OFD) Company

This study has brought advantages to food delivery because this study was let the company know what factors can give customer satisfaction. With this study, they can keep their customers. The service has been popular with Generation Z but has been roughly to reach more mature demographics in the country. However, food deliver service company is now bloated with the introduction of movement restrictions. Various employment opportunities can also be created as a result of all these online food marketing activities. Prior to the Covid-19 pandemic, online food delivery in Malaysia was a growing trend in urban areas, thanks because technology companies like Grab Food, Food Panda, Lala Food, and others (Nayan & Hassan, 2020).

It also helps them to make more income. A simple and easy ordering system in a website or mobile application that allows them to order groceries on an online platform, like online shopping, from food service businesses or local restaurants that organize groceries online the role in customer experience and satisfaction of many factors, including customer ratings, payment methods, food availability, and human interactions (Kwong & Shiun-Yi, 2017). However, with the implementation of the Movement Control Order, the industry has now inflated (MCO). Job opportunities may be created because of all online food marketing activities. It also assists local vendors in connecting with people who can help them increase their income (Mat Nayan & Hassan, 2020). To achieve customer satisfaction, service systems must focus on the factors that are provided in this study.

1.8   Definition of Terms

1.8.1   Customer Satisfaction

The definition of satisfaction is defined as the evaluation of the level and quality of service, or the product received by consumers (Tan & Kim, 2021).

1.8.2   Food Delivery Service

Ray et al. (2019) defines online food delivery service as a service that allows people to order food over the internet and receive it at their door.

1.8.3   Service Quality

The term "delivery quality" refers to the ability of the overall delivery process to ensure that the food ordered online reaches the customers quickly and is the same quality as from the restaurant (Yoopetch et al., 2022).

1.8.4   Tangibility

Tangibility is the appearance of physical facilities such as the equipment, employees, and written information (Sahak et al., 2018). The three elements of tangible of service quality are offline, online, and mobile (Yunji & Armstrong, 2020).

1.8.5   Reliability

Reliability relates to the way in which a service provider handles a customer's issue, delivering the correct service on schedule and as requested (Sahak et al., 2019).

1.8.6   Assurance

Assurance is described as the employee's expertise and capacity to install confidence and trust in the supplied service or product (Sahak et al., 2019).

1.8.7   Responsiveness

Responsiveness is the service provider's or workers' willingness to meet consumer needs (Sahak et al., 2019).

1.8.8   Empathy

Empathy defined as providing individualized care to each consumer (Park & Kim, 2022).

1.9 Organization of the Thesis

The first chapter illustrates the background of this study, and the problem is the importance of this study. It provides background information regardless of the effect of service quality on customer satisfaction. Besides, it helps to identify the highlighting the gap. Throughout this chapter, we have recognized the importance of independent variables of tangibility, reliability, responsiveness, assurance, and empathy as explained in the research question, research objective and significance of the study. The definition of the term unsure understanding and clarifies the concept of this study.

The literature review in Chapter 2 was highlighted the underpinning theory, previous studies, hypothesis statement, and conceptual framework for the factors affecting customer satisfaction with OFD were explained in the next chapter.

Chapter 3 has discussed the research methodology of this study. This chapter will review every research component, including research design, data collection methods, sampling technique, and instrument procedures. Moreover, it was explained a complete overview of the data collection methods and procedures for data analysis.

Chapter 4 gives the result of the finding from the information collected from the target respondents. The questionnaires collected has been analysed by using descriptive analysis, Pearson correlation analysis, reliability analysis, and multiple regression. The main of this chapter is to find the objective and the hypothesis of the research.

The last Chapter 5 contains a discussion and results from the finding in the previous chapter. Finally, the limitation and recommendations for future research was explored in the last section.

CHAPTER 2
LITERATURE REVIEW

2.1 Introduction

This chapter will be describing the literature reviews from the related issue and will be covered several theories regarding the effect of service quality on customer satisfaction in OFD service and it followed by previous study which review about dependent variable which is customer satisfaction and independent variables which are tangibility, reliability, responsiveness, assurance, and empathy. This chapter also will be discussed about the hypothesis and conceptual frameworks to investigate the relationship between variables.

2.2 Underpinning Theory

2.2.1 The Contrast Theory

This theory was first introduced by Hovland, Harvey & Sherif (1957) referring to the theory of customer satisfaction. Based on this theory when product expectations fall below customer expectations, the difference between expectations and results or the surprise effect would induce the consumer to exaggerate the gap (Yi, 1990). From this concept of theory, understanding product performance results in a perceived performance greater than the real performance, while overstating results in a perceived performance lower than the objective performance. It may change their evaluations away from what they expected if their expectations don't meet with reality (Yi, 1990). According to Oliver& DeSarbo (1988), this theory states that the product's rating will be lower than it is if it doesn't meet expectations. In conclusion, when the results are different from what was expected, the subject will either react positively or negatively to the disconfirmation experience. A negative disconfirmation is thought to lead to a bad product evaluation while a positive disconfirmation leads to a high rating for the product (Oliver, 1977).

As a result, this theory is appropriate for assisting this study in determining the effect of service quality on customer satisfaction in OFD. It will be apparent whether impact of service quality can change the level of customer satisfaction in OFD service among Malaysia generation Z.

2.2.2 Servqual Model

The Servqual model is the five-service quality dimension which is tangibility, reliability, responsiveness, assurance, and empathy (Parasuraman et al., 1988). In the Servqual, the service's quality may be determined by comparing the customer's expectations with their actual experience (Sahak et al., 2019). Determine the level of client satisfaction about the

implementation of service quality. Servqual is a multiscale approach for assessing customer perception of service quality (Parasuraman et. al 1988). The meaning of tangible dimensions is physical facilities. Following with reliability refers to the kind of services that are provided. Also, responsiveness means a willingness to help customers and provide prompt service. Besides that, assurance dimension refers to the knowledge base of an employee that can earn trust and confidence from the customer. Lastly, showing care and paying attention to customers (Kumar, 2020). This study will utilize the Servqual model as the theory because it provides the measure of client satisfaction regarding the implementation of service quality.

2.3   Previous Studies

2.3.1   Customer Satisfaction

Customers are always the most essential element in market share and business growth (Kok & Kim, 2021). Satisfaction is an emotional or psychological response to a center, such as wishes, product, use experience, and immediately after use, after the vote, the accumulation of experience (Kumar, 2020). Satisfied customers is having a positive experience with the service quality (tangibility, reliability, responsiveness, assurance, and empathy) which makes customers more likely to use the app again and make similar decisions in the future (Handayani et al., 2022). From the points of e-service, the level of pleasure customer has with that service has a considerable and positive impact on their loyalty (Koay et al., 2022).

Online food ordering and delivery (OFD) services are growing in popularity and people are more inclined to repeat again if that service can influence customer satisfaction in service quality (Koay et al., 2022). According to Kok and Kim (2021), customer satisfaction is the main component of a successful business. Therefore, satisfaction is the most important thing that determines how effectively the business has performed. According to Ghosh (2020), customer satisfaction as a predictor of organizations and sectors, while others have looked at it as a predictor of behavioral intentions. Customers who are happy with the quality service (tangibility, reliability, responsiveness, assurance, and empathy) one of the most crucial aspects of a business's continued success and sustained in a long period of time (Annaraud & Berezina, 2020). In order to maintain a competitive advantage and increase their market share, businesses that care about their consumers' satisfaction must give customers with concepts that are both useful and unique (Kok & Kim, 2021). Moreover, measuring customer satisfaction becomes challenging when businesses expand worldwide and is thus essential for understanding market success of any business (Kumar, 2020).

From the study of Annaraud and Berezina (2020), the level of customer satisfaction can be measured by the difference between actual experiences and expectations. Numerous factors contributed to customer satisfaction including food availability, customer feedback, payment options, and interpersonal engagement (Nayan & Hassan, 2020). The focus of service providers should concentrate on producing better services, and the ultimate objective of food delivery services should be to enhance customer satisfaction rather than only generate a profit (Sonali P. Banerjee, 2019). Loyal customers are more likely to purchase again, that also will increase sales and profits and spreads good thing to say to other people (Ghosh, 2020).

2.3.2 Tangibility

Tangibility refers to the appearance of the physical facilities such as the equipment, personnel, and written materials (Sahak et al., 2019). The previous studies mention that the dimension 'tangibility' evaluated the restaurants physical features and layout's utility which would influence the perception quality. For example, the consumer would examine the cleanliness of the floor, the smell of the air, arrangement of the table and much more which contribute to the persecution of service quality (Sahak et al., 2019). In the aspect of online tangible, app designed, or websites has aesthetic indicate visual attractiveness (Yunji & Armstrong, 2020). The Aesthetics in Web design relate to the use of colours, images and text which may make service more tangible since its influence their perception of the product. Besides that, ease of use of app or Websites. It refers to the customer ability to utilize a user-friendly Web interface (Yunji & Armstrong, 2020). Another factor is customer notice that the delivery people with proper uniform and packaging of food is importance (Parab et al., 2022).

Based on study Sahak et al (2019), the result obtained is that the tangible has a negative gap with customer satisfaction. Where the respondent is not happy with the service offered by food delivery service providers. Meaning that the customer expectation more than from what they have experienced from food delivery service providers. It was found that the average respondents are unhappy with the service offered as they have a gap of -4.786 for tangibility dimension. This indicates that customer have high expectations from food delivery service providers. To narrow the gaps, food delivery service providers to make the improvement of the Website quality and functionality which could lead to increased customer satisfaction.

2.3.3 Reliability

Reliability is a phrase used to describe how consistently and dependably a service performs (Kian Yeik et al., 2022). The reliability of a service may be measured by how well the supplier responds to client complaints and how consistently they provide the expected outcomes (Siti Zaleha et al., 2018). The reliability of the application must originate from several levels of perception, such as the product presentation, the availability of the product, and the convenience of using the application (Verma, 2020). When discussing of OFD, the concept of reliability can be show on the ability of deliverymen to carry out the services that have been promised in an accurate and comprehensive approach (Kian Yeik et al., 2022). Consumers are more likely to trust a business that provides good service because it is reliable, which in turn increases levels of customer satisfaction (Saad, 2020). Researchers have established a favourable relationship between reliability and customer satisfaction in the service industry (Kian Yeik et al., 2022).

Furthermore, to figure out the reliability, all possible minimal capacity vectors are discovered within the limits of time and space (Nguyen et al., 2023). Since food and drink are both perishable and time-sensitive goods, it is not practical to deliver these items to consumers who are in distant areas (Will, 2021). To ensure that customers always get high-quality food, services like Door Dash (2022) set their default service radius to about five miles. According to Zhu et al. (2021), time, connection, and capacity are all taken into consideration in this evaluation of reliability. During delivery activities, delivery man interacts with clients directly (Yusra & Agus, 2020). So, when delivery personnel can maintain a professional attitude and give courteous service, clients are willing satisfied to consider the OFD service provider as providing a reliability in the context of service performance (Kian Yeik et al., 2022).

2.3.4 Responsiveness

The responsiveness of a service provider or its employees is evaluated by their ability to react to a customer's service demand (Sahak et al., 2019). The time duration customers may wait for an answer or solution will determine responsiveness. To simplify, customer's issues are resolved as fast as possible due to responsiveness by providing anticipated information or changing products (Kobiruzzaman, 2020). The responsiveness conditions can be improved by constantly observing the process of service delivery and employees' attitudes toward customers' requests (Ramya et al., 2019). As a result, in order to achieve customer satisfaction and loyalty, companies have to pay attention to delivering services instantly. Individual creativeness without regard for the human aspect, as well as excessive reliance on

technology in place of emotional maturity, are overly assumed to have an adverse effect on the loyalty and satisfaction linkage (Sinha et al., 2022).

Based on Yusra and Agus (2020) study, responsiveness has been observed to have the strongest positive relationship with the customer's satisfaction, implying that in order for the customer to become loyal, the OFD firm must pay attention to providing the service in a timely manner. If the service continues to fail to fulfil the food ordered, the company's representative must fix the situation by either providing a reasonable explanation or replacing or compensating the customer whenever the service failure occurred. Therefore, becoming responsive is important since dissatisfied customer might tell others of their bad service quality of food delivery service (Yusra & Agus, 2020).

2.3.5 Assurance

Assurance is about the most important aspects of service quality affecting customers satisfaction. It stated that the process of acquiring the knowledge that employees present to satisfy their preferences while providing service is very reassuring for customers. This will give our customers confidence that our service personnel will perform their duties professionally and ethically. Potential for word of mouth, especially in financial institutions (Balinado, 2021). Assurance is about the instructions that will be given from customer to the rider of online food delivery service. Such as they might want them to make the contactless delivery, so the service quality of assurance might be affected to the customer satisfaction.

Assurance proves that affected to service quality the most because of knowledge of employees, courtesy of employees and employees' abilities to inspire trust from customer (Al-Tit, 2015). Assurance is defined as the ability to build employee knowledge and trust. The confidence in their services and products we offer. Assurance shows that have the highest amounts of factors that impact the service quality to customers satisfaction because of the customers trust the recommendations of restaurant staff, be assured that food is free of contamination, and be able to raise concerns without fear. In addition, safety considerations include ensuring that customers conduct business safely, that employees are always courteous to customers, and that employees have the knowledge to answer customer questions perfectly (Siti Zaleha et al., 2018).

2.3.6 Empathy

Empathy is defined as personalised attention provides to the customers (Ramya et al., 2019). This includes ensuring that employees provide individual attention to customers, that operation time are convenient for all customers, that employees are compassionate to customer problems, and that customers' best interests are prioritised (Sahak et al., 2019). Individual attention towards each customer is a necessary attitude in some countries around the world (Kobiruzzaman, 2020). This element wants to describe the idea that customers are unique and special to the company by providing individualised or personalised services (Ramya et al., 2019). Because of the employees' lack of empathy, the company may lose customers. As a result, they must ensure compassion (Kobiruzzaman, 2020).

According to Sparks (2021), empathy has a initiate impact on customer satisfaction and loyalty, and increased sales seem to be the result of both. Customers will evaluate the service quality if their point of view is understood. With gathering feedback, listening the issue, and personal interaction from the customers via email, social media, etc can help customer retention on their service quality (Sparks, 2021). In contrast, study from Sonali P. Banerjee et al. (2019) proved that empathy placed the second element of service quality which showed that customers are dissatisfied with the service quality in OFD service. It is because customers expect something beyond what is offered to them, and it could also be due to the industry's high competitiveness. Therefore, the firms of OFD service should be careful in developing empathy to meet the customers need (Sonali P. Banerjee et al., 2019).

2.4 Hypothesis Statement

There are 5 hypotheses has been discussed in this study. H1 is about relationship between tangibility of service quality and customer satisfaction to OFD service. H2 is about relationship between reliability of service quality and customer satisfaction to OFD service. H3 is about relationship between responsiveness of service quality to OFD service. H4 is about relationship between assurance of service quality to OFD service and H5 is about relationship between empathy of service quality to OFD service.

Table 2.1: Summary of Hypothesis Statement

| Hypothesis 1 | H_0 | There is no significant relationship between tangibility of service quality and customer satisfaction to OFD service. |
| | H_1 | There is a significant relationship between tangibility of service quality and customer satisfaction to OFD service. |

Hypothesis 2	H_0	There is no significant relationship between reliability of service quality and customer satisfaction to OFD service.
	H_1	There is a significant relationship between reliability of service quality and customer satisfaction to OFD service.
Hypothesis 3	H_0	There is no significant relationship between responsiveness of service quality and customer satisfaction to OFD service.
	H_1	There is a significant relationship between responsiveness service quality and customer satisfaction to OFD service.
Hypothesis 4	H_0	There is no significant relationship between assurance of service quality and customer satisfaction to OFD service.
	H_1	There is a significant relationship between assurance of service quality and customer satisfaction to OFD service.
Hypothesis 5	H_0	There is no significant relationship between empathy of service quality and customer satisfaction to OFD service.
	H_1	There is a significant relationship between empathy of service quality and customer satisfaction to OFD service.

2.5   Conceptual Framework

This conceptual framework was consisting of independent variables and dependent variables. The independent variables are tangibility, reliability, responsiveness, assurance, and empathy. The dependent variables are customer satisfaction to OFD service.
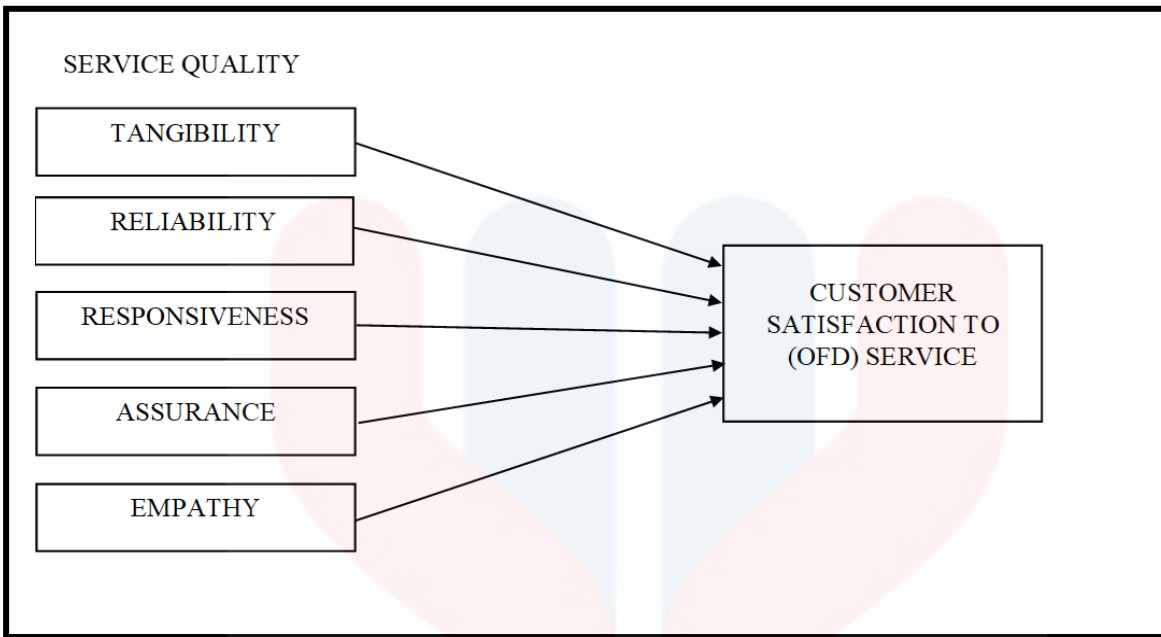
Figure 2.1 : Conceptual Framework

Source: Adapted from Balinado et al, 2021

2.6 Chapter Summary

In this chapter was discussed several theories regarding the effect of service quality on customer satisfaction in OFD service followed by previous study on dependent variable which is customer satisfaction and five independent variables that are included in this research which are tangibility, reliability, responsiveness, assurance, and empathy. From this study, possibility customer's satisfactions on food delivery service will be affected by one or all the elements in independent variables. In addition, this chapter also had been covered about the conceptual framework and hypothesis. The following chapter was explaining the methodology that has been used in this study.
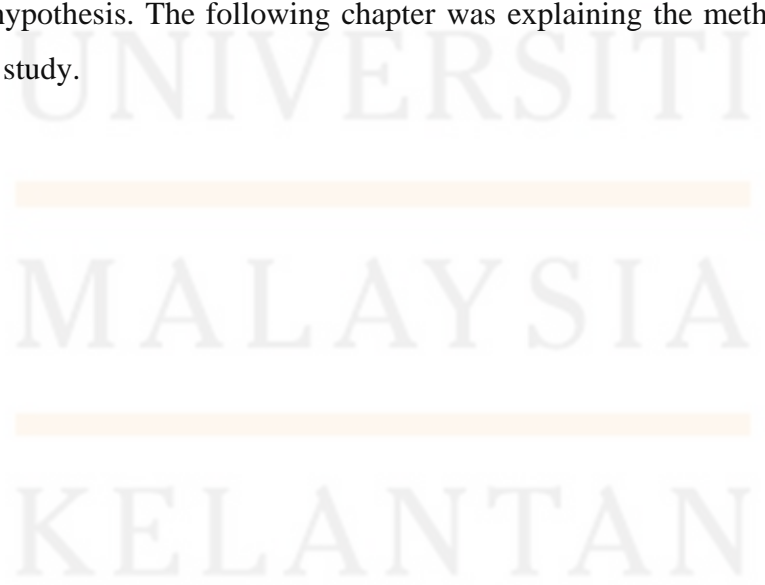
CHAPTER 3
RESEARCH METHODOLOGY

3.1   Introduction

This chapter was described in detail the approaches that are contained in this analysis of study. The subsection in this chapter included research design, data collection method, target population, sample size, sampling techniques, research instrument, variables measurement, and data analysis. An online survey as questionnaire was created to collect information from the OFD users among Generation Z and was apply quantitative method in this study. The measurement of this study had applied 6-point Likert scale and following by data analysis with using reliability analysis, Pearson correlation coefficient, and multiple linear regression.

3.2   Research Design

This study has been used descriptive research analysis which will describe the current situation or the characteristics of the population to further explore about the relationship between the effect of service quality on customer satisfaction in online food delivery (OFD) service among Malaysian generation Z. Besides that, the quantitative design was used on online survey to gather information from the people of generation Z by using questionnaire on the effect of service quality on customer satisfaction in OFD service. Dependent variable and independent variables were used to construct the questionnaire. Other than that, this study also has implemented a cross-sectional design to collect the data from many different individuals at a single point in a time on providing systematic responses to research questions. Therefore, these designs have discussed to identify the relationship between the factors of service quality (tangibility, reliability, responsiveness, assurance, and empathy) and customer satisfaction.

3.3   Data Collection Method

There was various type of quantitative data collection methods. To investigate the effect of service quality on customer satisfaction in online food delivery (OFD) services among generation Z in Malaysia, primary data has been implemented to collect data in this study. Because of the vast growth of online survey research and technological advances, such as the Internet of Things, an online questionnaire survey was used to collect data via Google Form (Evans & Mathur, 2018). The survey has been distributed randomly through media social, which is WhatsApp, Instagram, Facebook, Twitter, and TikTok to user of OFD service among generation Z in Malaysia with the selected age of 18 until 26 who earns an income for them to buy online food.

3.4 Study Population

The population for this research is to know about the effect of service quality on customer satisfaction in online food delivery among Malaysian Generation Z. This study focused people on Generation Z which is people that born in 1997 to 2012 (Ismail et al., 2020). We chose people in Generation Z because they might be familiar about the technology of online food delivery service, and they will be more familiar about the flows of online food delivery service (Dr. Sonali P. Banerjee, 2019).

3.5 Sample Size

The sample size we have been chosen is Generation Z. Hence this study has determined sample size based on unknown population by Hair, Anderson, Tatham, & Black (1998), the rule is about sample size will at least five times more than item that will be analyzed (Memon et al., 2022). Thus, we have at 150 least completed questionnaires (5 x 30 items to be analyzed) in this research.

3.6 Sampling Techniques

According to Showkat and Parveen (2017), the technique of selecting a subset of a population to serve as a representative example is referred to the sampling. Sampling technique been used in this study is based on non-probability sampling. Non-probability sample had been examined and expanded upon established theoretical understanding. This type of sampling has been done by creating a questionnaire and distributing it to the targeted group. Purposive sampling method has been used to obtain the information from the respondents. Therefore, respondents in this study were those who have used the OFD service and generation Z only.

3.7 Research Instrument Development

To obtain data, this study has been used survey questionnaire. Questionnaire has been used to ask respondents to give their opinions by answering the questionnaires. Questionnaire was prepared in Malay and English version. This study had designed of A, B and C sections. In the section A, closed-end format was used in demographic profile such as age, race, gender, and family income. Section B was about indicating the factor of service quality (tangibility, reliability, responsiveness, assurance, and empathy) on customer satisfaction in online food delivery OFD service among Malaysian generation Z. In this section B has divided into five parts which are each part indicated each of the independent variables. In this section B, there were had a subsection. Subsection one was tangibility. Subsection two was reliability. Subsection three was responsiveness. Subsection four was assurance. Subsection five was

empathy. Each part of the independent variables consists of five questions. Section C was about the customer satisfaction in OFD service among Malaysian generation Z which demonstrated the dependent variable and this section consist of five questions.

3.8   Measurement of the Variables

The questionnaires have been used in this analysis as an instrument because focused on quantitative. The questionnaire was used to gather information from the participants in the research on the factors affecting customers' satisfaction on OFD. The measurement scale for independent variable and dependent variable were used is 6-point of Likert Scale, so the respondent required to answer the question based on the responses of 6-point Likert Scale mentioned in Table 3.1. The Likert Scale information would be a range of one to six for strongly disagree into strongly agree. The 6-point Likert scale has been chosen because it can reduce the risks from the deviation of personal decision making (Chomeya, 2010). Meaning that, to avoid the risks of bias in the data collection process. Besides, it was a beneficial for the study with a few variables because it minimizes the number of questions the test and makes it easier for the respondent to complete (Chomeya, 2010).

Table 3.1: The Six-point Likert Scale

Strongly Disagree	Disagree	Slightly Disagree	Slightly Agree	Agree	Strongly Agree
1	2	3	4	5	6

Source: Adapted from Taherdoost, (2019)

3.9   Procedure for Data Analysis

Data analysis is the process of organizing, describing, representing, evaluating, and interpreting data. The tool that was used in this study by using Statistical Package for Social Science (SPSS) version 27. SPSS is a software that can use descriptive analysis and correlation to illustrate how the independent variables and dependent variables are related. There were four types of data analysis has been applied which are reliability analysis, descriptive analysis, Pearson correlation coefficient, and multiple linear regression.

3.9.1   Reliability Analysis

Reliability analysis is a method of determining the quality of the measuring approach used for gathering data in a study. The two types of reliability were internal and external. Internal reliability was used to assess the consistency of the results within a test across items.

External reliability was related to the extent that measures the different users from one varies. A study's measuring process must be reliable before the findings are deemed valid. Reliability refers to how consistent the questions in a survey are, or how often the same kind of information is asked of the respondent. This is important for keeping track of the results and comparing them with internal surveys and benchmarks from outside sources.

Cronbach's alpha has been used to find out how reliable the questionnaire in this study. The scale can be correlated efficiently when the range is between 0 to 1. If the alpha value was less than 0.6, it isn't considered reliable. If the alpha value was more than 0.6, the result (questionnaire) is considered reliable (Shah, 2015).

Table 3.2: Rule of Thumb on Cronbach Alpha

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

Source: Shah, (2015)

We conducted a pilot test by distributed the questionnaires to the 30 respondent (Browne, 1995). We have been distributed a questionnaire to 30 respondents to test the wording of the questions before finalizing the questionnaire. The reason of doing the pilot test is to avoid starting a large-scale study with sufficient knowledge of the methodology. To simplify, the pilot test is to prevent critical failure to save time and money (Lowe, 2019). During conducting the pilot test, the time is taken to conduct the questionnaire is well allocated.

3.9.2 Descriptive Analysis

Descriptive analysis has been used to utilize the basic features of the data. It assists in summarizing collected data and identifying patterns. It involves collecting, organizing, summarizing, and interpreting information in a visual form, such as statistics tables, charts, and graphs. Later, the collecting in order to easily analyze the data collection. In descriptive statistics, we also have identified the mean, median, mode, standard deviation, and variance, as well as the lowest and maximum values. Using descriptive statistics has been explained the data simply and provide the quantitative descriptions in an easily understood format. Thus, it

used to discover and analyze the effect of service quality on customer satisfaction in (OFD) among Malaysia generation Z.

3.9.3 Pearson Correlation Coefficient

Correlation is a measure of the relationship between variables (Schober et al.,2018). The Pearson correlation attempted to generate the best fit line between two sets of data from two variables. Pearson correlation coefficient signed as "r". The Pearson Correlation Coefficient is one of the most important tests to determine the strength of a linear connection between two variables (IV and DV). This study intended to measure the strength and significant relationship between independent variables (IV), which is the tangibility, reliability, responsiveness, assurance and empathy and the dependent variable (DV), which is customer satisfaction in (OFD) among Malaysian generation Z.

When the correlation coefficient is >0.9 a perfect linear connection is formed. When there is no linear connection between the independent and dependent variables, the correlation coefficient is 0, indicating that no link exists between the two variables. Pearson's correlation could enable to figure out whether the two variables are related. Most researchers agree that a correlation value below 0.1 is statistically negligible and over 0.9 is very strong (Schober et al., 2018).

Table 3.3: Correlation Strength

Absolute Magnitude of the Observed Correlation Coefficient.	Interpretation
0.00-0.10	Negligible correlation
0.10-0.39	Weak correlation
0.40-0.69	Moderate correlation
0.70-0.89	Strong correlation
0.90-1.00	Very strong correlation

Source: Schober et al., (2018)

3.9.4 Multiple Linear Regression

Multiple linear regression has been used in this study to predict the value of two variables. The analysis will determine the relationship between independent variables with dependent variable. In this study, the value of customer satisfaction was related to five values of the independent variable. From this independent variable, the most influence effect of

service quality had selected and analysed as a result. The sample Multiple Linear Regression formula is:

Equation: The sample Multiple Linear Regression formula.

$$\gamma 1 = \beta 0 + \beta 1 X1 + \dot{\varepsilon}1 \qquad\qquad (3.1)$$

(Jakupec, 2016)

Where Y refer to = The effect of service quality on customer satisfaction in OFD among Malaysian generation Z.

X= The effect of service quality.

$\beta 0$ = It is Y-intercept. Represents the mean value of the dependent variable (Y) when the independent variable (X) has value of zero.

$\beta 1$= = represents the change in dependent variable (Y) changes for each unit change in independent variable (x).

$\dot{\varepsilon}1$ = an error term that describes the effects of the service quality other than X on the dependent variable Y.

3.10 Conclusion

In conclusion, this chapter covered the designation and how the plan for implementing the study should be carried work. The research methodology has laid some foundations, developed, and formulated for researchers. The quantitative technique is utilized to develop questionnaires, and data collection has revealed the link between independent variables and dependent variables. The actual implementation of the plan in this chapter has been further discussed in chapters 4 and chapter 5.

CHAPTER 4
DATA ANALYSIS AND FINDINGS

4.1 Introduction

This chapter described the findings of the research analysis based on the data that we collected. The total number of 150 respondents which is among generation Z in Malaysia was collected through online survey has been converted into numerical values and entered the Statistics Package for Social Science (SPSS) spreadsheet. The goal of this chapter is to determine the objective and to evaluate the hypothesis. This section contains appropriate data about the demographic structure of this study. The information of the respondents was gender, age, monthly income, occupation, and frequency of using online food delivery (OFD) service in a month. The questionnaires which have been collected were analysed and described by using Descriptive Analysis, Reliability Analysis, Pearson Correlation Analysis and Multiple Linear Regression.

4.2 Preliminary Analysis

4.2.1 Pilot Test

In this research Statistical Package for Social Science (SPSS v27) was used to analyses data. The survey was piloted with 30 respondents before being executing actual questionnaire, to 150 respondents via the online survey.

Table 4.1: Result of Pilot Test

No	Variable	Cronbach's Alpha	No of Items	Result
1	Tangibility (IV 1)	0.861	5	Very Good
2	Reliability (IV 2)	0.901	5	Excellent
3	Responsiveness (IV 3)	0.818	5	Very Good
4	Assurance (IV 4)	0.878	5	Very Good
5	Empathy (IV 5)	0.938	5	Excellent
6	Customer Satisfaction (DV)	0.888	5	Very Good

The result of Cronbach's Alpha for the dependent variable is 0.888, which is very good. Followed by the independent variable, the first is tangibility (IV1), there are five questions had

been asked and Cronbach's Alpha for this section question was 0.861, which was considered very good. Additionally, five questions measured the reliability (IV2) is result 0.901 considered excellent result. Next, the result of Cronbach's Alpha for the responsiveness (IV 3) is 0.818 was very good. Besides that, the result of Cronbach's Alpha for the assurance (IV 4) is 0.878, which is also very good. Lastly, the result of Cronbach's Alpha for the empathy (IV5) is 0.938, which is excellent result.

4.3   Demographic Profile of Respondents

There are total of 150 target respondents participated in this study. In this section, demographics profile of respondents who have experienced in using OFD service among generation Z are presented in demographic information of respondents which includes gender, age, monthly income, occupation, and frequency of using OFD service in a month.

Table 4.2: Gender of Respondents

Variables	Frequency (n)	Percent %
Gender		
Male	67	44.7
Female	83	55.3
Total	**150**	**100**
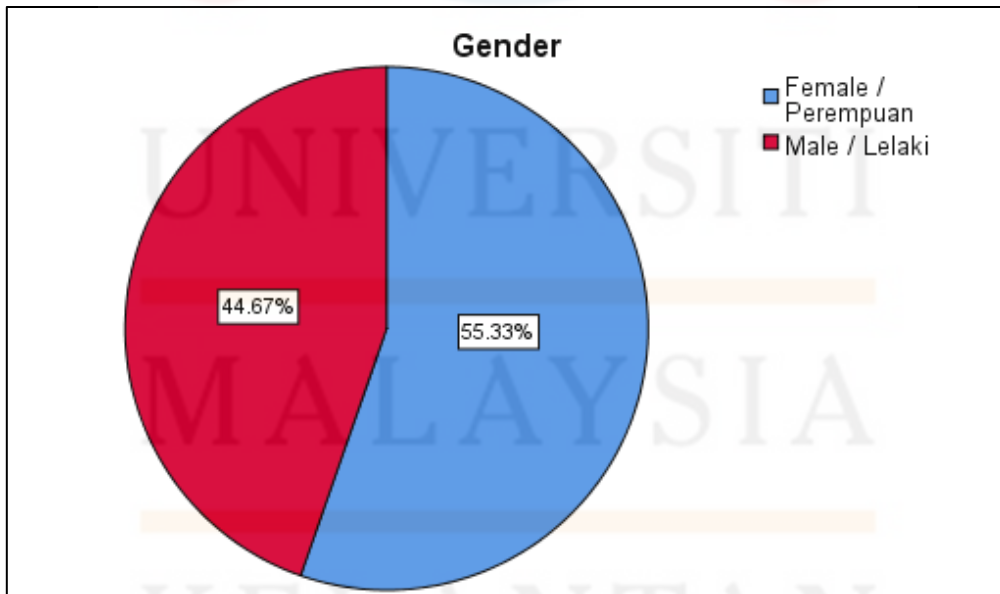
Figure 4.1: Percentage of Gender

25

Table 4.2 and Figure 4.1 shown the number and percentage of gender. It indicates that female respondents were 55.3% (N=83) respondents and male were 44.7% (N=67) respondents. The female respondents are higher than male respondents.

Table 4.3: Age of Respondents

Variable	Frequency (n)	Percent (%)
Age		
18-20 Years	21	14.0
21-23 Years	85	56.7
24-26 Years	44	29.3
Total	**150**	**100**
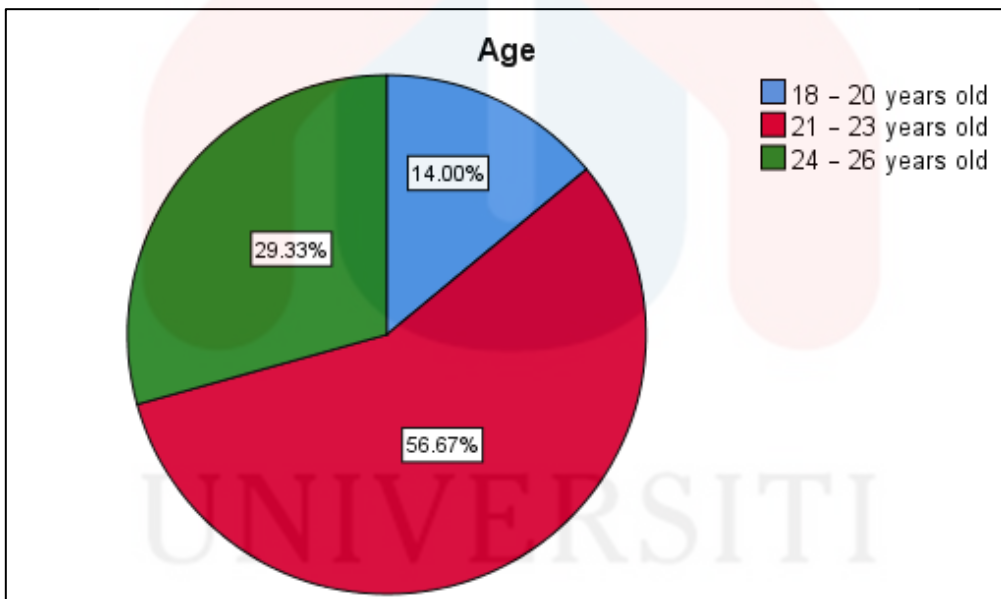
Figure 4.2: Percentage of Age

Based on Table 4.3 and Figure 4.2, there were a total and percentage of three age categories. The researcher divided the age into three categories which are 18-20 years, 21-23 years, and 24-26 years. The result indicated that the age range between 21 to 23 years old eventually became the majority of respondents, which consists of 56.7% (N=85) out of total 150 respondents. Followed by the age group 24-26 years old which is 29.3% (N=44). While 14.0% (N=21) fall under the age group 18-20 years old.

Table 4.4: Monthly Income of Respondents

Variable	Frequency (n)	Percent (%)
Monthly Income		
Less than RM1000	69	46.0
RM1001- RM2999	69	46.0
RM3000- RM4999	11	7.3
Above RM5000	1	0.7
Total	**150**	**100**
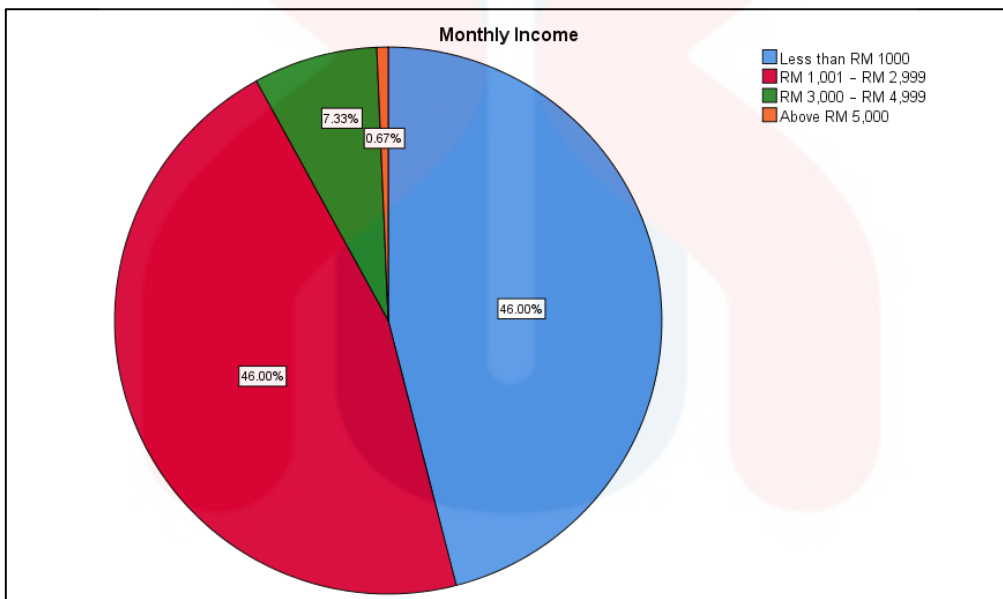
Figure 4.3: Percentage of Monthly Income

Above Table 4.4 and Figure 4.3 shows the total and percentage of monthly income among the 150 respondents. There is a total of four categories on monthly income. The result indicated the categories of monthly income less than RM 1000 and the RM 1001 to RM 2999 was the same of their percentage and frequency which is 46% (N=69). While monthly income RM 3000 to RM 4999 which consists of 7.3% (N=11). Followed by above RM 5000 represent of 0.7% (N=1) respondent monthly income.

Table 4.5: Occupation of Respondents

Variable	Frequency (n)	Percent (%)
Occupation		
Student	62	41.3
Employee	66	44.0
Self- employed	21	14.0
Unemployed	1	0.7
Total	**150**	**100**
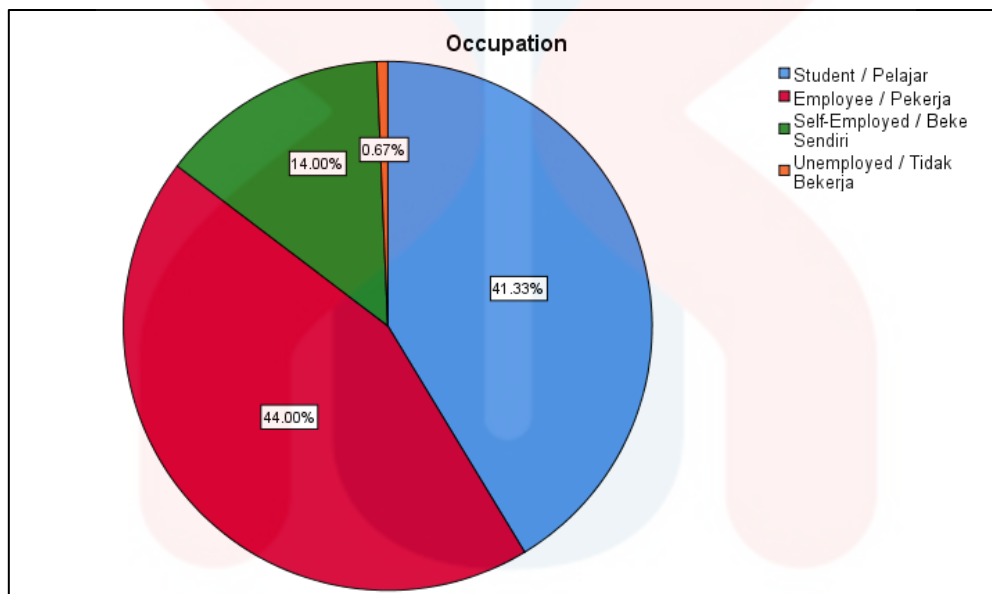
Figure 4.4: Percentage of Occupation

Table 4.5 and Figure 4.4 shows the occupation of 150 respondents. The data showed that the highest percentage of occupations were employees which is 44.0% (N=66). Followed by student 41.3% (N=62). While, self-employed which consists of 14.0% (N=21). From this study, the least percentage of occupations are from unemployed which is 0.7% (N=1) only.

Table 4.6: Frequency of Using Online Food Delivery (OFD) Service in a Month

Variable	Frequency (n)	Percent (%)
1-3 Times	50	33.3
4-6 Times	65	43.3
7-9 Times	23	15.3
Above 10 Times	12	8.0
Total	**150**	**100**
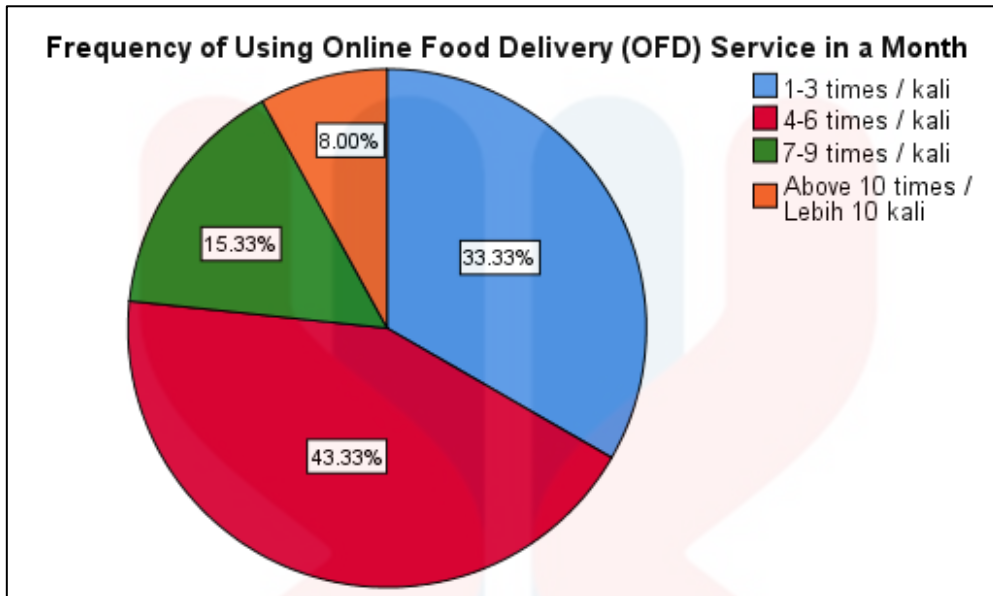
Figure 4.5: Frequency of Using Online Food Delivery (OFD) Service in a Month

Table 4.6 and Figure 4.5 above show the frequency of using OFD service in a month which has been classified into four categories. By referring to the table and figure above, shows that the largest percentage respondents using OFD service was 4-6 times in a month which is consists of 43.3% (N=65) compared to 10 times in a month which is the lowest with 8.0% (N=12). While respondents who used OFD service 1-3 times in a month, consists of 33.3% (N=50). Following with the 7-9 times in a month which is 15.3% (N=23).

4.4   Descriptive Analysis

The mean and standard deviation of the variable section B, C, and D of the questionnaires were examined in this analysis. There are 150 respondents took part to answer the questionnaire.

4.4.1   Tangibility (IV 1)

Table 4.7: Descriptive Statistic of Tangibility

	Mean	Std. Deviation
Tangibility	5.5387	.61128

Based on the Table 4.7, the mean (SD) of tangibility was 5.5387(0.611), indicating the level of the tangibility is 5 which agree. We can conclude that the level of the tangibility towards customer satisfaction in OFD service among Malaysian generation Z was high.

4.4.2   Reliability (IV 2)

Table 4.8: Descriptive analysis of Reliability

	Mean	Std. Deviation
Reliability	5.4693	.73164

Based on the Table 4.8, the mean (SD) of reliability was 5.46(0.73), indicating the level of the reliability is 5 which agree. We can conclude that the level of the reliability towards customer satisfaction in OFD service among Malaysian generation Z was high.

4.4.3   Responsiveness (IV 3)

Table 4.9: Descriptive analysis of Responsiveness

	Mean	Std. Deviation
Responsiveness	5.5480	.60086

Based on Table 4.9, the mean (SD) of responsiveness was 5.54(0.60), indicating the level of the responsiveness is 5 which agree. We can conclude that the level of the responsiveness towards customer satisfaction in OFD service among Malaysian generation Z was high.

4.4.4   Assurance (IV 4)

Table 4.10: Descriptive analysis of Assurance

	Mean	Std. Deviation
Assurance	5.5320	.63111

Based on the Table 4.10, the mean (SD) of assurance was 5.53(0.63), indicating the level of the assurance is 5 which agree. We can conclude that the level of the assurance towards customer satisfaction in OFD service among Malaysian generation Z was high.

4.4.5   Empathy (IV 5)

Table 4.11: Descriptive analysis of Empathy

	Mean	Std. Deviation
Empathy	5.5213	.63749

Based on the Table 4.11, the mean (SD) of empathy was 5.52(0.63), indicating the level of the empathy is 5 which agree. We can conclude that the level of the empathy towards customer satisfaction in OFD service among Malaysian generation Z was high.

4.4.6   Customer Satisfaction (DV)

Table 4.12: Descriptive analysis of Customer Satisfaction

	Mean	Std. Deviation
Customer Satisfaction	5.5427	.62405

Based on the Table 4.12, the mean (SD) of customer satisfaction was 5.54(0.62), indicating the level of the customer satisfaction is 5 which agree. We can conclude that the level of the customer satisfaction in OFD service among Malaysian generation Z was high.

4.5   Cronbach Alpha Reliability Analysis

Cronbach's Alpha test was conducted on all five variables. The questionnaire's reliability was determined through reliability analysis. The Cronbach's Alpha ranges from 0.00 to 1.0. A Cronbach's Alpha near 1.0 implies that the item has a high internal consistency dependability. Therefore, a score of 0.8 or more is consider very good and excellent, 0.7 is good, and 0.6 is consider moderate (Shah,2015). From the Table 3.2: Rule of Thumb on Cronbach Alpha is interpret in Table 4.13 as a result of reliability analysis for each variables.

Table 4.13: Reliability Analysis for each Variable

No	Variable	Cronbach's Alpha	No of Items	Result
1	Tangibility (IV 1)	0.880	5	Very Good
2	Reliability (IV 2)	0.915	5	Excellent
3	Responsiveness (IV 3)	0.875	5	Very Good
4	Assurance (IV 4)	0.912	5	Excellent
5	Empathy (IV 5)	0.919	5	Excellent
6	Customer Satisfaction (DV)	0.856	5	Very Good

Table 4.13 showed the results of reliability test through the value of Cronbach's Alpha for dependent and independent variables in this study. The result of Cronbach's Alpha for the Customer Satisfaction (DV) is 0.856, which is very good. Followed by the independent

variable, the first is tangibility (IV1), there are five questions had been asked and Cronbach's Alpha for this section question was 0.880, which was considered very good. Additionally, five questions measured the reliability (IV2) is result 0.915 consider excellent result. Next, the result of Cronbach's Alpha for the responsiveness (IV 3) is 0.875 was very good. Besides that, the result of Cronbach's Alpha for the assurance (IV 4) is 0.912, which is excellent result. Lastly, the result of Cronbach's Alpha for the empathy (IV5) is 0.919, which is excellent result. According to the tables, both variables were greater than 0.6. Consequently, the result was reliable and can be accepted in this study.

4.6 Pearson Correlation Coefficient

Pearson Correlation has been used to identify the significant relationship between dependent variable (Customer satisfaction on OFD service) and independent variables (Tangibility, Reliability, Responsiveness, Assurance, and Empathy). This was in line with the objectives of this research which to determine the relationship between all these variables and to test whether the relationship is significant or not based on the hypothesis of this research. The Table 3.3 showed the Rules of Thumb to interpret the correlation coefficient and Table 4.14 shows the result of Pearson's Correlation Coefficient that used to identify the hypotheses.

Table 4.14: The Pearson Correlation Analysis Result

	Variable	Mean	SD	IV 1	IV 2	IV 3	IV 4	IV 5	DV
				Correlation Coefficient					
1.	Tangibility	27.693	3.056	1	0.882	0.852	0.812	0.831	0.803
2.	Reliability	27.346	3.658	0.882	1	0.883	0.810	0.801	0.795
3.	Responsiveness	27.740	3.004	0.852	0.883	1	0.851	0.846	0.832
4.	Assurance	27.660	3.155	0.812	0.810	0.851	1	0.901	0.841
5.	Empathy	27.606	3.187	0.831	0.801	0.846	0.901	1	0.844
6.	Customer Satisfaction	27.713	3.120	0.803	0.795	0.832	0.841	0.844	1

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

Based on the Table 4.14, it illustrated the correlation between the independent variables and dependent variables. The results showed that there was a significant relationship between tangibility and customer satisfaction ($p<0.01$, r = 0.803) meaning that a strong correlation

between the variables since p<0.01. The research has rejected the null hypothesis and accepted the alternative hypothesis.

H1: There is a significant relationship between tangibility of service quality and customer satisfaction on OFD service.

Based on the Table 4.14, it illustrated the correlation between the independent variables and dependent variables. The results showed that there was a significant relationship between reliability and customer satisfaction (p<0.01, r = 0.795) meaning that a strong correlation between the variables since p<0.01. The research has rejected the null hypothesis and accepted the alternative hypothesis.

H1: There is a significant relationship between reliability of service quality and customer satisfaction on OFD service.

Based on the Table 4.14, it illustrated the correlation between the independent variables and dependent variables. The results showed that there was a significant relationship between responsiveness and customer satisfaction (p<0.01, r = 0.832) meaning that a strong correlation between the variables since p<0.01. The research has rejected the null hypothesis and accepted the alternative hypothesis.

H1: There is a significant relationship between responsiveness of service quality and customer satisfaction on OFD service.

Based on the Table 4.14, it illustrated the correlation between the independent variables and dependent variables. The results showed that there was a significant relationship between assurance and customer satisfaction (p<0.01, r = 0.841) meaning that a strong correlation between the variables since p<0.01. The research has rejected the null hypothesis and accepted the alternative hypothesis.

H1: There is a significant relationship between assurance of service quality and customer satisfaction on OFD service.

Based on the Table 4.14, it illustrated the correlation between the independent variables and dependent variables. The results showed that there was a significant relationship between empathy and customer satisfaction (p<0.01, r = 0.844) meaning that a strong correlation between the variables since p<0.01. The research has rejected the null hypothesis and accepted the alternative hypothesis.

H1: There is a significant relationship between empathy of service quality and customer satisfaction on OFD service.

4.7 Multiple Linear Regression

Multiple linear regression was used in this study to forecast the outcome of customer satisfaction on online food delivery service based on the independent variables which are tangibility, reliability, responsiveness, assurance, and empathy. Furthermore, this analysis helps the researchers to find out the strongest factor of service quality that affected the customer satisfaction on OFD services.

Table 4.15: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.883[a]	.779	.771	1.49227

a. Predictors: (Constant), AVE_EM, AVE_RL, AVE_TB, AVE_AS, AVE_RS

The Table 4.15 shows that the strength of the model's correlation with the customer satisfaction on using OFD service. The multiple correlation coefficient (R) indicates 0.883 where a large value is a strong relationship between variables. The coefficient of determination, R square, demonstrate that 77.9% of using OFD service can be explained through the element of service quality which tangibility, reliability, responsiveness, assurance, and empathy. The remaining 22.1% indicates that there are no explanations between customer satisfaction and service quality.

Table 4.16: ANOVA

	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1130.004	5	226.001	101.488	.000[b]
	Residual	320.670	144	2.227		
	Total	1450.673	149			

a. Dependent Variable: AVE_CS

b. Predictors: (Constant), AVE_EM, AVE_RL, AVE_TB, AVE_AS, AVE_RS

Based on the Table 4.16, the value of F is 101.488, with p-value of 0.000 indicate a significance which is less than 0.05 alpha level. It means that there is a statistically significant difference between customer satisfaction and factor of service quality. Therefore, tangibility, reliability, responsiveness, assurance, and empathy do predict the percentage of customer of Generation Z's satisfaction on using OFD service.

Table 4.17: Coefficient

Model		B	Std. Error	Beta	t	Sig.	Lower Bound	Upper Bound
		Unstandardized Coefficients		**Standardized Coefficients**			**95.0% Confidence Interval for B**	
1	(Constant)	.401	.248		1.615	.109	-.090	.892
	Tangibility	.124	.096	.122	1.301	.195	-.065	.314
	Reliability	.058	.084	.068	.692	.490	-.109	.225
	Responsiveness	.233	.103	.225	2.256	.026	.029	.437
	Assurance	.246	.097	.249	2.529	.013	.054	.439
	Empathy	.267	.098	.273	2.735	.007	.074	.460

a. Dependent Variable: CUSTOMER_SATISFACTION

From the Table 4.17 above, the result shows that the p value for responsiveness (0.026), assurance (0.013), and empathy (0.007) is less than α (0.05). It explained that responsiveness, assurance, and empathy are influence the customer satisfaction on OFD service. Besides that, the p value for tangibility and reliability is 0.195 and 0.490 is much higher than alpha value which 0.05. It indicates that these variables are no significant towards the customer satisfaction on OFD service.

4.8 Hypothesis Testing

The hypothesis testing section is to evaluate relationship between independent and dependant variables that accepted. To get this hypothesis testing test, this research use IBM SPSS technology. Each of the relationships between both independent and dependent variables used to correlation test.

Table 4.18: Hypothesis Testing

Hypothesis	Pearson's correlation result	
H1: There is a significant relationship between tangibility of service quality and customer satisfaction to OFD service.	r = 0.803, p <0.01 *(positive correlation)	Accepted

H2: There is a significant relationship between reliability of service quality and customer satisfaction to OFD service.	r = 0.795, p <0.01 *(positive correlation)	Accepted
H3: There is a significant relationship between responsiveness service quality and customer satisfaction to OFD service.	r = 0.832, p <0.01 *(positive correlation)	Accepted
H4: There is a significant relationship between assurance of service quality and customer satisfaction to OFD service.	r = 0.841, p <0.01 *(positive correlation)	Accepted
H5: There is a significant relationship between empathy of service quality and customer satisfaction to OFD service.	r = 0.844, p <0.01 *(positive correlation)	Accepted

4.9   Conclusion

All studies consequences are provided on this chapter. Researchers provide an explanation for and show the procedure of records evaluation, from questionnaire distribution to consequences. All consequences are mentioned because of records evaluation and a few tips are made. Results of demographic, descriptive, validity and reliability analyses, and Pearson's correlation evaluation are all defined in Chapter 4. Pearson correlation evaluation is utilized by researchers to find out and investigate the power of relationships among established and impartial variables. Chapter 5 discusses the consequences, implications, limitations, tips for destiny studies, and conclusions.

CHAPTER 5
DISCUSSION

5.1 Introduction

The aim of this chapter is to discuss and examine the findings, presented in the previous in Chapter 4. The focus of the study is the effect of service quality on customer satisfaction in online food delivery (OFD) service among Malaysian generation Z. This chapter begin a discussion of the study's findings, discussion, hypothesis, and objectives of this study that have been determined. Next, the study's implications and limitations has been addressed and discussed. Lastly, at the end of this study, the recommendation and conclusion are discussed for further research.

5.2 Key Findings

As discussed in the previous chapter, there are main objectives of this research, which are: (1) to determine the relationship between tangibility and customer satisfaction in online food delivery (OFD) services among Malaysian generation Z; (2) to determine the relationship between reliability and customer satisfaction in online food delivery (OFD) services among Malaysian generation Z; (3) to determine the relationship between responsiveness and customers satisfaction in online food delivery (OFD) services among Malaysian generation Z; (4) to determine the relationship between responsiveness and customers satisfaction in online food delivery (OFD) services among Malaysian generation Z; (5) to determine the relationship between empathy and customer satisfaction in online food delivery (OFD) service among Malaysian generation Z and (6) to examine the most significant factor of service quality (tangibility, reliability, responsiveness, assurance, and empathy) that influence customer satisfaction in online food delivery service among Malaysian generation Z.

From the previous Chapter 4, the data was gathered through online survey questionnaires distributed randomly through media social, which is WhatsApp, Instagram, Facebook, Twitter, and TikTok to user of OFD service among generation Z in Malaysia with the selected age of 18 to 26. This research has collected a total of 150 respondents from the target population.

Table 5.1: Summary of Correlation Analysis

Research Objectives	Hypothesis	Pearson Correlation	Decision
to determine the relationship between tangibility and customer satisfaction in online food delivery (OFD) services among Malaysian generation Z	H1: There is a significant relationship between tangibility of service quality and customer satisfaction to OFD service.	0.803	Accepted
to determine the relationship between reliability and customer satisfaction in online food delivery (OFD) services among Malaysian generation Z	H2: There is a significant relationship between reliability of service quality and customer satisfaction to OFD service.	0.795	Accepted
to determine the relationship between responsiveness and customers satisfaction in online food delivery (OFD) services among Malaysian generation Z	H3: There is a significant relationship between responsiveness service quality and customer satisfaction to OFD service.	0.832	Accepted
to determine the relationship between responsiveness and customers satisfaction in online food delivery (OFD) services among Malaysian generation Z	H4: There is a significant relationship between assurance of service quality and customer satisfaction to OFD service.	0.841	Accepted
to determine the relationship between empathy and customer satisfaction in online food delivery (OFD) service among Malaysian generation Z	H5: There is a significant relationship between empathy of service quality and customer satisfaction to OFD service.	0.844	Accepted
to examine the most significant factor of service quality (tangibility, reliability,	H6: There is a most significant value relationship between	0.844	Accepted

responsiveness, assurance, and empathy) that influence customer satisfaction in online food delivery service among Malaysian generation Z.	empathy of service quality and customer satisfaction to OFD service.		

Correlation analysis was used to determine the strength and significant between independent variable (IV), which is the tangibility, reliability, responsiveness, assurance, and empathy with the dependent variable (DV), which is customer satisfaction in OFD among Malaysian generation Z. Is the important test to determine the strength of a linear connection between the two variables of IV and DV. Correlation analysis was summarized in Table 5.2, it shows that empathy has the most significant influences customer satisfaction in OFD service among Malaysian generation Z because the Correlation result is =0.844 which mean that there is a strong correlation.

5.3 Discussions

In this study, five main research questions have been discovered based on the objectives of the study which is to determine the relationship between all the independent variables which are tangibility, reliability, responsiveness, assurance, and empathy on customer satisfaction in online food delivery service among Malaysian generation Z.

5.3.1 Tangibility

H1: There is a significant relationship between tangibility of service quality and customer satisfaction on OFD service.

The researchers have identified that there is a significant relationship between tangibility and customer satisfaction on OFD service among Malaysian generation Z. This result can be seen in Table 4.14 which the result of Pearson Correlation Coefficient that shown the p value of significant on tangibility is less than 0.05. This study accepting significant relationship between tangibility and customer satisfaction on OFD service among Malaysian generation Z with the r-value is 0.803.

This result obtained was contrast with the previous study by Sonali P. Banerjee et al. (2019). The result obtained has a negative gap with customer satisfaction where the respondent is not happy with the service offered by food delivery service providers. It was found that the average respondents are unhappy with the service offered as they have a gap of -4.786 for

tangibility dimension. The dimension 'tangibility' measured the physical aspect of the restaurant and the convenience of the layout which would impact the perceived quality (Sahak et al., 2019). Therefore, an unpleasant atmosphere will affect customer satisfaction.

5.3.2 Reliability

H2: There is a significant relationship between reliability of service quality and customer satisfaction on OFD service.

The researchers have identified that there is a significant relationship between reliability and customer satisfaction on OFD service among Malaysian generation Z. This result can be seen in Table 4.14 which the result of Pearson Correlation Coefficient that shown the p value of significant on tangibility is less than 0.05. This study accepting significant relationship between reliability and customer satisfaction on OFD service among Malaysian generation Z with the r-value is 0.795.

This result can be supported by past study from Kian Yeik et al. (2022) which they found that the reliability was have a significant positive relationship with customer satisfaction. In addition, according to Sonali P. Banerjee et al. (2019), reliability also was found to have a significant positive influence on customer satisfaction in OFD service context. Therefore, in order to have a higher customer satisfaction, the good service provision must be built for consumer trust and lead to reliability.

5.3.3 Responsiveness

H3: There is a significant relationship between responsiveness service quality and customer satisfaction on OFD service.

The researchers have identified that there is a significant relationship between responsiveness and customer satisfaction on OFD service among Malaysian generation Z. This result can be seen in Table 4.14 which the result of Pearson Correlation Coefficient that shown the p value of significant on responsiveness is less than 0.05. This study accepting significant relationship between responsiveness and customer satisfaction on OFD service among Malaysian generation Z with the r-value is 0.832.

Based on Yusra and Agus (2020) study, responsiveness has been observed to have the strongest positive relationship with the customer's satisfaction. Implying that in order for the customer to become loyal, the OFD firm must pay attention to providing the service in a timely manner. The service provider is evaluated by their ability to react to a customer's service

demand (Sahak et al., 2019). Therefore, it plays an important role to obtain the customer satisfaction to their service.

5.3.4 Assurance

H4: There is a significant relationship between assurance of service quality and customer satisfaction on OFD service.

The researchers have identified that there is a significant relationship between assurance and customer satisfaction on OFD service among Malaysian generation Z. This result can be seen in Table 4.14 which the result of Pearson Correlation Coefficient that shown the p value of significant on assurance is less than 0.05. This study accepting significant relationship between assurance and customer satisfaction on OFD service among Malaysian generation Z with the r-value is 0.841.

Many previous study has been observed to have a significant positive influence on customer satisfaction in OFD service (Sonali P. Banerjee et al., 2019) (Kian Yeik et al., 2022). The assurance evaluated by the quality of assurance based on how fast the deliverymen can deliver the ordered food whether the quantity is correct and the reasonable fees. In order to ensure the customer satisfaction, it is important to have a delivery fees reasonable without any hidden cost (Kian Yeik et al., 2022). Therefore, assurance will experience a high level on determine a service quality on customer satisfaction.

5.3.5 Empathy

H5: There is a significant relationship between empathy of service quality and customer satisfaction on OFD service.

The researchers have identified that there is a significant relationship between empathy and customer satisfaction on OFD service among Malaysian generation Z. This result can be seen in Table 4.14 which the result of Pearson Correlation Coefficient that shown the p value of significant on empathy is less than 0.05. This study accepting significant relationship between empathy and customer satisfaction on OFD service among Malaysian generation Z with the r-value is 0.844.

Based on the past study, there is no significant relationship between empathy and customer satisfaction in online food delivery service. A study from Sonali P. Banerjee et al. (2019) was contradict with the result obtained. They observe that empathy placed the second element of service quality which showed that customers are dissatisfied with the service quality

in OFD service. It is because customers expect something beyond what is offered to them, and it could also be due to the industry's high competitiveness. Therefore, the firms of OFD service should be careful in developing empathy to meet the customers need (Sonali P. Banerjee et al., 2019).

5.4 Implication of the Study

This study is to aim the awareness of benefits from using OFD service. For people that live in a good surrounding, they might be familiar with the existence of OFD service because of many people using OFD service as they one of ways to gran their meals. But in some places that did not have a good facilities and minimum number of shops this OFD service might rarely have there. This is because the demand from those places not as good as other places that have many kinds of shops that provided OFD service.

Other than that, OFD service also have much negative feedback from customer. With this study, it can provide the answer from their unsatisfied feelings. Even it is not the perfectly reason for the negative feedback, but it can be assumed what the most things that can give pleasant service for OFD. This study can give the answer for what customer want to make they satisfied to the service.

Next, this study can give awareness for rider and the shops that provide OFD service because it can give them knowledge about the things that can satisfied their customers. They can practice and do the provided things to make sure the customer feels happier with their service. Service staff, platform quality, and content consistency all have a positive significant effect on consumer trust and satisfaction. Both consumer satisfaction and trust in the platform have a positive impact on future usage intentions. This study also examined the mediation effect of platform trust and consumer satisfaction.

It also complements the scientific literature and has practical implications for long-term consumer intentions. This study describes the drivers and mechanisms of consumer's continued spending intentions and provides information on the consumer's service. In addition, OFD service can make differentiation strategies more targeted and eliminate the homogenization competition dilemma of OFD platforms.

5.5 Limitation of the Study

There are some of the limitations identified during this study. First, this survey focuses only on those who have used her OFD service. This is because some people have never used OFD services because they are unaware of their benefits. Additionally, the respondent's data collection comes from her online Google survey. The data received from respondents was inaccurate as not all respondents participated in or supported the survey. Some respondents did not fill out the questionnaire at all, so researchers had to find other respondents to fill out the survey.

Furthermore, in this study it focused on only these five independent variables. Specific as reliability, responsiveness, assertiveness, empathy. This is a limitation of our ability to examine other matters in these subjects. The investigators were unable to control expression from the samples. This lack of control can lead to biased samples and study results, thus limiting the applicability of broader studies. With these points in mind, future researchers will consider using a mixed-methods approach to reduce the possible limitations of their studies.

5.6 Recommendation

There are several recommendations that can be done for the researcher in the future. Based on this study, we examined the effect of service quality (tangibility, reliability, responsiveness, assurance, and empathy) and customer satisfaction in online food delivery (OFD) service among Malaysian generation Z.

In this study, we only limit the categories of respondents with the sample size of 150 where the questionnaires were distributed only on generation Z in Malaysia. Researchers could open the target respondents to all the people that have experience in using OFD service in Malaysia, so that the research can be done evenly throughout the whole generation in Malaysia. This is intended to expand the scope of the study in order to gain better and comprehensive research. According to Krejcie and Morgan (1970), the quantity was adequate and appropriate. A large sample size might be utilized to systematize millions of Malaysians' satisfaction with OFD services. As a result, future researchers should raise their sample size to improve the study's accuracy and validity.

Next, in this study we only focus on the service quality as the independent variable. Researcher able to elaborate details on the customer satisfaction towards OFD service in measure the other independent variable such as website quality, security, efficiency, and more variables to not only focusing on service quality. So, researchers will gain large amounts of information to influence customer satisfaction and help sellers, companies, and riders to

improve their service. Furthermore, in order to understand deeply about the factor of service quality (tangibility, reliability, responsiveness, assurance, and empathy) that influence customer satisfaction in (OFD) should manipulate the value of each independent variable through an experiment or come up with additional aspects that can gather more input from respondents and to achieve objectives of the future research.

In addition, we advise the other researcher to employ a different method. The approach is a qualitative method such as face-to-face and telephone interviews that can also be done to collect data from respondents. The reason is some respondents just choose any option while answering the questionnaire. As a result, the questionnaire method that had been done as a research tool to collect the data in this study because the data gathered may be imprecise. Therefore, face-to-face interviews typically generate more accurate information for the researcher than questionnaires. Since the information obtained through this method has more precise and deep insights.

5.7   Conclusion

In a nutshell, the overall objective of the study was determined, and the results of data collection were analysed. The relationship between the variable of service quality (tangibility, reliability, responsiveness, assurance, and empathy) and customer satisfaction in online food delivery (OFD) service among Malaysian generation Z were investigated in this report. The research framework was developed using the literature that was evaluated. This study also investigates the relationships between customer satisfaction and service quality in terms of five elements which are tangibility, reliability, responsiveness, assurance, and empathy.

In this study, a quantitative method has been used to get 150 respondents to participate in answering the questionnaire. The data was gathered and analysed using the Statistical Package for the Social Sciences (SPSS) software with a particular emphasis on descriptive statistics, reliability analysis, and correlation analysis. All the variables of reliability review results were higher than 0.8. Therefore, the data that was previously analysed were reliable and appropriate in this study. As a result, it can be concluded that there is a significant relationship between the effect of service quality (tangibility, reliability, responsiveness, assurance, and empathy) and customer satisfaction in online food delivery (OFD) service among Malaysian generation Z. As a result, this study can give all the knowledge that would assist related parties such as company, seller, rider and customer to gain the achievement and in order to improve customer satisfaction in OFD service.

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APPENDIX A

DRAFT OF QUESTIONNAIRE

FACULTY OF ENTREPRENEURSHIP AND BUSINESS
BACHELOR OF ENTREPRENEURSHIP (LOGISTICS AND DISTRIBUTIVE TRADE)
WITH HONOUR

Dear Respondent,

We are final year students of Bachelor of Entrepreneurship (Logistics and Business Distribution) with Honour from Faculty of Entrepreneurship and Business, University Malaysia Kelantan. We are conducting a study on the tittle "THE EFFECT OF SERVICE QUALITY ON CUSTOMER SATISFACTION IN ONLINE FOOD DELIVERY (OFD) SERVICE AMONG MALAYSIAN GENERATION Z".

<u>RESPONDENT CONSENT</u>

The questionnaire will take about 5 to 10 minutes to complete. Your personal information will be strictly confidential. The data collected are only used for the purpose of academic research. The data collected will provide useful regarding on our research and all data will be stored safety and kept for academic purposes only. Your kind participation to this study is greatly appreciated. Kindly provide your valuable responses to all the statement listed in this questionnaire. All responses will be kept confidential. There are no correct or incorrect responses to the statements.

You're sincerely,

ANIS ZULAIKHA BINTI ROSLI	A19B0054
FAIRUZA ATIKA BINTI JURAIMI	A19A0128
NORAINI BINTI KAMAL BAHROM	A19A0469
NUR HAYATI BINTI MOHD AMRI	A19A0573

SECTION A: DEMOGRAPHIC PROFILE / *SEKSYEN A: PROFIL DEMOGRAFI*

Instruction: Please read each question carefully and tick (/) at the appropriate answer.

Arahan: Sila baca setiap soalan dengan teliti dan tandakan (/) pada jawapan yang sesuai.

1. Gender / *Jantina*

Male / *Lelaki*	
Female / *Perempuan*	

2. Age / *Umur*

18 – 20 years old	
21 – 23 years old	
24 – 26 years old	

3. Monthly Income / *Pendapatan Bulanan*

Less than RM 1000	
RM 1,001 – RM 2,999	
RM 3,000 – RM 4,999	
Above RM 5,000	

4. Occupation / Pekerjaan

Student / Pelajar	
Employee / Pekerja	
Self-Employed / Bekerja Sendiri	
Unemployed / Tidak Bekerja	

5. How often do you use online food delivery (OFD) service in a month? Berapa kerap anda menggunakan servis penghantaran makanan dalam talian dalam satu bulan?

1-3 times / kali	
4-6 times / kali	
7-9 times / kali	
Above 10 times / Lebih 10 kali	

Section B: Service Quality (tangibility, reliability, responsiveness, assurance, and empathy)

Seksyen B: Kualiti Perkhidmatan (ketara, kebolehpercayaan, responsif, jaminan dan empati)

Section B consists of five parts of questions. Please answer all the question and use the following key to indicate the degree that you agree or disagree with each statement. Circle the number that best describe your level of agreement with each statement. / *Seksyen B terdiri daripada empat bahagian soalan. Sila jawab semua soalan dan gunakan penunjuk berikut untuk menunjukkan tahap yang anda bersetuju atau tidak bersetuju dengan setiap kenyataan. Bulatkan nombor yang paling tepat untuk menggambarkan tahap kesetujuan anda pada setiap kenyataan.*

1	2	3	4	5	6
Strongly disagree/ *Sangat tidak bersetuju*	Disagree/ *Tidak bersetuju*	Slightly disagree/ *Sedikit tidak bersetuju*	Slightly agree/ *Sedikit setuju*	Agree/ *Setuju*	Strongly agree/ *Sangat setuju*

Part 1 / *Bahagian 1*

	Tangibility / *Kewujudan*						
1.	The presentation of physical facilities is equivalent to the type of OFD service provided / *Peyampaian kemudahan fizikal adalah setara dengan jenis perkhidmatan penghantaran makanan yang disediakan.*	1	2	3	4	5	6
2.	The delivery people are well dressed/ *Penghantar makanan berpakaian kemas.*	1	2	3	4	5	6
3.	The arrangement and design of the OFD apss are excellent/ *Susun atur dan reka bentuk aplikasi perkhidmatan penghantaran makanan sangat baik.*	1	2	3	4	5	6
4.	The packaging of food served and prepared hygienically adequate and sufficient/ *Pembungkusan makanan yang disediakan dan dihidangkan adalah bersih dan mencukupi.*	1	2	3	4	5	6
5.	The apps provide an attractive appearance / *Aplikasi memberikan penampilan yang menarik.*	1	2	3	4	5	6

Part 2 / *Bahagian 2*

	Reliability / *Kebolehpercayaan*						
1.	OFD service is able to deliver services timely. / *Perkhidmatan penghantaran makanan mampu menyampaikan perkhidmatan tepat pada masanya.*	1	2	3	4	5	6
2.	OFD service are willing to solve my problems. / *Perkhidmatan penghantaran makanan bersedia untuk menyelesaikan masalah saya.*	1	2	3	4	5	6
3.	OFD service tells customers the exact opening times. / P*erkhidmatan penghantaran makanan. memberitahu pelanggan waktu pembukaan yang tepat.*	1	2	3	4	5	6
4.	OFD service is able to keep promises to its customers. / *Perkhidmatan penghantaran makanan. mampu menepati janji kepada pelanggannya.*	1	2	3	4	5	6
5.	The OFF service provides error-free records. / *Perkhidmatan penghantaran makanan. menyediakan rekod tanpa ralat.*	1	2	3	4	5	6

Part 3 / *Bahagian 3*

	Responsiveness / *Responsif*						
1.	The OFD app tells me what time the delivery will be performed / *Aplikasi penghantaran makanan memberitahu saya masa penghantaran yang akan dilakukan.*	1	2	3	4	5	6
2.	OFD company give a prompt service to me. / *Syarikat penghantaran makanan memberikan servis yang segera kepada saya.*	1	2	3	4	5	6
3.	OFD company are always willing to help when I have a problem / *Syarikat penghantaran makanan sentiasa membantu apabila saya mengalami masalah.*	1	2	3	4	5	6

4.	OFD apps gives me a quick response to any inquiries / *Aplikasi penghantaran makanan memberikan saya maklum balas yang cepat untuk sebarang pertanyaan.*	1	2	3	4	5	6
5.	The riders of OFD service deliver the right order / *Penghantar servis makanan menghantar pesanan yang betul.*	1	2	3	4	5	6

Part 4 / *Bahagian 4*

Assurance / *Jaminan*							
1.	The OFD apps has strong technical capability to get rider even during crowded hour / *Aplikasi perkhidmatan penghantaran makanan mempunyai keupayaan teknikal yang kukuh untuk mendapatkan penghantar makanan walaupun pada waktu sesak.*	1	2	3	4	5	6
2.	I feel safe doing transactions using OFD apps. / *Saya berasa selamat melakukan transaksi menggunakan aplikasi penghantaran makanan.*	1	2	3	4	5	6
3.	The customer service in OFD apps is friendly and can guarantee data security is safe in any problem / *Perkhidmatan pelanggan dalam aplikasi perkhidmatan penghantaran makanan adalah mesra dan boleh menjamin keselamatan data selamat dalam sebarang masalah*	1	2	3	4	5	6
4.	Customer service in OFD apps have the knowledge to answer my questions. / *Perkhidmatan pelanggan dalam aplikasi penghantaran makanan mempunyai pengetahuan untuk menjawab persoalan saya.*	1	2	3	4	5	6
5.	The flow of ordering food in a OFD app gives me confidence to place an order. / *Aliran untuk memesan makanan dalam aplikasi penghantaran makanan*	1	2	3	4	5	6

	memberikan keyakinan kepada saya untuk membuat pesanan.						

Part 5 / *Bahagian 5*

	Empathy / *Empati*						
1.	OFD service gives me individual attention (caring) / *Servis penghantaran makanan berikan perhatian sepenuhnya kepada saya (mengambil berat).*	1	2	3	4	5	6
2.	OFD service has a convenient operating hour to all its customers / *Servis penghantaran makanan mempunyai masa operasi yang mudah.*	1	2	3	4	5	6
3.	The OFD riders give me kind personal attention / *Penghantar makanan memberikan perhatian yang baik kepada saya.*	1	2	3	4	5	6
4.	The rider and OFD company aware of my specific needs / *Penghantar makanan dan syarikat penghantaran makanan menyedari keperluan spesifik yang saya inginkan.*	1	2	3	4	5	6
5.	The rider and OFD's customer service are easy to communicate when dealing with delivery issues / *Penghantar makanan dan servis pelanggan dari syarikat penghantaran makanan mudah untuk berkomunikasi apabila berurusan dengan isu penghantaran.*	1	2	3	4	5	6

Section C: Customer Satisfaction in Online Food Delivery (OFD) Service Among Malaysian Generation Z.

Seksyen C: Kepuasan Pelanggan dalam Perkhidmatan Penghantaran Makanan (OFD) Dalam Talian Di Kalangan Generasi Z Malaysia.

Section c consists of five questions. Please answer all the question and use the following key to indicate the degree that you agree or disagree with each statement. Circle the number that best describe your level of agreement with each statement. / *Bahagian c terdiri daripada lima soalan. Sila jawab semua soalan dan gunakan penunjuk berikut untuk menunjukkan tahap yang anda bersetuju atau tidak bersetuju dengan setiap kenyataan. Bulatkan nombor yang paling tepat untuk menggambarkan tahap kesetujuan anda pada setiap kenyataan.*

1	2	3	4	5	6
Strongly disagree/ *Sangat tidak bersetuju*	Disagree/ *Tidak bersetuju*	Slightly disagree/ *Sedikit tidak bersetuju*	Slightly agree/ *Sedikit setuju*	Agree/ *Setuju*	Strongly agree/ *Sangat setuju*

Customer Satisfaction / *Kepuasan Pelanggan*							
1.	OFD provides value for money services. / *perkhidmatan penghantaran makanan. menyediakan perkhidmatan yang berbaloi dengan wang yang dibelanjakan.*	1	2	3	4	5	6
2.	I feel satisfied when I get prompt services. / *Saya berasa puas apabila mendapatkan perkhidmatan segera.*	1	2	3	4	5	6
3.	I feel satisfied when a confident staff attends to me. / *Saya berpuas hati apabila kakitangan yang berkeyakinan membantu saya.*	1	2	3	4	5	6
4.	I always feel special when I am given individualized attention. / *Saya sentiasa berasa istimewa apabila saya diberi perhatian secara individu.*	1	2	3	4	5	6
5.	I would recommend people to use OFD. / *Saya akan mengesyorkan orang ramai untuk menggunakan perkhidmatan penghantaran makanan.*	1	2	3	4	5	6

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APPENDIX B

GANTT CHART FOR THESIS

RESEARCH ACTIVITIES /MONTHS	OCT	NOV	DEC	JAN
Briefing on PPTA I	█			
Matrix Table Formation	█			
Discuss on Title	█			
CHAPTER 1: INTRODUCTION				
Discussion on problem statement, research objectives and questions	█			
Making hypothesis	█			
Begin with chapter 1	█			
EndNote Seminar		█		
Submit draft of chapter 1		█		
CHAPTER 2: LITERATURE REVIEW				
Review on literature on IV and DV		█		
Started drafting chapter 2		█		
Submit draft of chapter 2		█		
CHAPTER 3: RESEARCH METHODOLOGY				
Discussion on methods used in research			█	
Started drafting chapter 3			█	
Submit draft of chapter 3			█	
Discussion on questionnaire			█	
Submission of first draft of PPTA I			█	
Submission of second draft of PPTA I			█	
FINAL SUBMISSION OF PPTA I			█	
PRESENTATION OF PPTA I			█	
Blast questionnaire on survey of the research			█	
CHAPTER 4: DATA ANALYSIS				
Started with SPSS software				█
Started drafting chapter 4				█
CHAPTER 5: DISCUSSION				
Started drafting chapter 5				█

Submit draft of PPTA II				
Submit for second draft of PPTA II				
FINAL SUBMISSION OF PPTA II				

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THE EFFECT OF SERVICE QUALITY ON CUSTOMER SATISFACTION IN ONLINE FOOD DELIVERY (OFD) SERVICE AMONG MALAYSIAN GENERATION Z.

Tandatangan/*Signature*

Noraini

Wakil Kumpulan/*Group Representative:* Noraini Binti Kamal Bahrom
No.Matrik/*Matrix No*: A19A0469
Tarikh/*Date*: 26 January 2023

Pengesahan   Penyelia/Supervisor: Nik NoorHazila Binti Nik Mud   Tandatangan/Signature: Tarikh/Date:

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