FACTORS AFFECTING CONSUMER PREFERENCE TO USE ONLINE FOOD DELIVERY SERVICES IN MALAYSIA

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Abbreviations

OFDS	Online Food Deliver Service
PEOU	Perceived Ease of Use
FSRP	Food safety risk perception
IV	Independent Variable
DV	Dependent Variable
SPSS	Statistical Package for the Social Science
S	Sample Size
N	Population size

ABSTRACT

The food delivery service business in Malaysia and globally is experiencing significant growth, with customers increasingly seeking takeaway food delivery. The study's objective is to identify variables influencing Malaysian consumers' preferences for food delivered online. This study examines factors affecting consumer preference for online food delivery services in Malaysia. A quantitative research approach, using 384 questionnaires distributed via social media and SPSS software, revealed a positive relationship between online food delivery services with convenience motivation, perceive risk and perceive ease of use. The investigation's design, population of interest and size of the sample, method of sampling, collecting data processes, instruments for research, and data analysis was covered. The findings provide implications and recommendations for future researchers to conduct similar studies in Malaysia.

Keyword: Online food delivery service, convenience motivation, perceive risk, perceive ease of use.

ABSTRAK

Perniagaan perkhidmatan penghantaran makanan di Malaysia dan di peringkat global sedang mengalami pertumbuhan yang ketara, dengan pelanggan semakin mencari penghantaran makanan bawa pulang. Objektif kajian adalah untuk mengenal pasti pembolehubah yang mempengaruhi keutamaan pengguna Malaysia terhadap makanan yang dihantar secara dalam talian. Kajian ini mengkaji faktor-faktor yang mempengaruhi keutamaan pengguna terhadap perkhidmatan penghantaran makanan dalam talian di Malaysia. Pendekatan penyelidikan kuantitatif, menggunakan 384 soal selidik yang diedarkan melalui media sosial dan perisian SPSS, mendedahkan hubungan positif antara perkhidmatan penghantaran makanan dalam talian dengan motivasi kemudahan, persepsi risiko dan persepsi kemudahan penggunaan. Reka bentuk penyiasatan, populasi minat dan saiz sampel, kaedah persampelan, proses pengumpulan data, instrumen untuk penyelidikan, dan analisis data telah diliputi. Dapatan ini memberi implikasi dan cadangan kepada penyelidik masa depan untuk menjalankan kajian yang serupa di Malaysia.

Kata kunci: Perkhidmatan Penghantaran Makanan Dalam Talian, Motivasi Kemudahan, Persepsi Risiko, Persepsi Kemudahan Penggunaan.

CHAPTER 1

INTRODUCTION

1.1 INTRODUCTION

The background of the study, the statement of problem, the scope of the study, issues of research, research objectives and research questions, significance of the study, definition of terms, and summaries of the final chapter are covered in the following section. The issues are the factors affecting consumer preference in Malaysia to utilise online food delivery services. Moreover, consumer preference is important to purchasing goods and quality services should be high. The study's objective is to identify variables influencing Malaysian consumers' preferences for food delivered online.

1.2 BACKGROUND OF THIS STUDY

Globally has seen significant changes since the development of digital technology. After a ten-year gap, there is still no online food delivery service, therefore customers are forced to walk and eat in restaurants. Singh et.,al, 2020 mentioned that, with the advancement of delivery services and technologies, online food ordering systems have emerged, bringing customers' favourite foods to their doorstep with the tap of a finger.

Malaysia markets in order to provide meal delivery services are currently expanding and has a high potential rate. The demand for online food delivery (OFD) services has expanded by bringing customers' food to their doorstep as businesses struggle to find strategies to survive (NPD, 2020). According to Li et al. (2020), online food delivery (OFD) is the practise of people placing an internet food purchase and

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having it delivered to them by riders. Since 2012, Food panda has been the first OFD app in Malaysia, followed by Deliver Eat, Honest bee, Dah makan, Grab food, and Lala food (Pang, 2017). These applications are all competitive in offering user delivery services (Kong & Bizhive, 2018). Demand for OFD grew, particularly under the new Covid-19 pandemic norm. The epidemic of COVID-19 in recent years has altered how commercial operations are conducted., which are heavily dependent on transactions and the use of the internet has increased rapidly. (Alaimo & Galati, 2020).

In general The massive growth of online services has changed society and lifestyle. (Sjachroedin, 2018). OFD is a trend in the electronic commerce space due to the fast-paced world of technology. OFD is the purchase of a meal from various restaurants through websites or apps and delivery to customers. Pigatto et al., 2017 mentioned that, consumers often use the app to find their favourite restaurants, select things from the menu, then provide the rider their delivery location so that their food may be delivered.

The OFD system is recognized as a platform that only the person that has a smartphone can place orders because it is a fully online platform. The OFD application will manage and monitor the system, track and identify consumer orders, and handle payments, but it is not involved in food production itself (Pigatto, 2017). Furthermore, Berdychevsky and Gibson,2012 mentioned that the application of online food delivery applications helps to reduce time spent waiting and customer congestion in restaurants, which can avoid harm to the environment. There are many Malaysian meal delivery businesses that provide their services through food delivery apps. Similarweb (2019) mentions that there are Food Panda, Tapau Food and GrabFood

applications in Malaysia. Data shows that the Food Panda Malaysia application on the The Google Play Store has been downloaded by around 10 million users. (Rosli, 2018).

Food panda is a global on-demand food delivery service including Malaysia, which was founded in 2012. Since then, the company has grown rapidly, particularly in the last three years. When it began supplying groceries in Malaysia for the first time in October 2019, Food panda started providing on-demand delivery from the stores of some of the best retail brands in each country. We have created the panda Mart service to provide an on-demand option for buying groceries from our own panda Mart, with further plans for national expansion. After previously just being accessible Food Panda is now offered throughout the country, including East Malaysia, in addition to the Klang Valley and Penang regions. With more than 300 employees, 30,000 users, and more than 25,000 restaurant partners, the company aspires to be Malaysia's market leader.

Food delivery service is an application where customers can place an order online, choose a restaurant they like and have it delivered to the customer (Dazmin and Ho, 2019). Applications for online food services have enabled users to cut out the middleman by delivering food from a particular restaurant to the destination. Dazmin and Ho, 2019 mentioned that delivery services can save consumers time and give them more time to complete other important tasks. Food panda is the first OFD to open in Malaysia. About 75% of Malaysians are in favour of using Food panda OFD (Hirschmann, 2020). Food Panda is a 43-country-operational global online food ordering and delivery platform.. More than 45,000 restaurants worldwide have partnered with Food panda, which has never stopped growing rapidly by Mainuddin, 2018. The development of delivery services that can assure labour efficiency, delivery order accuracy, and user database development has had a slow but significant impact

(Moriarty, 2018) regarding the food and beverage sector. With the help of service supply chain platform and online to offline (O2O) business model, Food panda runs (PSSC).

According to Yusra (2019), a new channel, called OFD, has been formed for the distribution and marketing of food to customers to boost sales and demand in the market, particularly in the food sector. Being the first of its kind in Malaysia, this cutting-edge the business delivery model has gained a lot of traction, especially among young, active, and employed people. In addition, the industry has grown more competitive because of the increased number of new businesses and customer expectations caused by concerns related to online food ordering and time convenience, but without sacrificing the delivery of high quality goods and services (Wardi, 2018). Furthermore, it is necessary for businesses that offer online services to understand the nature, needs and aspects related to the sector that buyers in this developing market value are very high.

Malaysia Online Food Delivery Market, 2015-2025 (USD Million)

66.3

2015 2016 2017 2018 2019 2020 2021 2022 2023 2024 2025

Adroit Market Research © 2019
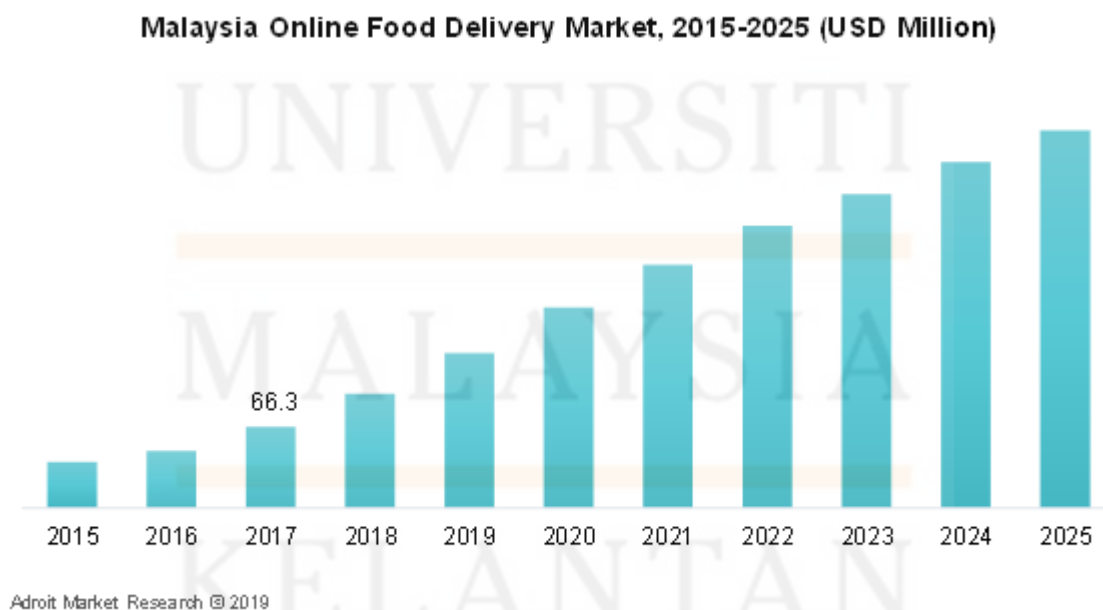
EXHIBIT 1: ONLINE FOOD DELIVERY IN MALAYSIA, 2015–2025

1.3 PROBLEM STATEMENT

Online food delivery (OFD) services are becoming more popular in Malaysia. Consumers are highly encouraged to use due to internet and mobile technology, which enable easy access to OFD services from computers or mobile devices, people are using OFD services in their regular food consumption. The benefits of OFD services became obvious during the COVID-19 outbreak, as the platform made it easier for people to purchase ready-to-eat food. According to Pigatto et al., (2017), OFD service is the process of food delivery from various restaurants, ordered by customers through websites or mobile applications.

Over the past few years, demand from consumers for OFD services has grown rapidly and is expected to continue to grow due to the Covid 19. The global market for OFD services is forecast to generate over total revenue of $107.4 billion in 2019 and in excess of $182.3 billion by 2024 (Statista, 2020). Moreover, following the COVID-19 epidemic, OFD has attracted greater attention worldwide because of its contactless ordering and delivery method driving up demand, which is predicted to continue to attract new consumers (Maida, 2020). Cho, Bonn, & Li, 2019 mentioned that researchers have investigated several variables that influence consumers preference to use OFD (CIU).

Chai et al., (2018) mentioned that there was increased interest in other online activities, such as Internet browsing for news and entertainment, internet video streaming (57%) is followed by social networking (55%) and home delivery of groceries or food (50%). Additionally, the added convenience of using their smartphones to access, customers may have shifted away from traditional offline food purchases and towards OFD services. because they can now get a variety of meal

selections with just one tap. Besides, the primary causes of the widespread use of OFD in Malaysia is Covid 19. One of the biggest things that causes this service is when COVID-19's moderating effect Natural catastrophes, pandemics, and terrorist attacks are just a few examples of the external factors that could have an instant impact on the hospitality and tourism sector (Jin et al., 2019).

However, there are many issues that arise when consumers use this service. Generally, every consumer uses this platform due to the perceived ease of use. As a result, there are numerous problems and complaints with the delivery procedure. According to Pinho & Soares, (2011), perceived ease of use is to the extent to which a person experiences mental or physical problems as a result of implementing new technology   the extent to which a person experiences mental or physical problems as a result of implementing new technology. Perceived ease of use has been shown to have a considerable influence on consumers' usage preferences for various technologies. Perceived ease of use is the number of people who think using an OFD service would be a practical approach to ordering food. Consumers are ready to accept online purchases if the web interface and mobile device are user-friendly and involve minimal effort (Ramayah & Ignatius, 2005).

Online food delivery services must also be simple for customers to use, comprehend, and learn. Many individuals prefer this application because of its accessibility. Because of the inclusion of delivery procedures to the traditional restaurant business model, OFD services face the challenge of maintaining food safety and hygiene as the food they serve may also be contaminated. OFD services have also gone through other issues, including managing the use of suitable food containers, packing, and temperature throughout the delivery process (Maimaiti et al., 2018). Eresia

Eke, et al., 2018, the level of service quality that accompanies a business offering can be a critical factor in differentiating between performing and non-performing business organisations. According to Liu & Lee, 2018, consumers on the other hand, based on a variety of criteria, assess the quality and safety of the food at restaurants, such as the hygienic practises of the restaurant and the staff's safety measures, which include the use of clean clothes and clean gloves when handling food.

Accordingly, this study examines the variables that influence consumers preferences to use OFD services. Despite the fact that the OFD market had already seen significant growth prior to the pandemic, In March 2020 compared to March 2019, the number of orders for OFD increased by 67%, according to a poll by the NPD Group (NPD, 2020).

1.4 RESEARCH OBJECTIVES

The research objectives in this study are as follows:

1. To determine the relationship between the convenience motivation towards consumer preference to use online food delivery services.
2. To determine the relationship between perceive risk of use towards consumer preference to use online food delivery services.
3. To determine the relationship between the perceive ease of use towards consumer preference to use online food delivery services.

1.5 RESEARCH QUESTION

There are three questions that this study aims to achieve as follow:

1. Is there any relationship between consumer preference and convenience motivation to use online food delivery services?
2. Is there any relationship between consumer preference and perceived risk to use online food delivery service?
3. Is there any relationship between consumer preference and perceive ease of use to use online food delivery service?

1.6 SIGNIFICANT OF STUDY

This study included information on consumer preference to make use of online food delivery services in Malaysia. This study also determines relationships between the perceived risk, perceived ease of and service attributes towards consumer preference to use online food delivery services. Purchasing food online has become very popular because it is much more convenient to have your favourite meals delivered right to your door. You can now have everything you want delivered right to your door owing to the many meal delivery services that are currently offered on the market. Additionally, several of these services extend their offerings to include grocery delivery in addition to food delivery.

Regarding the literary component, this research will benefit a sector that holds research to criteria other than those set by scholarly publications, particularly financial returns. Included were different OFD preferences among the younger generation. OFD are dealing with issues that may lead to a loss of culture and identity. Students gain a

distinct perspective from just hearing about journal topics or even writing in academic journals when they are exposed to this research method.

1.6.1 CONSUMER

This beneficial contribution can be interpreted as arguing that the majority of customer satisfaction has a favourable impact on delivery service since it is more convenient for them in terms of convenience, variety of options, and time saving especially in the present context where people are required to stay inside due to the emergency. This generation of customers is more likely to order a wide selection of instantly accessible dishes through food delivery services from their preferred eateries. And delivery companies are continuously creating new ordering channels to make things simpler and easier in an effort to keep the millennial interested and enticed.

1.6.2 RESEARCHERS

The findings of the study will benefit researchers who want to research and find more information about online food delivery (OFD) services in Malaysia because it provides knowledge and knowledge. Since online food delivery (OFD) is now a growing trend in Malaysia especially in the new norm of covid 19, it attracts many researchers to conduct research on this topic.

1.6.3 ONLINE FOOD DELIVERY

The well-known Grab Company, which delivers e-hailing services, includes Grab Food. The Grab Food Delivery service enables customers to place online orders for delivery from restaurants that are close to the delivery address. Next, Food Panda because they provide food to practically everyone in the nation, this panda is quite well-

known in Malaysia. For restaurants in the vicinity of the delivery address, the business offers food delivery services

1.7 DEFINITION OF TERMS

1.7.1 ONLINE FOOD DELIVERY SERVICES

Online food delivery is the procedure used to make and deliver the user's online-purchased meal (OFD) (Li et al., 2020). By applying an OFD service system through its website or mobile app, a customer can place meal orders from numerous restaurants. The market for OFD services is forecast to reach $182.3 billion in 2019 and has gained greater attention since the COVID-19 outbreak due to its contactless ordering and delivery approach. OFD services' influence on the sector of food and drink is expanding due to their capacity to grow enterprises, increase employee productivity, and build customer databases. OFD is forecast to increase by RM599 million in 2019. This is due to the government's movement control order, the recent sickness issue, and countries opening for commercial activities. Online business has been booming, influencing customer satisfaction and experience. According to a survey by the NPD Group, there were 67% more orders for OFDs in March 2020 than there were in March 2019. Academics have investigated the behavioural objectives and decision-making processes of OFD clients. (Yeo et al,2017).

1.7.2 CONVENIENCE MOTIVATION

Compland (1923) and Kimes (2011) both found one of the key factors influencing users' adoption of electronic technology is convenience. Online takeout ordering provides several benefits, for instance, avoiding poor customer service and

reducing in-store traffic. Convenience of time and effort are important factors influencing consumer adoption of OFD services, and shoppers who prioritize convenience will always take their time and try to cut costs (Collier & Kimes, 2013). Therefore, convenience motive influences online food buyers' behavior in a good way.

1.7.3 PERCEIVE RISK

According to Nardi, Teixeira, Ladeira, & de Oliveira Santini, 2020, food safety risk perception (FSRP) is the term for the perceived danger connected to eating and is critical for customers' purchasing decisions. Depending on the selling site, customers may have various FSRP. The food supplied by OFD services may be tainted because the delivery operation makes it presents difficulties for for this service to maintain the safety and cleanliness of the food for the consumer. Therefore, customers that utilise OFD may have a higher FSRP since they cannot physically examine the cleanliness of the restaurant and employees, which can be harmful to CIU. The following theory is presented based on previous studies about FSRP and the characteristics of OFD services.

1.7.4 PERCEIVED EASE OF USE (PEOU)

Perceived ease of use (PEOU) is the extent to which an individual anticipates having psychological or physical problems when utilizing new technolog (Pinho & Soares,2011). Studies have shown that PEOU significantly affects customers' propensity to use a range of technologies. Ignatius and Ramayah (2005) discovered that people are prepared to accept online payments purchases if mobile devices and web interfaces are simple to use and require little effort. Roh and Park's 2019 research found that customers are more likely to use OFD services if their PEOU is higher, increasing

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their chances of success. The importance of PEOU of OFD services by emphasizing the important role played by the ordering process, order tracking, and filtering options of the interface in establishing CIU (Ray et. al. 2019).

1.8 SUMMARY

This chapter provides background information on the study and discusses the variables influencing Malaysian consumers' preference for online food delivery services. The chapter then moves on to a statement of the problem, which we believe raises significant concerns among the younger generation about awareness and consumption of food delivery services. The research topics and objectives are then presented. The importance of the study and the explanation of terminology were also provided.

CHAPTER 2

LITERATURE REVIEW

2.1 INTRODUCTION

The topic of this chapter is a review of the literature on the elements that influence consumers' preferences to use online food delivery services in Malaysia. This study examines the dependent variable which is consumer preference to use online food delivery services while the independent variable is convenience motivation, risk perception, and ease of use perception. Then, this study will be followed up with hypotheses, conceptual frameworks and closed with concluding section of this chapter.

2.2 LITERATURE REVIEW

A form of academic writing called a literature review demonstrates the researcher's contextualized knowledge and comprehension of the academic literature on a given subject. A critical assessment of the material to be researched is also included in the literature review. Therefore, the goal of this study is to critically assess a number of criteria, including service quality and client satisfaction.

2.2.1 ONLINE FOOD DELIVERY SERVICES

Online food delivery is the procedure used to make and deliver the user's online-purchased meal (OFD) (Li et al., 2020). Using an OFD service platform on its website or mobile application, a customer can place meal orders from numerous restaurants. The order is delivered to the restaurant and starts making the food after the customer pays for it. Instead of visiting a physical store, customers can order meals online and

have it delivered. Customers' demand for OFD services have grown dramatically over the previous few years and is anticipated to gradually increase going forward.

The market for OFD services is forecast to produce total revenues of more than $182.3 billion in 2019, up from an estimated $107.4 billion in 2018. (Statista, 2020). Furthermore, the OFD industry has gained greater attention since the COVID-19 outbreak the contactless ordering it offers and delivery approach and is expected to continue drawing   fresh customer (Maida, 2020). The OFD services allow customers to purchase food without having to leave their homes or places of employment, which is convenient and time-saving for them. The OFD services' influence on the food and beverage industry is expanding as a result of their capacity to grow enterprises, provide increased employee productivity, provide precise orders, and build sizable customer databases (Moriarty, 2016).

Additionally, according to data on OFD obtained in Malaysia from Statista, the sector's income is forecast to rise by RM599 million in 2019. Due to the government's movement control order in many countries, the recent sickness issue, such as COVID 19, and now that countries are opening up for commercial activities have produced an immense need for OFD. Since many consumers prefer to place their orders either at home or at work, online business has been booming. This technology develops customer services, increases performance, and enhances order accuracy (Ng, Wong & Chong, 2017).

Food accessibility, client feedback, payment methods, and interpersonal interaction are just a few of the numerous aspects that influence customer satisfaction and experience with online food delivery (Kwong & Shiun-Yi, 2017). The level of service provided and The primary goal of food delivery services must be the emphasis

of service providers. The focus of service providers must be on the main objective of food delivery services in order to maximise customer satisfaction. A study by the NPD Group found that the number of OFD orders increased 67% in March 2020 compared to March 2019 even though the OFD market had had significant growth prior to the pandemic. This is proof that more consumers have used OFD services during the COVID-19 epidemic (NPD, 2020). Several academics have so far offered a fundamental understanding of how OFD customers make decisions and their behavioural goals, presenting causes for utilising OFD services (Yeo et al,2017).

2.2.2 CONVENIENCE MOTIVATION

According to Compland (1923), a convenience good is one that is simple to obtain or purchase. When people feel comfortable and supported, they are more likely to be motivated to respond to a stimulus. Therefore, it is claimed that attitude and convenience motive have a positive and significant association. Behavioural intention and convenience incentive are positively and significantly related.

According to Jiang (2011) Noting that consumers must be persuaded of an item's value before they are prepared to use it, convenience has been identified as one of the primary reasons for users to accept electronic technology. The usage of innovative electronic ordering and delivery methods is advocated for customers as they become available to the public. According to Kimes, users can employ new, simple, and secure electronic technologies (2011). Because they may make orders and receive delivery at any time, customers prefer to purchase food online as opposed to in physical establishments. Online takeout ordering provides several benefits, such as avoiding reduced in-store traffic and poor customer service. (Chen & Hung, 2015).

Efficiency of labour and time are important factors influencing consumer adoption of OFD services (Collier & Kimes, 2013). Shoppers who prioritise convenience will always take their time and try by Zhou, 2007. To cut costs, they would rather shop at home. The place, avoid congested markets, and start the transaction whenever you like. Thus, the location is immaterial to them when they shop online because of the online purchase mechanism by Chen & Hung, 2015. Consequently,convenience motive is likely to have a positive impact on consumers' purchasing decisions when they shop for food online.

2.2.3   PERCEIVE EASE OF USE (PEOU)

The degree to which a person anticipates having psychological or physical problems when utilising new technology is known as perceived ease of use, or PEOU (Pinho & Soares,2011). Many studies have demonstrated that PEOU significantly affects customers' propensity to use a range of technologies.

Customers, according to Ignatius and Ramayah (2005), are willing to accept online purchases if mobile devices and web interfaces are simple to use and require little effort. They claimed that PEOU is a significant factor influencing online shopping intentions. A similar beneficial relationship between PEOU and CIU has been documented in the context of OFD (Kaur et., al 2019; Roh & Park, 2019; Won et al., 2017).

According to Roh and Park's 2019 research, customers more likely to take on OFD services if their PEOU is higher, increasing their chances of success (Ray et.,al, 2019) emphasised the importance of PEOU of OFD services by emphasizing the crucial

significance that the interface's filtering options, order tracking, and ordering process had in building CIU.

2.2.4 PERCEIVE RISK

Customers frequently lack the tools or information necessary to determine the real level of food safety when dining. Patrons instead evaluate the cleanliness of a restaurant and safety of food based on several factors, including restaurant hygiene and staff safety procedures, such as use clean gloves and when working with food, use clean clothes. (Liu & Lee,2018). Food safety risk perception (FSRP) is the term for the perceived danger connected to eating (Nardi, Teixeira, Ladeira, & de Oliveira Santini, 2020). FSRP is critical.

Customers' purchasing decisions are critically influenced by FSRP (Frewer et al., 2009). Customers with greater FSRP, for instance, are more likely to purchase and pay more for safer goods and services (Sharma et al., 2012). Depending on the selling site, customers may have various FSRP. Since they cannot check the products' freshness online, buyers have greater FSRP when purchasing compared to offline, buying food or groceries online (Kitsikoglou et al.2014).

The food provided by the OFD service can be contaminated because the delivery operation makes it difficult for this service to maintain the safety and cleanliness of the food for the consumer. Additional issues with OFD services include managing the temperature, packaging, and proper use of food containers during the process of delivering food to consumers (Maimaiti et al., 2018). Therefore, customers may have a greater FSRP when using OFD because they unable to check the restaurant's hygiene in person, which could be damaging to CIU. The following theory is presented based on previous studies about FSRP and the characteristics of OFD services.

2.3 CONCEPTUAL FRAMEWORK

Many scholars have discussed and clarified the idea of conceptual framework. A conceptual framework is constructed by integrating several related concepts in order to explain and offer a deeper knowledge of the event under study (Rallis & Rossman, 2012).

To be specific, this study highlighted a conceptual framework that examines the factors affecting consumer preferences to use online food delivery services. This research has employed three independent variables: convenience motivation, perceived risk, and perceived usability.

Independent Variable   **Dependent Variable**
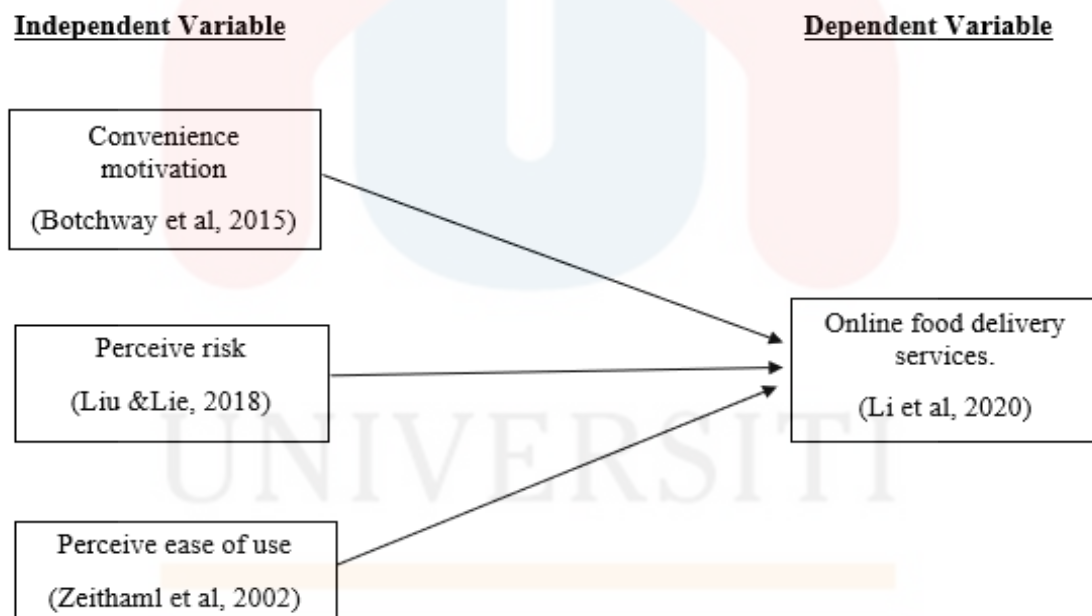
FIGURE 1: CONCEPTUAL FRAMEWORK

2.4 HYPOTHESIS

H1 : There is a significant relationship between the convenience motivation towards customer intention to use online food delivery services.

H2 : There is a significant relationship between the perceive risk towards customer intention to use online food delivery services.

H3 : There is a significant relationship between the perceive ease of use towards customer intention to use online food delivery services.

2.5 SUMMARY

The discussion includes convenience motivation, perceived ease of use, and perceive risk toward online food delivery services in Malaysia. In addition, a summary of online food delivery services and Malaysian clients' desires are included. A research framework has been offered to explore the conceptual framework that has been suggested and will be constructed according to an analysis of the literature on the variables influencing customer intention to use online food delivery in Malaysia among the younger generation. Three independent variable which is perceived risk, perceived ease of use, and service qualities to use an online meal delivery service have been presented. The hypothesis outlines any relationships or linkages involving the dependent and independent variables.

CHAPTER 3

METHODOLOGY

3.1 INTRODUCTION

The goal of this research is to identify the factors that influence consumers' decisions to use online meal delivery services. This chapter will highlight the procedures employed in the research.The investigation's design, population of interest and size of the sample, method of sampling, collecting data processes, instruments for research, and data analysis are all covered in this chapter. It includes a brief overview of each statistical method and procedure that was utilized to test the hypothesis. In order to gather data for the study and identify data patterns, the researcher will administer a survey to gather information. This chapter will decide on the best technique to employ when gathering data. The study hypothesis will be tested using the survey data that was collected.

3.2 RESEARCH DESIGN

Research design is a method that provides a suitable framework for a study. The appropriate alternative to carry out the design's selection of the research approach is crucial of the study, according to Sileyew (2019), because it decides how to get useful information from the review. An effective research design helps in addressing the research topic.

Quantitative research methods were used to conduct this study. According to Ahmad et al., 2019, quantitative research is a form of research that is used to produce hard data and numbers using statistical, logical, and mathematical procedures. Queirós

(2017) mentions that quantitative research places a strong emphasis on objectivity, which allows researchers to generalise finding beyond a certain circumstance or place. Through the use of both experimental and non-experimental designs, it seeks to undertake quantitative research. The primary characteristics of quantitative research are that it typically uses structured research instruments to collect data, that it bases its findings on a bigger sample size that is representative of the population, and that it is frequently repeatable due to its high dependability. Babbie (2004) claims that quantitative research methods focus on precise measurement and statistical, mathematical, or numerical analysis of data gathered through surveys, polls, and other forms of data collection, as well as the use of computational techniques to manipulate already-existing statistical data. The primary quantitative research's objective is to gather numerical data. and analyse it to better understand events or generalise findings to larger populations of people. Abutabenjeh and Jadara (2018) cited this statement, a quantitative approach was used throughout this study to collect all data.

An organised method of gathering and interpreting data from various sources is quantitative research (SIS International, 2018). Rahi (2017) claims that when doing research utilising survey questionnaires, the quantitative approach for data research employs techniques that have been developed to obtain a sample of the target population. This study's objective is to determine the characteristics that affects consumer preferences for using online meal delivery services. A descriptive study will then be utilised to collect information from responders using a questionnaire, this may be used to explain the outcomes.

3.3 TARGET POPULATION

A population is a collection of people individuals, rather than a nation nor a group of people with similar traits. To perform statistical research, samples are taken from groups of people known as populations. Consequently, a population may be described as a collection of individuals who share certain traits (Stratton, 2021). Customers who have utilised online food delivery services are the demographics of the study's target audience. The Department of Statistics Malaysia (2020) estimates that there will be 32.7 million people living in Malaysia in 2020. In addition to bumiputra, Chinese, Indians, and other nationalities, Malaysia has a total population. Additionally, the OFD service is very well-liked in urban areas, particularly in Kuala Lumpur and Selangor, the two biggest cities in the region, where most residents are preoccupied with their daily work schedules. Thus, the study's target population included 384 local visitors from Malaysia.

3.4 SAMPLE SIZE

This concept of sample size applies to empirical investigations and is a crucial element when it comes to inference when the purpose is to derive information about the population from the current sample. The random sample needs to be large enough to allow generalization without bias or sampling error.

This study aims to explain how to determine the appropriate sample size for research on consumers' perceptions of fast food businesses. An overview of survey sample size calculations for social research and information systems research is provided in this paper (Taherdoost, 2017). Even though numerous studies have

provided statistics that illustrate the calculation of the size, level of expertise, and sample used in this study, new researchers will still need to rely heavily on the skills and expertise of established researchers to obtain accurate measurement results that include meaningful time points and differences (Zailani et al., 2020).The sample size can be calculated using the table below 0f 384 foreign travellers with a target population of 131.66 million domestic tourists visiting any state in Malaysia.

Table for Determining Sample Size of a Known Population

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

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

Table 3.1 : Krejcie & Morgan

3.5 SAMPLING METHOD

A statistical technique known as sampling involves choosing a selection of observations from a larger population. The fundamental qualities or characteristics of the population would be made simpler for research purposes by analysis of a sample and knowledge of its characteristics or explanation. Non-probabilistic and probabilistic

sampling are the two categories of sample design (Malhotra, 2008; Sekaran, 2003). While non-probability sampling demonstrates that elements of the population have no known chance of being chosen as subjects, probability sampling assures that elements in the population is chosen by some known chance (Sekaran, 2003).

Convenience sampling, which was used in this study, was a method where samples were chosen from the population because they were readily available (Khalid et al., 2012). Respondents were chosen at random in Malaysia because the majority of Malaysians had eaten OFD, and anyone might have answered the questionnaire. The survey was created using Google Form and disseminated over social media, specifically Facebook, Twitter, Instagram, and WhatsApp. Google forms and social media were utilised by researchers to increase the number of respondents. As a result, this technique is useful for this research, which uses the non-probability convenience sampling method.

3.6 DATA COLLECTION PROCEDURE

The practice of acquiring any necessary data, information, or variables in a regulated and approved manner is referred to as collecting data. By gathering a piece of information, a person, or researcher is able to react to pertinent inquiries, evaluate results, and analyse pertinent data for upcoming possibility and trend studies (Rouse, 2020).

Primary data collecting methods and secondary data collection methods are the two categories of data collection operations. Secondary data, which includes official statistics, administrative records, and other accounts maintained on a regular basis by

organisations, can be used to supplement primary data collected by other researchers for a variety of study aims. Primary information is information gathered using a technique tailored to the research issue under consideration for a given study difficulty. The new data is added to the current repository of social awareness. (Hox and Boeije,2004).

Since it was simpler to get replies from participants in this study, a google form was used. With the intention of the current study, a questionnaire was created using a Google Form. Utilising a google form could reduce costs while allowing respondents to respond using only readily available technical devices, such as a phone, tablet, computer, and so on. Additionally, respondents are free to answer from any place and at any time.

3.7 RESEARCH INSTRUMENT

In order to collect data and acquire information, a questionnaire will be employed in this study. A questionnaire is a type of research tool that asks participants to answer a series of questions (McLeod, 2018). The researchers selected to use it since it is a relatively simple, quick, and effective way to collect a lot of data from a lot of local tourists. According to McLeod (2018), as compared to other methods, surveys can be a less expensive and quicker means to assess a big population's behaviour, attitudes, preferences, opinions, and intentions.

Because it is probable that different sorts respondent could answer the researcher will include English and Malay in each item on the questionnaire.The respondents will be better able to comprehend the researcher's queries as a result. The

survey will be made accessible for this study as a Google form that may be accessed through the online platform. The questions will be broken up into three sections using this google form: the demographic profile will be discussed in part A, independent factors will be discussed in part B, and dependent variables will be discussed in part C.

The researcher will include both English and Malay in each question due to the possibility that different types of respondents may complete it. As a result, the questions asked by the researcher will be clearer to the respondents. For the purposes of this study, the survey will be made accessible online as a Google form.

Table 3.2 : Overview of research instrument

Section	Variable	Item
A	Demographic Profile	5
B	Convenience motivation	5
	Perceive ease of use	5
	Perceive risk	5
C	Consumer preference to use online food delivery service.	5

Table 3.3 : Useful inquiries to include in section of the survey

Variables	Contents	Questions	References
	Screening question	1.Do you know about online food delivery services (OFDS)? 2. Have you ever use online food delivery services (OFDS) before this? 3. Frequency of using online food delivery services in a month?	-
Demographic profile	1.Gender	• Male • Female	
	2.Age	• Below 18years old • 18 – 25 years old • 26 – 30 years old • 30 years old and above	
	3.Marital status	• Single • Married	

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	4.Occupation	- Student - Self employed - Government staff - Private sector staff - Other - Self-pocket money	
	5.Income	- Below RM1000 - RM1000 to RM3000 - RM3000 to RM5000 - Above RM5000	
Independent variables	Convenience motivation	1.OFDS allow me to order food at any time./ Penghantaran makanan dalam talian membolehkan saya memesan makanan pada bila-bila masa. 2. OFDS allow me to order food at any place./ Penghantaran makanan dalam talian membolehkan saya memesan makanan di mana-mana tempat. 3. OFDS make my daily life easier./ Penghantaran makanan dalam talian menjadikan kehidupan harian saya lebih mudah. 4. I can get my food with (OFDS) without leaving home./ Saya boleh mendapatkan makanan saya dengan	Brewer and Sebby (2021) Cho et al. (2019) Ganesh et al. (2010) Troise et al. (2021)

		Perkidmatan Penghantaran Makanan tanpa keluar rumah. 5. I like to order food without leaving home./ Saya suka memesan makanan tanpa keluar rumah.	
Independent Variable	Perceive ease of use	1.I would find that it easy to use OFDS./ Saya mendapati bahawa adalah mudah untuk menggunakan perkhidmatan penghantaran makanan dalam talian. 2.I believe that using OFDS requires minimum effort./ Saya percaya bahawa menggunakan perkhidmatan penghantaran makanan dalam talian memerlukan usaha yang minimum. 3.I believe it's easy to learn about online food ordering./ Saya percaya mudah untuk belajar tentang tempahan makanan dalam talian. 4.I think that is easy to navigate through online food ordering platform./ Saya berfikir mudah untuk memesan makanan melalui platform pesanan makanan atas talian. 5. I found the OFDS platform is easy to use everywhere./ Saya mendapati platform perkhidmatan penghantaran makanan dalam talian mudah digunakan dimana-mana.	Liébana-Cabanillas et al. (2017) Troise et al. (2021)

Independent Variable	Perceive risk	1.I worried of (OFDS) online purchases and concern about my credit card security./ Saya takut dengan pembelian dalam talian dan mengambil berat tentang keselamatan kad kredit saya. 2.I wonder if the product will be as good as it is advertised to be./ Saya tertanya-tanya sama ada produk itu akan menjadi sebaik yang diiklankan. 3.I wonder if the food doesn't reach my expectation./ Saya tertanya-tanya jika makanan tidak mencapai jangkaan saya. 4.I am concerned of using OFDS weither my private information won't be protected./ Saya bimbang maklumat peribadi saya tidak akan dilindungi. 5.I am worried of using OFDS if my personal information will be hacked./ Saya risau jika saya menggunakan OFDS maklumat saya akan digodam.	Suhartanto et al.

Table 3.4 : Question to be use in section C of the questionnaire

Variable	Contents	Questions	Reference
Dependent variable	Consumer preference to use online food delivery	1.I believe using OFDS is motivated by convenience./ Saya percaya pengunaan perkhidmatan penghantaran makanan dalam	Suhartanto et al.

		talian didorong oleh kemudahan.	
		2.I have good experience using OFDS./ Saya mempunyai pengalaman yang baik dalam perkhidmatan penghantaran makanan dalam talian.	
		3.I believe all the dishes i order with (OFDS) meet my expectation./ Saya percaya semua hidangan yang saya pesan dalam perkhidmatan penghantaran makanan dalam talian mencapai jangkaan saya.	
		4.I think (OFDS) platform save my time./ Saya rasa platform menjimatkan masa saya.	
		5.I think OFDS impressed me during covid-19 pendamic./ Saya rasa perkhidmatan penghantaran makanan dalam talian mengagumkan saya semasa pandemik covid-19.	

3.8 DATA ANALYSIS

The procedure for gathering, modelling, and analysing data with the aim of learning facts that will aid in decision-making is known as data analysis. Depending on the business and the goal of the analysis, there are several approaches and procedures to use (Johnson , 2021). The statistical data analysis will be evaluated by the researchers using the SPSS version. To edit and analyse different kinds of data, you can use a programme called SPSS (Statistical Package for the Social Sciences). Tables and pie charts can be made using it for data entry and analysis. All file formats that are often

used for structured data can be opened by SPSS.The data acquired for this study will be examined using statistical analysis.

3.8.1 DESCRIPTIVE ANALYSIS

A statistical method is used in descriptive analysis to identify or summarise a data collection. It can also produce understandable insights from data that would otherwise be interpreted. Making predictions for the future is not the goal of descriptive analysis. Rather, it only draws conclusions from past data, which it then modifies to make it more illuminating. Descriptive analysis is used to summarise the characteristics of respondents, and because the techniques concentrate on the pattern, it will be simpler for the researcher to fill out the less important data. The study's research questions, and research plan should serve as the foundation for this data analysis. The researcher must be confident in the research before using descriptive approaches.

3.8.2 RELIABILITY ANALYSIS

The characteristics of measurement scales and the things that make up for the scales can be examined through reliability analysis. Numerous popular analytical ability scales are developed using the reliability analysis technique, along with information onthe scale elements' relationships with one another themselves. In this study, the reliability scale and internal consistency are measured using Cronbach's Alpha. George & Mallery (2016) claim that values less than 0.4 are undesirable while values above 0.9 are considered are reliable results. When the value is near to 1, an item's internal consistency reliability is higher.

Table 3.5: Cronbach's Alpha Coefficient Range. Sources: Adopted from George &

Mallery (2016).

Cronbach's Alpha Range	Level of Reliability
α > 0.9	Excellent
α > 0.8	Good
α > 0.7	Acceptable
α > 0.6	Questionable
α > 0.5	Poor
α < 0.4	Unacceptable

3.8.3 CORRELATION ANALYSIS

Correlational research is a non-experimental procedure for investigation. The researcher studies two variables and their statistical connection, which is a correlation between them, with little to no effort to account for uncontrollable factors (Carlson et al.,2012). There are two primary reasons why researchers interested in statistical correlations between variables may favour correlation studies over experiments. The first is that the researchers feel there is no causal relationship between the statistical connection and the observed behaviour. Another reason why researchers might choose a regression test over an experiment is that if the statistical relationship of interest is thought to be causal, the researcher cannot alter an independent variable due to the difficulty, impracticability, or immorality of doing so.

Pearson Correlation analysis can therefore be used to determine whether two study variables have a mutual influence on one another (Mukaka, 2012). The intensity and significance of how the independent variable and dependent variable interact of food quality, service quality, and convenience, as well as the dependent variable of customers' happiness with online food delivery services, are measured by the correlation coefficient (r).

Correlations	Value
Perfect Positive Correlation	+1
No Correlation	0
Perfect Negative Correlation	-1

3.9 SUMMARY

This chapter detailed the methods employed in the study. It discussed the study design, the data source, the research framework, the sampling strategy, the data collecting technique, the research instruments, their testing, and the statistical analysis performed to test the hypotheses. In conclusion, this chapter has provided direction on the study's flow, which enhances comprehension of the study. The demographic for this study is simple and typical of the entire Malaysian community, hence a convenience sampling will be used by the researcher. strategy to select 384 respondents from the population. Questionnaires are created using a quantitative method, and the research will use data gathering to show how independent variables and dependent variables relate to one another. This study can be consulted for determining what preference customers are toward online food delivery services.

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CHAPTER 4

RESULT AND DISCUSSION

4.1 INTRODCUTION

In this study, there has been usage of reliability analysis, descriptive analysis, reliability analysis, and Pearson correlation analysis. Data collection and the achievement of the research's conclusions were accomplished using the techniques described in Chapter 3. The results of the data analysis will be detailed in Chapter 4. along with how the aims and problem of the study relate to the data analysis. SPSS version 26.0, the data has been analysed using the Statistical Package for Social Science. Based on the survey's 384 participants, data was gathered.

4.2 DEMOGRAPHICS CHARACTERISTICS OF RESPONDENT

The fundamental analysis of the investigation included the frequency analysis. The demographic information from Section A of the survey included inquiries about the respondents' Gender, age, marital status, occupation, and income are all factors. A table and a pie chart were used to illustrate the demographic features of the respondents.

4.2.1 SCREENING QUESTIONS

Table 4.2.1.1: Respondent that know about OFDS

Do you know about online food delivery services (OFDS)	Frequency	Percentage
Yes	381	99.2
No	1	.3
Maybe	2	.5

Total	384	100
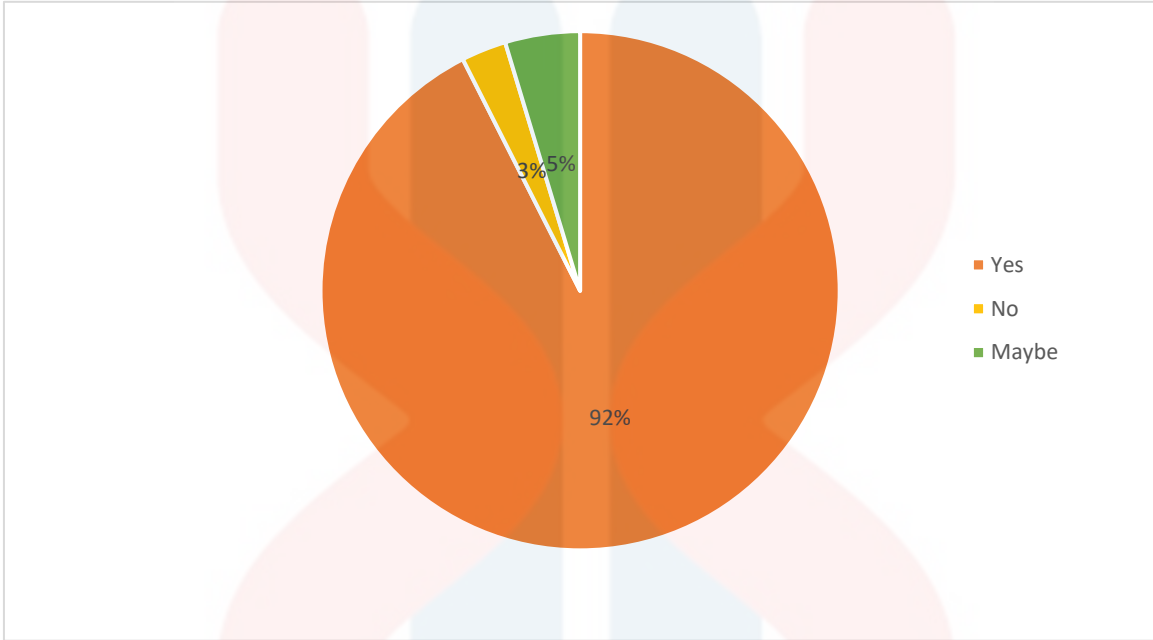
Figure 4.2.1.1: Pie chart of the Respondent that know about OFDS

Table 4.1 and figure 4.1 indicate how frequently and how many people have heard of OFDS. The research study had 384 respondents, but 381 of them (99.2%) and the lowest two (0.5%) were aware of   Malaysia's online food delivery services.

Table 4.2.1.2: Respondent had been use OFDS

Have you ever use online food delivery services (OFDS) before this?	Frequency	Percentage
Yes	376	97.9
No	6	1.6
Maybe	2	.5

Total	384	100
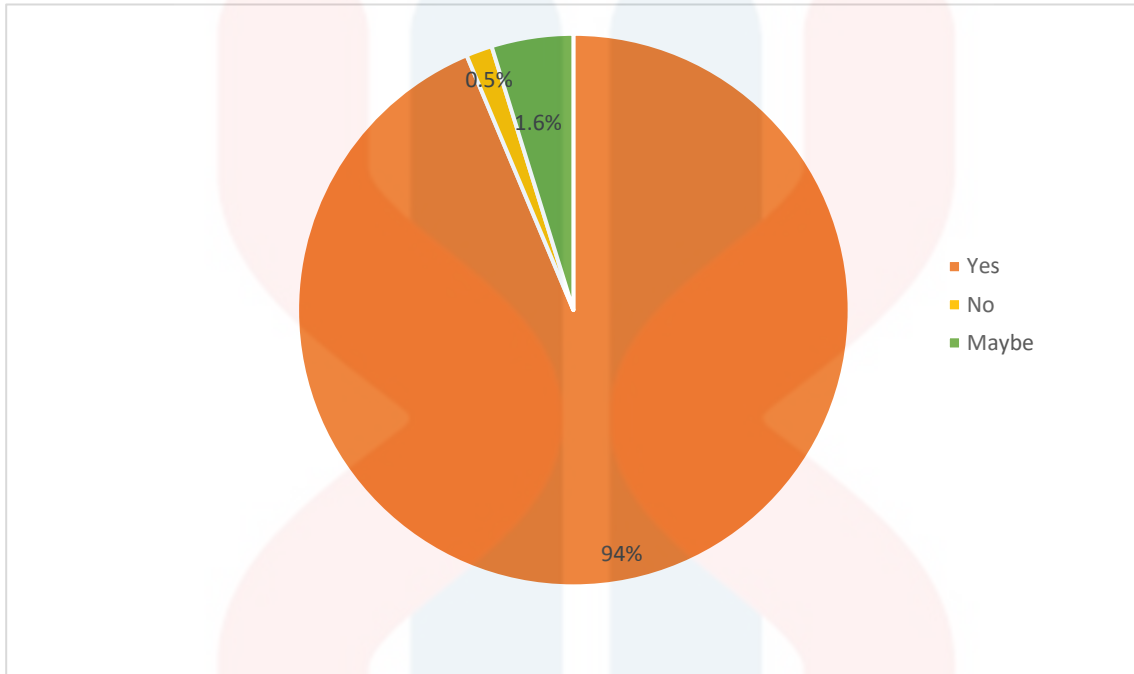
Figure 4.2.1.2 : Pie chart of Respondent had been use OFDS

Table 4.2 and figure 4.2 demonstrate the number of respondents who used OFDS and their frequency of use. The overall number of survey participants was 384, but 376 (97.9%) of them and the lowest two (0.5%) reported using online food delivery services in Malaysia.

Table 4.2.1.3: Respondent's frequency of using OFDS

Frequency of use online food delivery services (OFDS) in a month	Frequency	Percentage
1 – 2 times	204	53.1
3 – 5 times	107	27.9

More than 5 times	73	19.0
Total	384	100
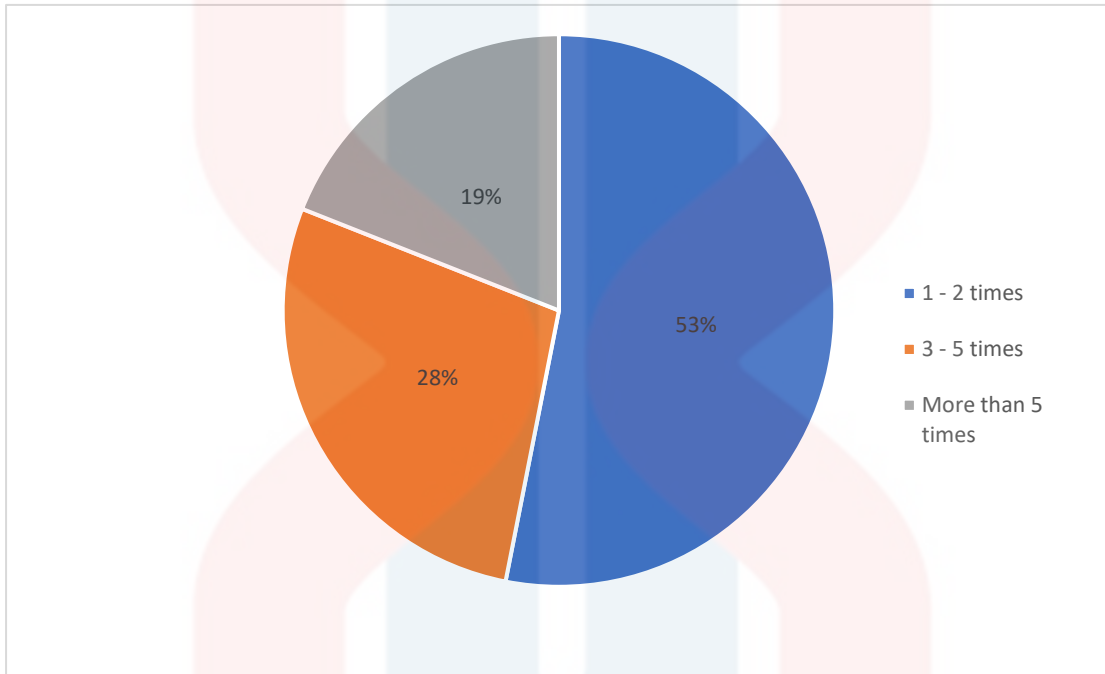
Figure 4.2.1.3: Pie chart of Respondent's frequency of using OFDS

The frequency and proportion of respondents who used OFDS were shown in table 4.3 and figure 4.3. The most frequent occurrence was 204 (53.1%) which 1 – 2 times respondent that using OFDS in a month while the frequency that was second-highest was 3 – 5 times with 107 (27.9%) respondents. Lastly, there are 73 (19.0%) respondents using more than 5 times OFDS in a month.

4.2.2 DEMOGRAPHIC PROFILE

Table 4.2.2.4: Respondent's Gender

Gender	Frequency	Percentage (%)	Cumulative Percentage (%)

Male	133	34.6	34.6
Female	251	65.4	100
Total	384	100	
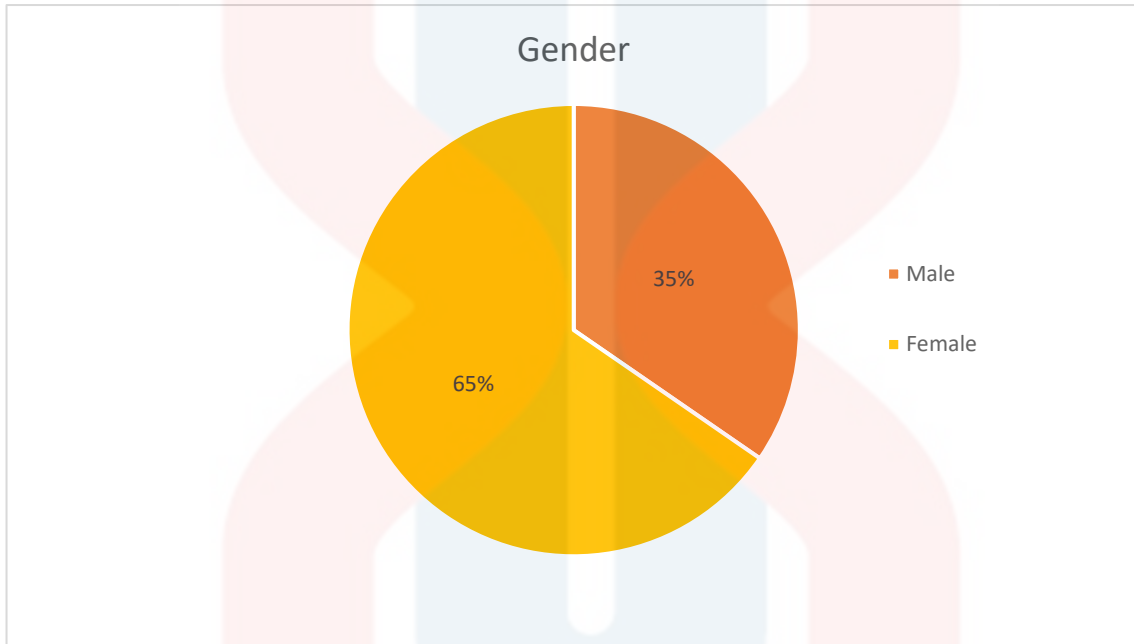
Figure 4.2.2.4: Pie chart of the respondent's gender

Table 4.4 and Figure 4.4 reveal gender of the respondents. The questionnaire was completed by 384 respondents. Male respondents made up 133 of the totals, while female respondents made up 252. 384 people participated in this study, and 34.6% of them were men; the remaining 65.4% were women.

Table 4.2.2.5: Respondent's Age Group

Age	Frequency	Percentage (%)	Cumulative Percentage (%)
Below 18 years old	12	3.1	3.1
18 - 25 years old	215	56.0	59.0
26 - 30 years old	88	22.9	82.0

30 years old and above	69	18.0	100.0
Total	384	100.0	
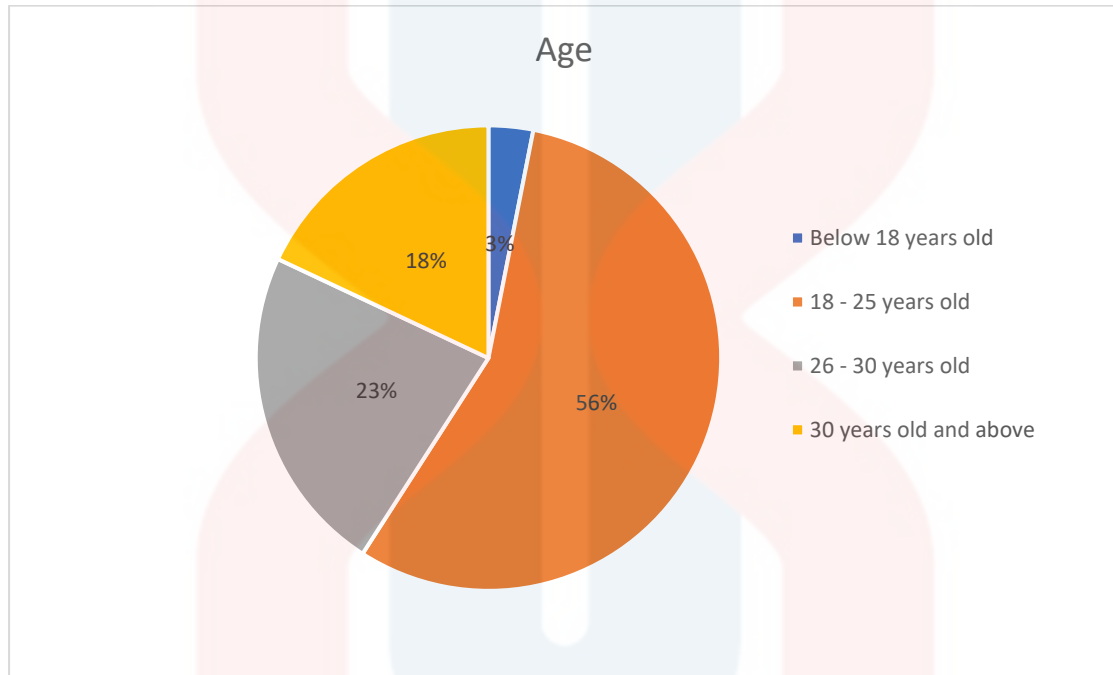
Figure 4.2.2.5: Pie chart of the respondent's age

Table 4.5 and Figure 4.5 above was demonstrated the frequency and proportion of the respondent's age group. 18 to 25 year olds made up the largest proportion of responders (215, or 56.0%). With 88 (22.9%) respondents, the age group 26 to 30 had the second-highest frequency, followed by 69 (18.0%) respondents who were 30 years of age and older. The lowest frequency, 12 (3.1%) responders, was for those under the age of 18 years old.

Table 4.2.2.6: Respondent's marital status

Status	Frequency	Percentage (%)	Cumulative Percentage (%)

	Single	259	67.4	67.4
	Married	125	32.6	100.0
	Total	384	100.0	
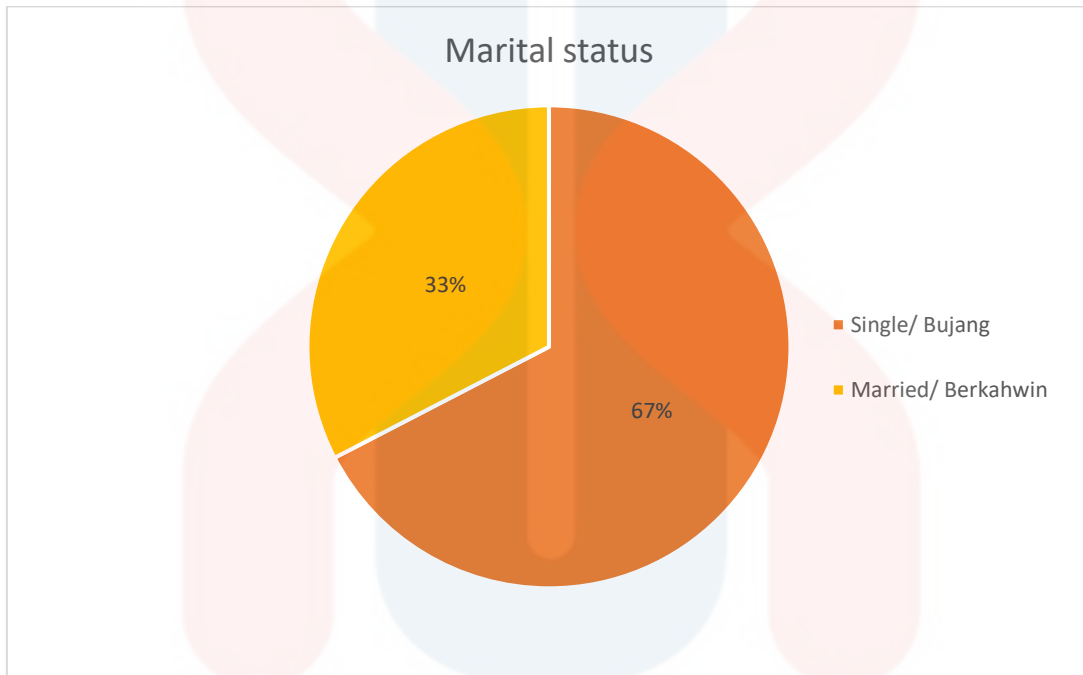
Figure 4.2.2.6: Pie chart of the respondent's marital status

Table 4.6 and Figure 4.6 has displayed the marital status of respondents. With a percentage of 67.4% (259 respondents), the majority of the people queried were single. Married respondents finished second with 32.6% (125 respondents).

Table 4.2.2.7: Respondent's occupation

Occupation	Frequency	Percentage (%)	Cumulative Percentage (%)
Student	176	45.8	45.8
Self employed	56	14.6	60.4

Government staff	57	14.8	75.3
Private sector staff	80	20.8	96.1
Others	15	3.9	100.0
Total	384	100.0	
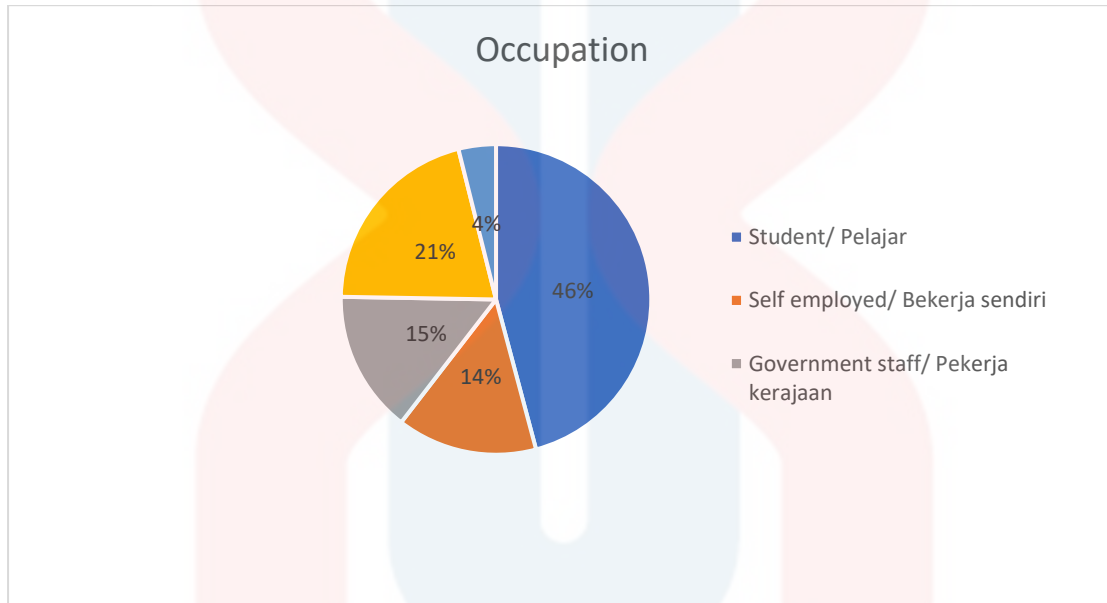
Figure 4.2.2.7: Pie chart of the respondent's marital status

The total number of respondents by occupation is shown in Table 4.7 and Figure 4.7. With 45.8% (176 responses), students made up the majority of the respondents.Private sector employees came in second with a rate of 20.8% (80 respondents), followed by 14.8% (57 respondents). For the self-employed the percentage was 14.6 (56 respondent). The lowest percentage was housewife with 3.9% (15 respondents).

Table 4.2.2.8: Respondent's income

Income	**Frequency**	**Percentage (%)**	**Cumulative**

			Percentage (%)
Self pocket money	163	42.4	42.4
Below RM1000	47	12.2	54.7
RM1000 – RM3000	92	24.0	78.6
RM3000 – RM5000	59	15.4	94.0
Above RM5000	23	6.0	100.0
Total	384	100.0	
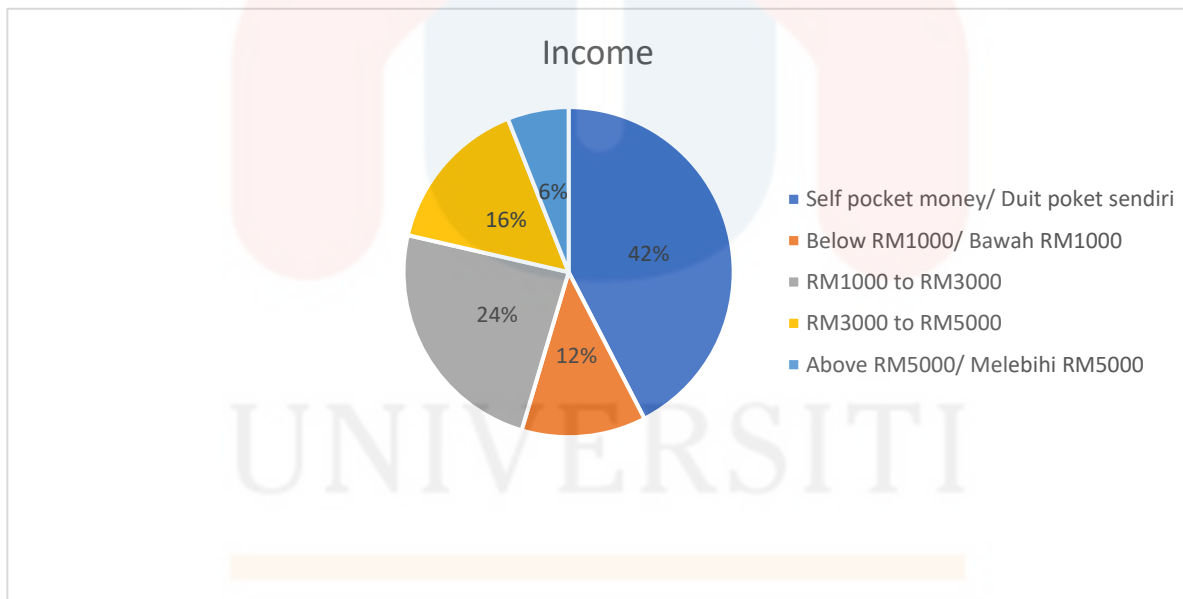
Figure 4.2.2.8: Pie chart of the respondent's income

The total number of people who responded from each income level was reported in Table 4.8 and Figure 4.8. According to respondents' income levels, self-pocketing accounts for 42.4% (163) of respondents overall, followed by RM1000–RM3000 at 24.0% (92 respondents). From RM 3000 to RM 5000, 15.4% of respondents

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(59) reported having an income. 12.2% (47 respondents) of the sample had income below RM1000, while 6.0% (23 respondents) had income exceeding RM5000.

4.3 DESCRIPTIVE ANALYSIS

The descriptive analysis is used to determine the demographic profiles stated in Section A of the questionnaire, as well as the mean and average mean of the dependent and independent variables mentioned in Section B. One alternative is to compose a narrative or a simple quantitative summary of the acquired data. With the help of this summary, the material acquired can be contextualised and utilised to better comprehend the study.The table below displays the mean and standard deviation for each variable in research with a sample size of 384 using Online Food Delivery Services in Malaysia.

4.3.1 CONVENIENCE MOTIVATION

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
OFDS allow me to order food at any time	384	1	5	4.25	.768
OFDS allow me to order food at any place	384	1	5	4.23	.816
OFDS make my daily life easier	384	1	5	4.32	.726

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I can get my food with (OFDS) without leaving home	384	1	5	4.40	.720
I like to order food without leaving home	384	1	5	4.18	.882
Valid N (listwise)	384				

Table 4.3.1.1: Descriptive statistics of convenience motivation

The table 4.1 showed the mean and the standard deviation statistics of respondent on the convenience motivation. I can get my food with (OFDS) without leaving home easier earned the highest mean value, 4.40, where respondents believed that convenience motivation of "I can get my food with (OFDS) without leaving home" motivated respondent to use ODDS. Meanwhile, the lowest was the variety " I like to order food without leaving home" with a mean value of 4.18 but a larger standard deviation of 0.882 where the respondents agreed that convenience motivation of "I like to order food without leaving home" motivated respondents to use OFDS. More significant the standard deviation value, the wider the dispersion in the data. So, for the convenience motivation respondents will use OFDS as a preferred OFD with the OFDS I can get my food with (OFDS) without leaving home.

4.3.2 PERCEIVE EASE OF USE

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
I would find that it easy to use OFDS	384	1	5	4.25	.686
I believe that using OFDS requires minimum effort	384	1	5	4.21	.734
I believe it's easy to learn about online food ordering	384	1	5	4.33	.671
I think that is easy to navigate through online food ordering platform	384	1	5	4.32	.715
I found the OFDS platform is easy to use everywhere	384	1	5	4.36	.716
Valid N (listwise)	384				

Table 4.3.1.2 : Descriptive analysis of perceive ease of use

The mean and standard deviation data of respondents' perceived ease of use were shown in Table 4.2.I found the OFDS platform is easy to use everywhere earned the highest mean value of 4.36, where respondents agreed that perceive ease of use of "I found the OFDS platform is easy to use everywhere" motivated respondents to use OFD. Meanwhile, the lowest mean was the "i believe that using OFDS requires minimum

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effort" with a mean of 4.21, where respondents agreed that perceive ease of use of "i believe that using OFDS requires minimum effort" motivated respondent to use OFDS. Besides, the higher standard deviation is the i believe that using OFDS requires minimum effort, this came to 0.734. The bigger the standard deviation value, the wider the dispersion in the data. So, for perceive ease of use respondents will use OFDS with I found the OFDS platform is easy to use everywhere.

4.3.3 PERCEIVE RISK

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
I worried of (OFDS) online purchases and concern about my credit card security	384	1	5	3.62	.894
I wonder if the product will be as good as it is advertised to be	384	1	5	3.78	.951
I wonder if the food doesn't reach my expectation	384	1	5	3.85	.964
I am concerned of using OFDS weither my information won't be protected	384	1	5	3.72	.942

	N	Minimum	Maximum	Mean	Std.
I am worried of using OFDS if my personal information will be hacked	384	1	5	3.76	.920
Valid N (listwise)	384				

Table 4.3.1.3 : Descriptive analysis of perceive risk

Table 4.3 showed the mean values of independent variables, perceived risk. The statement receives the greatest value "I wonder if the food doesn't reach my expectation" with a 3.85 mean value where the respondents agreed that perceive risk of "i wonder if the food doesn`t reach my expectation" motivated respondents to use OFDS. Next, the lowest mean was the variety of 'i worried of OFDS online purchase and concern about my credit card security' having a mean score of 3.62, where respondents agreed perceive risk of "I worried of OFDS online purchase and concern about my credit card security" motivated respondents to use OFDS. Besides, the higher standard deviation is the I worried of OFDS online purchase and concern about my credit card security, which was 0.894, the higher standard deviation value indicates the greater spread the data. So, for perceive risk respondents will use the OFDS with the I wonder of OFDS online purchase and concern about my credit card security.

4.3.4 DEPENDENT AND INDEPENDENT DESCRIPTIVE

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std.

					Deviation
I believe using OFDS is motivated by convenience	384	1	5	4.27	.691
I have good experience using OFDS	384	1	5	4.13	.787
I believe all the dishes i order with (OFDS) meet my expectation	383	1	5	3.96	.900
I think (OFDS) platform save my time	384	1	5	4.35	.730
I think OFDS impressed me during covid 19 pendamic	383	1	5	4.47	.674
Valid N (listwise)	382				

Table 4.3.1.4 : Dependent   variables

The number of respondents, mean, and standard deviation for the independent variables (IV) and dependent variables (DV) were displayed in table 4.4. For independent variables (IV) I think OFDS impresses me during covid 19 pandemic had a 4.47 is the highest mean score., and it is followed by I think OFDS platform save my time (4.35) and lastly is I believe using OFDS is motivated by convenience (4.27). The mean score of dependent variables (DV), i have good experience using OFDS is 4.13

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and last but not least is i believe all dishes i order with OFDS meet my expectation (3.96).

Meanwhile, for the dependent variable (DV) the highest standard deviation is I believe all the dishes I order with OFDS meet my expectation which is 0.900, followed by I have good experience using OFDS (0.787) and I think OFDS platform save my time (0.730). Next is I believe using OFDS is motivated by convenience (0.691) and the lowest is I think OFDS impressed me during covid 19 pandemic (0.674).

4.4 RELIABILITY AND VALIDITY ANALYSIS

4.4.1 RELIABILITY TEST

Reliability is defined as a reliable measurement of a specific spectacle that produces consistent results. It may be connected to recurring occurrences. A test or piece of study is deemed reliable if results from multiple measurements with dependent variables are consistent. To rate this investigation's dependability, Cronbach's alpha was used. Cronbach's alpha, a measure of reliability, is expressed as a number between 0 and 1. Reliability tests can be used to confirm the questionnaire's validity and reliability.

Table 4.4.1 : Cronbach's Alpha Coefficient Value

Coefficient of Cronbach's Alpha	Reliability Level
≥ 0.80-0.89	Excellent
0.70-0.79	Good

0.60-0.69	Acceptable
0.50-0.59	Questionable
0.40-0.49	Poor
≤ 0.49	Unacceptable

The table 4.4.1 Cronbach's alpha coefficient values were displayed. When the value is 0.9 or above, with a maximum of 1, it is deemed to have excellent dependability level consistency.

Table 4.4.2 : Overall Result for Reliability Analysis

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.833	.837	5

Table 4.4.2 was displaying the overall outcome of a reliability analysis that takes both the independent and dependent variables into account.Cronbach's alpha coefficient value for the variables was revealed to be 0.837, which is excellent in terms of dependability. As a consequence, the questionnaire employed in this study is reliable, and the data gained is useful.

Table 4.4.3: Result for Reliability Analysis

Item Description	N	No. of Item	Cronbach's Alpha
Convenience Motivation	384	5	0.833
Perceive Ease Of Use	384	5	0.893
Perceive Risk	384	5	0.893
Online Food Delivery Service	384	5	0.803

Table 4.4.3 was showed Cronbach's Alpha results for each independent and dependent variable from the reliability research. The first of three independent variables is the reason for convenience.This variable had a total of 5 items and has a Cronbach's Alpha score of 0.833 and a good reliability level (0.80).

Perceived ease of use, the second independent variable, was tested for validity and reliability using 5 items. Cronbach's Alpha for this variable is 0.893. This rating is below the excellent reliability threshold (0.80).

Perceived risk, the third independent variable included In this research, Cronbach's Alpha value is 0.893 and 5 test items. This value falls below the excellent dependability standard (0.80).

There were five items under the dependent variable, which is an online food delivery business, that called the reliability into doubt. Cronbach's Alpha for this variable is 0.803, which is below the good reliability range (0.80-0.81).

4.5 Correlation Analysis.

Pearson's correlation analysis was a useful technique for determining the linear connection between independent and dependent variables. The goal of this study was to see if there were any links between the dependent variable consumer preference for using online meal delivery services and the independent variables convenience motivation, perceived risk, and perceived ease of use. If the link is significant, the the magnitude of the correlation must be determined.

Table 4.5.1: Strength Interval of Correlation Coefficient

Range of Absolute Correlation Coefficient (r)	Strength of Correlation
1	Very Strong
(0.71 to 0.99) or (-0.7 to -0.99)	Strong
(0.31 to 0.70) or (-0.31 to -0.70)	Moderate
(0.01 to 0.30) or (-0.01 to -0.30)	Weak
0	No Relationship

Hypothesis 1: The convenience motivation towards consumer preferences to use online food delivery services.

Table 4.5.2 Correlation coefficient for convenience motivation towards

consumer preference to use online food delivery services.

Correlations			
		CONVENIENCE MOTIVATION	ONLINE FOOD DELIVERY SERVICE
CONVENIENCE MOTIVATION	Pearson Correlation	1	.459[**]
	Sig. (2-tailed)		<.001
	N	384	384
ONLINE FOOD DELIVERY SERVICE	Pearson Correlation	.459[**]	1
	Sig. (2-tailed)	<.001	
	N	384	384
**. The correlation is significant at the 0.01 (2-tailed) level.			

Table 4.5.2 was illustrated the 384 respondents, the significant value, and the

Pearson correlation coefficient. The P-value was 0.001, which was less than the 0.05

significance level. The 0.459 correlation coefficient demonstrated a substantial positive association between consumer preference for online meal delivery services and convenience motive.

Hypothesis 2: The perceived risk towards consumer preference to use online food delivery services.

Table 4.5.3 Correlation coefficient for perceived risk towards consumer preference to use online food delivery services.

Correlations		PERCEIVE EASE OF USE	ONLINE FOOD DELIVERY SERVICE
PERCEIVE EASE OF USE	Pearson Correlation	1	.535**
	Sig. (2-tailed)		<.001
	N	384	384
ONLINE FOOD DELIVERY SERVICE	Pearson Correlation	.535**	1
	Sig. (2-tailed)	<.001	

	N	384	384
**. Correlation is significant at the 0.01 level (2-tailed).			

Table 4.5.3 was illustrated the 384 respondents, the significant value, and the Pearson correlation coefficient. The P-value was 0.001, which was less than the criterion of significance of 0.05. The correlation value of 0.535 indicated a significant positive relationship between perceive risk and consumer preference to use online food delivery services.

Hypothesis 3: The perceived ease of use towards consumer preference to use online food delivery services.

Table 4.5.4 Correlation coefficient for perceived ease of use towards consumer preference to use online food delivery services.

Correlations			
		PERCEIVE RISK	ONLINE FOOD DELIVERY SERVICE
PERCEIVE RISK	Pearson Correlation	1	.513
	Sig. (2-tailed)		.001

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	N	384	384
ONLINE FOOD DELIVERY SERVICE	Pearson Correlation	.513	1
	Sig. (2-tailed)	.001	
	N	384	384

Table 4.5.4 was illustrated the 384 respondents, the significant value, and the Pearson correlation coefficient.The P-value was 0.279, which was below than the threshold of significance of 0.01.A correlation value of one indicated a strong positive relationship between perceive ease of use and consumer preference to use online food delivery services.

4.6 DISCUSSION BASED ON RESEARCH OBJECTIVES

DV : Online Food Delivery Services

IV : Perceived risk, perceived ease of use, Convenience motivation

Table 4.6.1 Summary for hypothesis testing

HYPOTHESIS	PEARSON'S CORRELATION
H1 : There is a positive relationship between perceive risk and consumer preference	r = 0.055 p = 0.01 supported
H2 : There is a positive relationship between perceived ease of use and consumer preference	r = 0.535 p = 0.01 supported
H3 : There is a positive relationship between convenience motivation and consumer preference	r = 0.459 p =0.01 supported

Based on the tablePearson's Correlation analysis was utilised to evaluate the hypothesis on a significant of perceived risk, perceived ease of use, and convenience motivation with the relationship of consumer preference to use online food delivery. At the 0.01 level of significance, the results showed that all hypotheses were accepted.

4.7 SUMMARY

This chapter concluded the data analysis for the screening questions, demographic information, independent factors, and dependent variable. However, the majority of the 384 respondents who supplied responses for the outcomes of this chapter had used an online food delivery service.The three independent variables were shown to have a statistically significant positive linear relationship. Furthermore, Convenience Motivation (H1), Perceive ease of use (H2), and Perceive Risk (H3) for Factors affecting consumer preference to use online food delivery services in Malaysia. The conclusion is that there is a link and an acceptable relationship between the dependent and independent variable.

CHAPTER 5

CONCLUSION

5.1 INTRODUCTION

The findings of the investigation are summarized in this chapter concluding remarks, which provide an overview and summary of the results. This study's shortcomings and contribution to the field are both considered. Aspects that could be investigated in future research are suggested, particularly in light of Malaysian consumers' predilection for using online meal delivery services.

5.2 RECAPITULATION OF THE FINDING

The purpose, research questions, and hypothesis of the study were the foundation for the discussion of recapitulation of the data in this chapter.

5.2.1 RELATIONSHIP BETWEEN THE PERCEIVED RISK TOWARDS CONSUMER PREFERENCES TO USE ONLINE FOOD DELIVERY SERVICE

Table 5.2.1.1 lists Research Objective 1 and Research Question 1.

The first research question posed in the study was on the relationship between perceived risk towards consumer preferences to use online food delivery services. The first objective and hypothesis are also addressed in this. Table 5.1 lists the objectives, inquiries, and hypotheses of the study.

No	Research Objectives (RO)	Research Question (RQ)

1	To determine relationship between the perceived risk towards consumer preferences to use online food delivery services.	Is there any relationship between consumer preference and perceived risk to use online food delivery services?

H1= There is relationship between the perceived risk towards consumer preferences to use online food delivery services.

The findings of hypothesis H1 in chapter 4 were assessed to address RQ1. H1 asserts that there is a connection between the perceived risk towards consumer preferences to use online food delivery services. The outcome for perceived risk that consumers will take was 0.894. Before evaluating the hypotheses, Hair et al. (2014) hypothesised that there may be a favourable association between online meal delivery services and consumer preferences.

5.2.2 RELATIONSHIP BETWEEN CONSUMER PREFERENCES AND PERCEIVED EASE OF USE TO USE ONLINE FOOD DELIVERY SERVICES.

The second research question in this study inquired about the relationship between consumer preferences and perceived ease of use to use online food delivery services. The second goal and hypothesis are likewise covered by this. Table 5.2 displays the study's aims, questions, and hypothesis.

Table 5.2.2.1: Research Objective 2 and Research Question 2

No	Research Objective (RO)	Research Question (RQ)
2	To examine relationship between Consumer preferences and perceived ease of use to use online food delivery services.	What is the relationship between Consumer preferences and perceived ease of use to use online food delivery services

H2: There is a significant relationship between consumer preferences and perceived ease of use to use online food delivery services.

It shown a positive correlation of 0.686 between consumer preferences and perceived ease of use online food delivery services. Ignatius and Ramayah (2005) found that as web interfaces are user-friendly and involve little effort, individuals are willing to accept online payments for items.

5.2.3 RELATIONSHIP BETWEEN CONSUMER PREFERENCES AND CONVENIENCE MOTIVATION TO USE ONLINE FOOD DELIVERY SERVICES .

The relationship between consumer preferences and convenience motivation to use online food delivery services. This leads to the third research question. This also responds to the third goal and supposition. The research aims, questions, and hypotheses are shown in Table 5.3.

Table 5.2.3.1: Research Objective 3 and Research Question 3

No	Research Objective (RO)	Research Question (RQ)
3	To determine relationship between consumer preferences and services convenience motivation to use online food delivery services.	What is the relationship between consumer preferences and convenience motivation to use online food delivery services.

H3: There is relationship between consumer preferences and convenience motivation to use online food delivery services.

As evidenced by Pearson Correlation values for convenience, there is positive relationship between consumer preferences to use online food delivery services. The data revealed that consumer preferences were a 1 and that convenience motivation was 0.459. As a result, it is a somewhat positive association between the dependent variable and the third independent variable.   Hence, it is likewise supported for H3 in this study.

According to Collier & Kimes, 2013, convenience of time and effort are important factors influencing consumer adoption of OFD services, and shoppers who prioritize convenience will always take their time and try to cut costs.

5.3 LIMITATIONS

Researchers have faced difficulties as a result of studies that have been partially executed. There are still some limits that are discovered, it makes It was tough for the researcher to do this investigation. despite the fact that many attempts have been made to ensure the effectiveness of doing this investigation. One of the study's drawbacks was that the researcher had trouble getting data from respondents. Not all residents

know about OFDS. Malaysian consumers are widely dispersed, as are those in other states, including Sabah and Sarawak but not with residents living in rural areas because OFDS does not service rural areas. Furthermore, online delivery services are usually available in cities. Online food delivery users from outside the city cannot access OFDS for example food panda and grab. Consumers may show completely different attitudes, subjective norms, and perceptions governing the behavior of intention to buy, compared to customers that reside in cities. As a result, exercise caution when extrapolating results to people in other nations. .

Researchers also struggle with online data collection. This is so that respondents who still have questions about the questionnaire are less likely to receive assistance. Because the survey was given out online, the sender was unable to assist respondents who required clarification. Many individuals will scan through the questionnaire on social media and disregard it since it is being distributed that way. This is because if the respondents are unsure about the questionnaire, they are unlikely to contact us or seek assistance. As a result, it's probable that respondents' incomplete responses also lead to erroneous data from respondents. Additionally, some respondents like in-person interviews with the interaction between the two parties or question-and-answer sessions. The majority of people are not interested in responding to questions, contrary to what one might think, therefore posting and sharing them online does not boost the response rate. If respondents are unsure about the questionnaire's questions, there may be some limits. This is because respondents who are unsure about the questionnaire are not likely to get in touch with us or request help. As a result, it's probable that respondents' incomplete responses also lead to erroneous data from respondents. Additionally, some respondents like in-person interviews with the interaction between the two parties or question-and-answer sessions.

5.4 RECOMMENDATION

The researcher will encourage future studies to switch from convenience sample to deliberate sampling to assure sufficient responders. According to Ilker Etikan, 2016, Intentional sampling, also known as probability sampling, is the purposeful selection of a person based on personal characteristics.

It is an unpredictable strategy that doesn't call for any fundamental ideas or a predetermined quantity of players. In summary, researchers define the needed information and then look for those who, based on their knowledge, can and will offer it (Bernard et al., 2002). In quantitative research, it is widely used to find then select the most informative samples so as to maximize the utilization of the resources at hand (Patton et al., 2002).This goal is geared more towards Malaysians who utilize online food delivery services.

This is one method researchers can take to prevent users of the platform from gaining an advantage. The second idea is to select survey participants who are both interested in and knowledgeable about the survey. Researchers will be able to gather more reliable data surveys as a result of this. Researchers will be able to gather more reliable data surveys as a result of this. As a result, respondents who are illiterate the study questionnaire or are confused how to respond to it may have some misconceptions. Another recommendation is to extend the research duration and increase the number of independent variables.

Three independent variables are the current study's main emphasis namely convenience motivation, perceive ease of use and perceive risk. More suggestions can be given to improve the study such as related large companies or those who operate

online food delivery services should try rural areas to further expand this platform and be more known to the public and those who are outside the city. This will help in gathering more information and completing a study on the factors that influence the use of online food delivery services in Malaysia.

5.5 SUMMARY

In conclusion, based on the subject matter discussed, The objective of the study was successfully attained by the researchers. The findings indicate that perceived risk, perceived usability, and convenience incentive are related to consumer preference for online food delivery services. In a nutshell, this study's goal is to determine the relationship between the perceived risk, perceived ease of use, and convenience motivation towards consumer preference to use online food delivery services. Future similar studies will need to raise the sample size, test this research on online food delivery services more broadly and gain more precise study result to solve this restriction.

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