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**FACTORS INFLUENCING THE USAGE OF ONLINE
FOOD DELIVERY SERVICE AMONG UNIVERSITY
STUDENT IN MALAYSIA**

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ABSTRACT

Intention of usage online delivery services has emerged as one of the most significant issues affecting students behavior today since it necessitates a high level of engagement between contact personnel and specific clients and is largely dependent on meeting intangible requirements. Additionally, the degree of client satisfaction with a company's services may directly correlate with the degree to which workers are content with the responsibilities that have been given to them. This research intends to determine the indicator of intention of usage of online delivery services in students daily life by using factor which is time saving orientation convenience and peer influence. The discussion is based on the results of a survey in public institutions of higher learning (IPTA) in Malaysia.

Keyword: Intention of usage online delivery services, public institutions of higher learning (IPTA)

ABSTRACT

Hasrat penggunaan perkhidmatan penghantaran dalam talian telah muncul sebagai salah satu isu paling ketara yang mempengaruhi tingkah laku pelajar hari ini kerana ia memerlukan tahap penglibatan yang tinggi antara kakitangan hubungan dan pelanggan tertentu dan sebahagian besarnya bergantung pada memenuhi keperluan tidak ketara. Selain itu, tahap kepuasan pelanggan terhadap perkhidmatan syarikat mungkin berkait secara langsung dengan tahap di mana pekerja berpuas hati dengan tanggungjawab yang telah diberikan kepada mereka. Penyelidikan ini bertujuan untuk menentukan indikator niat penggunaan perkhidmatan penghantaran dalam talian dalam kehidupan seharian pelajar dengan menggunakan faktor iaitu kemudahan orientasi menjimatkan masa dan pengaruh rakan sebaya. Perbincangan itu berdasarkan hasil tinjauan di institusi pengajian tinggi awam (IPTA) di Malaysia.

Kata Kunci: Hasrat penggunaan Perkhidmatan penghantaran dalam talian, Institusi Awam, Pengajian Tinggi.

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CHAPTER 1

INTRODUCTION

1.0 INTRODUCTION

This chapter convey a summary of the study on the variables impacting university students' use of online meal delivery services in Malaysia. The study's history and issue statement are both discussed in this section. This chapter also includes a statement of the research question and research objective to provide a preliminary summary of the study's objectives. Along with defining terms used to describe each piece of information in this study, this chapter also highlights the study's significance and scope. The chapter summary was the final section of this chapter.

1.1 BACKGROUND OF THE STUDY

Online food delivery service is a combination of the online platform nowadays for the food and beverage service industry. Online food delivery service is one of the classifications from e-commerce that uses the method of online to offline business that means the consumers ordered their product of food or drinks through the online platform and earn the product physically. According to Purvis, Mao and Robinson, (2019), they

said that the rise of the online to offline service methods had change the world of the food industry in the aspect of the communication of the customers and the food suppliers and the factors that could makes the food industry sustain such as economic, social, and also environmental. Also, the market of the e-commerce has experienced rapid growth because of several factors that influence consumers to use the e-commerce application. For instance, the factor that plays the role is the work style of the consumer that consumes a lot of time, the increase of the number of the retailers that use the online platform and the awareness of the e-commerce application by the consumers nowadays.

Food delivering service started in 1995 in northern California by the company World Wide Water also known as Waiter.com. According to Dosas and Samosas (2017), this service expanded to several additional cities in the United States quickly after their first launching in that year. By the late 2000s, many pizza chains had created the same mechanism in order of the increase of smartphone usage among people. In 2015, the service grew to its highest level when online ordering began taking phone orders, and today online ordering has started to become the norm.

According to Pang (2017), In Malaysia, online food delivery service started in 2012 with the Food panda's platform, followed by Grab in 2018 and so on. The food delivery businesses now have an easier time connecting with customers and promoting themselves, notably through social media platforms like Facebook, Instagram, and Twitter, which is in accordance with Malaysia's booming e-commerce sector. In this context, people can choose whether they want their restaurant to be mentioned on one of the many independent websites that offer restaurant reviews.

1.2 PROBLEM STATEMENT

For the usage of online food delivery among university students, this study identified some of the problems that make them use this service. First, time saving orientation. As we all know today, university students are frequently busy with their work and study and sometimes they do not have enough time to go out and eat. The students are more likely to skip their meals because of these problems and it is why exactly they use this service to help them with the time management. As a university student, there are a lot of tasks to be completed in a day or week and also the lessons to catch up for the whole semester.

Another aspect that encourages university students to use online food delivery services is convenience. Research has shown that convenience is a recurring barrier that affects future intention (Seiders et al., 2005). This means that the system must first achieve a particular level of desired convenience before promoting future intention. Motivation is equally important because it will affect customers' attitudes and willingness. University students are more likely to use online meal delivery services when they are more convenient. According to research (Seiders et al., 2005), convenience frequently acts as a roadblock to future intention. In other words, the system must first attain a specific degree of desirable comfort before promoting future intention. The attitudes and willingness of customers are influenced by motivation, thus it is equally vital. Consumer acceptance of OFD services is heavily influenced by time and effort convenience (Collier & Kimes, 2013). Time and effort are always taken into consideration by customers who place a high value on convenience (Zhou et al., 2007). Many people prefer to buy at home to save time.

1.3 RESEARCH OBJECTIVES

1.To identify factors influencing the university student to use online food delivery service.

I. To identify the relationship between time saving orientation and the usage of online food delivery service.

II. To identify the relationship between convenience and the usage of online food delivery service.

III. To identify the relationship between peer influence and the usage of online food delivery service.

1.1 RESEARCH QUESTION

1. Is there any relationship between time saving orientation and the usage of online food delivery service?

2. Is there any relationship between convenience and the usage of online food delivery service?

3. Is there any relationship between peer influence and the usage of online food delivery service?

1.4 SIGNIFICANCE OF THE STUDY

This study findings would be massive value to the following parties:

1.6.1 Food Delivery Service Company

From the food delivery service company point of view, this research can provide a significant benefit which is the key factor of why university students are mostly using their online service every day. By conducting study, these companies can use their opportunity to grow their service and maybe offer some deals to make sure their service runs every day for the society and especially to the students.

1.6.2 University Student

Students that can relate with this study are students that are using the online food delivering service. With this study, the university student can identify the main factors of why they are using this service and know the benefit of it. The students also will open their eyes about the facilities of this service provided.

1.6.3 Future Researcher

From this survey, Future researchers can refer to it as a guide to do better research and advance what the researcher have done for this research. With all the points and explanations, the future researcher can use it as a reference and expand what the researcher have done for this research.

1.5 DEFINITION OF TERM

1.7.1 Online food delivery services - Online food delivery services (OFD) are a business that delivers cooked meals to customers' homes and workplaces, either fresh or frozen. These offerings help people maintain a balanced diet by individually packaging pre-production meals.

1.7.2 Perceived usefulness - According to Davis (1986), perceived usefulness refers to users' subjective perceptions that the usage of particular technologies can enhance their ability to accomplish their jobs.

1.7.3 Time Saving Orientation - time sedimentation is a word that describes different initiatives in terms of their duration. Deadlines, workload management, and resource allocation are all included.

1.7.4 Influence of peer - Peer influence is when someone chooses to do something that he or she should not do otherwise, because they want to feel accepted and valued by your friends.

1.6 SUMMARY

In conclusion, this chapter has elaborated about the advent of online food delivery. The history of the study is covered in this chapter, including the development of food delivery services and how individuals perceive them. The problem statement of this study is also described which includes three problems namely time constraint and convenience. This section also states the objective of study and research questions. This study will benefit two main parties which are food delivery companies and university students.

CHAPTER 2

LITERATURE REVIEW

2.1 INTRODUCTION

This chapter will summarize the earlier writings using research into the independent and dependent variables. Hence, this chapter will give a focus on the use of online food delivery services by university students. Most university students have their own smartphones, laptops and also access to the internet. With this kind of facility, they can easily use the online food delivery service instead of walking to the store, and also use the online banking for the payment. This facility makes their daily affairs come easily and much convenient.

Lastly, peer influence university students' use of this online food delivery service. to some extent has influenced its use among other students, especially if they are in a group. This becomes a problem that causes students to use this service. As we all know, university students are most likely to do something they would not do in return to gain value and feel accepted by their friends. The factor has been classified as an independent variable (IV), while the usage of online food delivery service among university students is dependent variable (DV).

2.2 THE USAGE OF ONLINE FOOD DELIVERY SERVICE

The most popular reason given by (Chai & Yat 2019) for the apparent demand for quick meals during or after a long workday is the use of online food delivery services. The many readily available food delivery services save consumers from the stress of having to think about and plan meals, regardless of whether the consumer is cooking the meal themselves, dining out, or shopping for food to bring back to the office or home from a restaurant. Additionally, ordering food online can save time over going to the restaurant. Online meal delivery services are slowly but surely revolutionizing the food and beverage sector due to a number of factors, including the potential for business expansion, increased employee efficiency, order accuracy, and the creation of enormous client databases (Moriarty, 2016). According to estimations from 2016, 11% of men and 15% of women globally were estimated to have obesity, which has been connected to a number of other disorders (Zhen et al 2019).

Food made away from home is often served ready to eat and has grown to be a significant portion of total dietary consumption, claim (Burgoine et al., 2019; Mackenbach et al., 2019). A different ordering method that appears to be gaining popularity is using third-party online ordering and delivery services, or online meal delivery companies (Maimaiti et al., 2018). Online platforms are used by customers to make orders, which are then sent to restaurants where the food is prepared and delivered to customers by couriers employed by the restaurant or the online food delivery service (Yeo et al., 2017). However, given that the majority

of the food cooked for online food delivery services is done so at already-existing food outlet facilities (Allen et al., 2020).

2.3 FACTORS INFLUENCING THE USAGE OF ONLINE FOOD DELIVERY SERVICE

2.3.1 TIME SAVING ORIENTATION

The notion of time can be perceived at several levels since the understanding and portrayal of a researched event varies depending on the temporal level chosen. (Valsiner, 1998; Van Geert, 2006). The occurrence of an event can be evaluated across time or explored in a brief period of time. Clients' wants and needs differ when using online FDI. In terms of technology adoption, some investigations have found a substantial association between attitude and behavioural intention to utilise internet services. (Chang, Yan & Tseng, 2015; Ingham, 2017). When it comes to effective navigation, clients typically want to have "purchase time" when they go online purchasing. (Jensen, 2012; Alreck Settle, 2002). The most crucial factor affecting consumers' motivation to use technology-based self-service is the need to save time. (Meuter et al., 2003).

People sometimes find themselves short on time caused by daily obligations such as work and entertainment, prompting them to look for ways to conserve time. (Bashir et al 2015, Settle & Alreck, 1991). Many people detest the effort required to get meals and the wait in restaurants because of the hurried way of life

in recent years. They ought to anticipate nourishment to be delivered swiftly and with minimal effort. (Yeo et al., 2017). One of the main contributing variables that affects people's decision to make an online purchase is time savings. (Khalil, 2004).

Due to the fact that customers do not have to bodily depart to make a transaction in the present place, internet shopping is thought to conserve time. As stated by Sultan and Uddin's (2011) research, time savings has a favourable consequence on behaviour desire toward online shopping. The research showed that a large number of respondents thought that internet buying spent a lesser amount of time than traditional offline shopping due to they did not have to squander hours of travelling (in which they should literally appear in the store). Alreck and Settle (2002) reiterated the fact that conventional offline purchasing takes more time than online shopping since users don't have to walk outside, cope with traffic, find parking, or wait in queue to make a payment.

Based on Alreck et al., (2009) discovered that a lot of customers wished they can save more time in different research. Most consumers desire to minimize their time commitments so they may finish other pressing tasks as fast as feasible. Time savings have a highly beneficial impact on behaviour intention to embrace online purchasing, according to studies by Ganapathi (2015) and Zendehdel et al. (2015).

2.3.2 CONVENIENCE

By utilizing goods and services or making purchases, reduced non-monetary transaction expenses are referred regarded as being more convenient, including time, energy, and money (Chang & Polonsky, 2012). Hours of operation, location, and phone, internet, or in-person accessibility all affect how convenient something is (Meuter, Ostrom, Roundtree, & Bitner, 2000; Seiders, Berry, & Gresham, 2000).

Additionally, the most significant factor and benefits of conveniences in internet business services are browsing, connection, transfer, analysis, and possession convenience (Hanus, 2016). When people can make orders from home and have the food delivered, it is the most convenient since it saves them time from having to travel to the location (Verhoef & Langerak, 2001). Consumer happiness and convenience are determined to be associated because convenience impacts customers' leisure and delight, which might affect their loyalty (Dhurup, 2006).

Convenience was recognised in study as a persistent obstacle this affects intention moving forward (Seiders et al, 2005). This entails that the system must first achieve a certain level of desirable convenience before promoting future intention. As it will influence customers' attitudes and willingness, motivation is equally important. Customers will be motivated to use the platform on a regular basis once it meets their convenience expectations. Users can employ the new, simple, and secure electronic technologies, in line with (Kimes, 2011).

Due to the flexibility of placing orders and receiving delivery at any time, many prefer ordering food online versus doing it in-person. Making takeout orders online offers various benefits, including avoiding subpar customer service and reducing in-store traffic (Chen & Hung, 2015). (Katawetawaraks & Wang, 2011). Time and effort convenience are crucial factors in influencing consumer adoption of OFD services (Collier & Kimes, 2013). Customers that prioritize convenience would constantly invest time and effort in consideration (Zhou et al., 2007). They would prefer to shop at home to minimize the time. Food delivery services are considerably safer and more convenient for customers because they may make an order at any time and from any location. The distribution platform will be designed to work with any mobile device, including smartphones and tablets.

2.3.3 PEER INFLUENCE

Peer influence is established as instances in which one person has an impact on or is influenced by one or more people who are their age. People change in reaction to friends and associates, which is a recurrent topic in definitions of influence. People can alter as a result of peer pressure for better or bad. Peer influence is a meaningless term that can relate to any kind of change (Laursen & Veenstra, 2021). Thus, peer influence is defined as circumstances in which one person affects or is impacted by one or more people their own age. A recurring theme in definitions of influence is change. People adjust to their acquaintances and associates. Peer pressure has the power to either improve or damage individuals. Any kind of transformation might be referred to as peer influence,

which is a general understanding. Society pressure and socialisation, which describe (respectively) Peer impact is different from adaptive and maladaptive change in this sense (Laursen, 2018).

Peer pressure implies coercion or persuasion, whereas socialisation is a term with positive connotations that refers to the passing on of knowledge and abilities. Influence encompasses both concepts but is not the same as either. Influence presumes a shift in direction. The study discovered that, despite previous studies suggesting that traffic light symbols can affect food choices and reduce calorie intake, peers can play a more important effect in meal choice than calorie labels (Huffpost, 2013). FDA usage strongly impacts friends' social relationships due to peer pressure (Li, Miroso & Bremer, 2020). The traits of the relationship or group govern the direction of change, with increased similarity as the goal. The similarities between friends and associates are virtually always heightened by peer influence. There is minimal proof that peer interaction during adolescence encourages differential roles and/or strengthens distinctions, despite the possibility of complementary having been suggested (Kindermann & Gest, 2018). Homophobia, which we define as similarities between friends in a dead or among peers in a network, should not be confused with peer influence. Selection, deselection, and influence are three mechanisms that have a hand in philosophy's development. Because similarity is the basis for building relationships, a significant amount of friendship and peer group similarities already exist (McPherson et al., 2001; Veenstra et al., 2013).

Youth join groups of people who are similar to them and make friendships with them through a process known as selection similarity. Evidence suggests that peer influence and selection similarity are the key causes of buddy homophobia

across a range of areas (Laniga-Wijnen & Veenstra, 2021). Deselection is a method used to make peer groups more homogeneous (or peer group pruning). The group's makeup evolves over time so that the dissimilar leave at a faster rate than the similar. Recent research shows deselection effects for depressed symptoms (van Zalk et al., 2010) and cigarette smoking (DeLay et al., 2013). Peer influence may be overestimated if selection and deselection are not taken into account.

2.4 HYPOTHESIS

According to the previous literature, it shows the factors that affect how often people of university students, use online meal delivery services students are time saving orientation, convenience, and peer influence. This factor is known as an independent variable, while the usage of online food delivery services is the dependent variable. Basically, the hypothesis is to summarize the study on the research question, of how to determine, evaluate and identify the relationship between the three independent variables and dependent variable. So based on this study, the hypothesis that will be investigated for this research are:

HYPOTHESIS 1:

- **H₀:** There is no relationship between time saving orientation and the usage of online food delivery service among university students.
- **H₁:** There is a relationship between time saving orientation and the usage of online food delivery service among university students.

HYPOTHESIS 2:

- **H₀:** There is no relationship between convenience and the usage of online food delivery service among university students.
- **H₁:** There is a relationship between convenience and the usage of online food delivery service among university students.

HYPOTHESIS 3:

- **H₀:** There is no relationship between peer influence and the usage of online food delivery service among university students.
- **H₁:** There is a relationship between peer influence and the usage of online food delivery service among university students.

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2.5 CONCEPTUAL FRAMEWORK

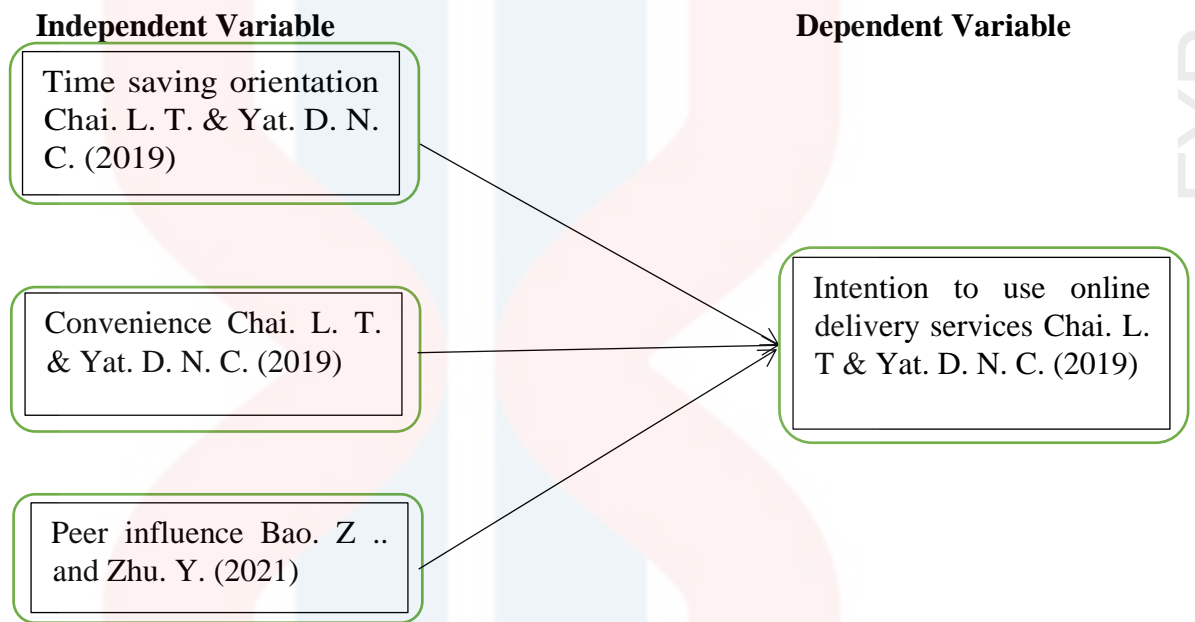


FIGURE 2.1: CONCEPTUAL FRAMEWORK

To conduct this study, a conceptual framework will be used as a guideline for gathering data in this research. Thus, this framework is also useful in describing the relationship between independent variables and dependent variable within the research. The conceptual framework of this study is shown in figure 2.1.

CHAPTER 3

METHODOLOGY

3.1 INTRODUCTION

This chapter will go into the study's methodology in further detail. This chapter includes the study's population and sample size, the sampling strategy, the method used to acquire the data, the research tool, and the data analysis. This chapter begins with establishing observation, data collection, and generating the sampling size from the population of study's choice. Following that, this chapter explains how to conduct the survey applying the method and data gathering depending on the study objectives.

3.2 RESEARCH DESIGN

A specific study design will be carried out by the researchers using a strategy and framework called research design. The researcher will benefit from using this research design approach. To determine the most effective strategy for studying the subject and complete the task. The research design, which is utilized to develop the research, is like glue, according to Torchim (2015), helping to hold the research study together. There are different categories of study designs, including quantitative, qualitative, and mixed

method studies. A quantitative research approach will be applied in this study's research design.

In addition, the quantitative methodology is the most focused research strategy that is appropriate for carrying out this study. The structural approach to measuring and gathering any data gleaned from numerous sources is through this strategy. As a result, this strategy uses mathematical and statistical methods to determine results. Quantitative data can also be defined in terms of the link between the factors that contribute to issues and those that are influenced by them. This quantitative technique can be created through a questionnaire survey or in-person interviews, according to Oxford Fajar (2013). This study employs quantitative techniques and questions to distribute its large-scale research survey through an internet platform.

3.3 POPULATION

A population is often a collection of people, animals, plants, or study subjects that share certain traits. Consequently, the population would be the area where the research findings might be generally applied (Mulyatiningsih, 2011). Users of daily 500–700 persons are thought to utilize online meal delivery services as the study's population.

3.4 SAMPLE SIZE

The concept "sample size" refers to the small portion of the population that has been chosen for a given study. The features of the desired group should be appropriately reflected in the model. To obtain information on the group, the researcher chooses and contacts a representative group of people or components that fall inside the target demographic. Based on the results, the researcher groups the characteristics of the population into approximations of the usual features. A statistic is a value that is decided or judged based on the characteristics of a model; the word "sample survey" refers to the practice of surveying to collect data from a sample.

The sample size for this study will be determined by the percentage of Malaysian university students who use online food delivery services. The study's 100,000 users will be totaled first (Hennink, Kaiser & Weber, 2019). The study will then decide on the sample size, for instance, based on Krejcie and Morgan (1970). According to the chart in Table 1, 100,000 people used the online food delivery services we chose for our reference group of university students. This study therefore includes the largest sample, 384 respondents. Finally, 384 surveys will be distributed to participants to get their opinions.

Table 3.1

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*

3.5 SAMPLING METHOD

The sampling method is an approach that aids researchers in learning more about a population from a sample of their findings by concentrating on a single individual. Instead, the researcher will choose sample by using probability random sampling from a whole sampling frame of all eligible people.

Sampling method, often referred to as selective, subjective, and judgmental sampling, will be used in this investigation. It is a sampling strategy in which the researcher chooses population members depending on their evaluation (Saunders, 2019).

Saunders et al. estimate that 2019 Researchers frequently believe that by exercising exceptional judgment, they can observe a representative sample while also saving time and money. Simple random sampling is a non-probability sampling strategy.

The main goal of the data collection phase is to distribute the questionnaires created during the pilot phase to a sample of university students who were representative of those that use internet food delivery services. The sample methods, data collection tools, predicted and predictor variables, and data collection processes are covered in the section that follows.

3.6 DATA COLLECTION METHOD

A method for a data collection method had been selected for this study. A quantitative study will be used to collect data from university students around Malaysia about usage of online food delivery service. This method is used to generate the data received into a numerical form and is being used because the scale of the research is large. The survey method is being used because it is a strategic way to collect information using questionnaires. This study technique was chosen by the researcher for a few reasons, including its affordability, high likelihood of receiving responses from participants, and ease of use. The researcher will distribute the questionnaire to the targeted respondent by using Google Form. The researcher will utilize the online platform to collect all data.

3.7 RESEARCH INSTRUMENTS

According to Needham et al., (2004) A questionnaire is a set of structured inquiries used to collect information from people on a variety of topics, including attitudes, values, and beliefs Hair et., al. (2000) stated questionnaire is one of the distinguishing factors of survey research methods being used to collect raw data is more correctly designing and administering a survey instrument. Beiske (2002) stated that the questionnaire is by far the most popular tool in research. Researcher added that a questionnaire is simply an organized method for gathering first-hand information. Finally, a questionnaire, as per (Asika 2004), has a set of specific questions that are created and used by the researcher to gather data from the respondents. This survey engaged students around Malaysia who have used the online food delivery services and one of the universities selected is the students of Universiti Malaya (UM).

A research instrument is one that measures and analyzes data. To distribute to the respondents in Several past surveys were employed in this investigation by our organization. This questionnaire is divided into three sections: Section A, Section B, and Section C. There is a survey question in Section A that inquiries about demographic information. It enquires about the responders' specifics. Gender, color, religion, age range, and level of education are a few demographic examples.

Next, the researcher goes through on section B. In this section the questions asked are related to our dependent variable that is online food delivery services. The Daffodil International University-developed studocu is used by researchers. This questionnaire was uploaded by an anonymous researcher to this website, which allows researchers to upload their questionnaires. Researchers used this site because the question about the

online food delivery service are related to the dependent variable. This dependent variable is being measured by these survey questions, and the outcome will be evaluated using a five-point Likert scale with 1 denoting "strongly disagree," 2 denoting "disagree," "not at all," 4 denoting "agree," and 5 denoting "strongly agree."

After that is the section C that explains about our independent variable that is time saving orientation. To find out the association between time-saving orientation and online meal delivery services, the researcher used studios, a tool created by Daffodil International University and used by other scholars. These questionnaires employ a five-point Likert scale with 1 denoting "strongly disagree," 2 denoting "disagree," "not at all," 4 denoting "agree," and 5 denoting "strongly agree" to measure the first independent variable. Also, these questionnaires had been selected to measure the second independent variable in this section C that is convenience.

This survey question was created by Daffodil International University's study program. This is because this questionnaire is suitable with the second independent variable that is convenience. By using the five-point Likert scale, which reads "1 = Strongly disagree," "2 = Disagree," "Not at all," "4 = Agree," and "5 = Strongly Agree," these questionnaires are also being used to measure the second independent variable. Finally, is the third independent variable that is peer influence. This questionnaire had been taken from the same place as the first and the second independent variable for this part. In this study, both the independent and dependent variables are related and had been measured using the 5 likert scale of "1 = Strongly disagree", "2 = Disagree", "Not at all", "4 = Agree" and "5 = Strongly Agree".

3.8 PILOT STUDY

The researcher will distribute the questionnaire to 30 respondents before the actual data collection process. Pilot study need to be conducted to test the reliability and validity of the question being asked to the actual respondent.

3.9 DATA ANALYSIS

Analysis of data is the process of evaluating data by carefully examining each component of the information presented while using logic and science to the evaluation. This type of inspection is just one of the numerous means when it is directed to an exploration test that it must be completed. Information from different sources is collected, inspected, and then broken.

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3.10 SUMMARY

This chapter starts with an introduction and afterwards identifies the study design. Thus, this chapter describes the population and sample size of university student and further explains the research methodology that will be used. Lastly, this study uses quantitative research methods to carry out the questionnaires and surveys the survey respondents.



CHAPTER 4

RESULT AND FINDING

4.1 INTRODUCTION

This part's main topic is the examination of the data, which includes descriptive analysis, a reliability study using Cronbach's alpha, and Spearman's correlation tests. The descriptive analysis will show the students' demographic profile, each inquiry will explain and deconstruct the research topics. Assessing the samples collected for validity and predictability is dependent on validity and reliability. To run a reliability test, the Cronbach's alpha method will be used. In order to study and to experiment the connection between the variables, Spearman's correlation test will be employed.

4.2 RESPONSE RATE

Online access provided 353 questions in total. There are a total of 353 questionnaires from the intended respondents that were collected that can be used for this research survey. The study survey is a sample; that could give good answer percentages. The answer percentage, that is the percentage of survey responders is use to evaluated, and measure the results.

Table 4.1: Total Number of Questionnaire

Number of questionnaires distributed	353
Questionnaires returned and useable to be analysis	353
Response rate	100%
Questionnaire used for analysis	353

4.3 RESPONDENT'S DEMOGRAPHIC

Amount of 353 pieces of questions distributed through internet platform. The respondents' contextual profiles were present in this section. This section discusses the background, gender, race, age, and education of the respondents.

Table 4.2: Respondent Demographic Profile – Gender

Respondent's Profile	Frequency	Percentage (%)
	N= 353	
Male	135	38.2%
Female	218	61.8%
Total	353	100%

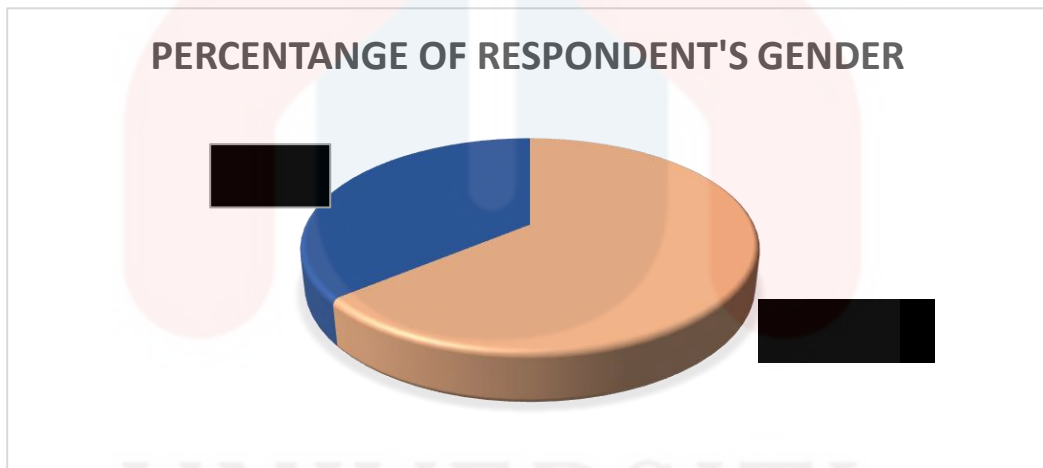


Figure 2: Percentage of Respondent's Gender

Table 4.2 exhibits typical of the respondents are female with 61.8% (n=218) related to 38.2% (n=135) are male.

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Table 4.3: Respondent Demographic Profile – Race

Respondent's Race	Frequency N= 353	Percentage (%)
Malay	199	56%
Chinese	60	17%
Indian	48	14%
Others	46	13%
Total	353	100%

Source: Fieldwork Study (2020)

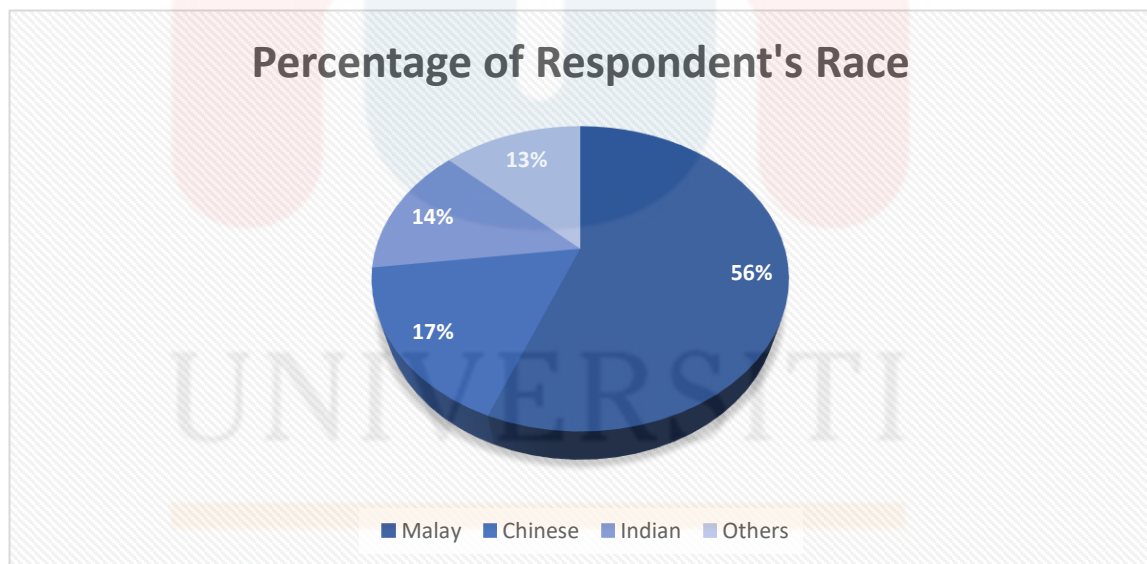


Figure 3: Percentage of Respondent's Race

Referring at the Table 4.3, 199 students (56% of the race) identify as Malay. Chinese respondents accounted for 60 (17%), Indian respondents for 48 (14%), while respondents from other races accounted for 46 (13%) respondents.

Table 4.4: Respondent Demographic Profile – Religion

Respondent's Religion	Frequency N= 353	Percentage (%)
Islam	225	63.7%
Christian	50	14.2%
Buddhism	49	13.9%
Others	29	8.2%
Total	353	100%

Source: Fieldwork Study (2020)

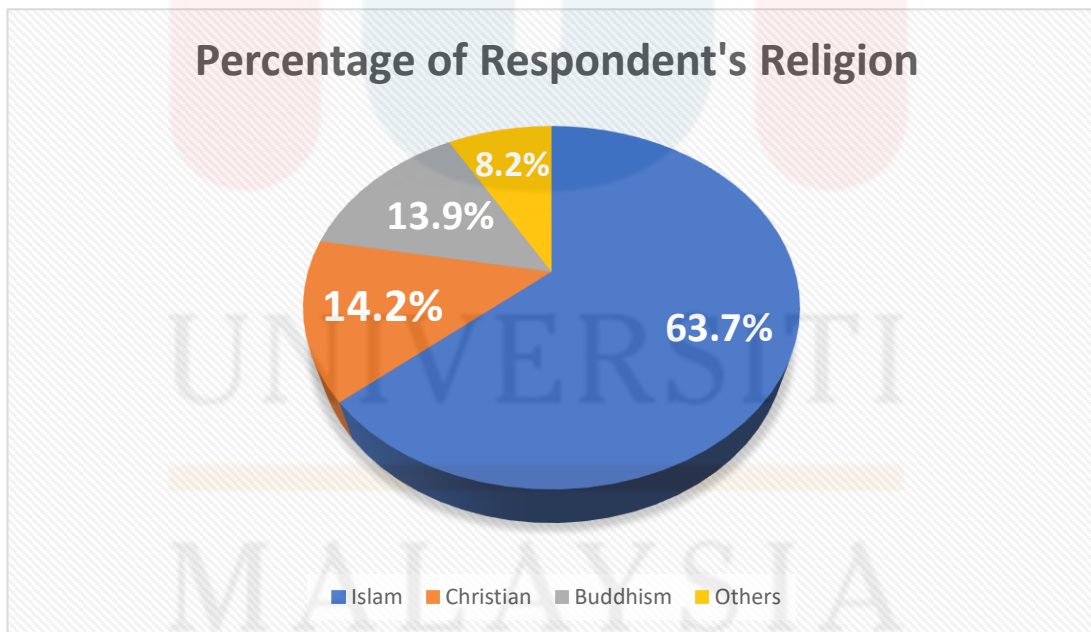


Figure 4: Percentage of Respondent's Religion

In Table 4.4, the majority religion students who responded to this is Islam with the frequency of 225 respondents (63.7%). Next, followed by Christian which is with the

frequency of 50 respondents (14.3%), the Buddhism with 49 respondents (13.9%) and lastly other religion with 29 respondents (8.2%).

Table 4.5: Respondent Demographic Profile – Age

Respondent's Age	Frequency	Percentage (%)
N= 353		
Less than 20 years old	58	16%
21-30 years old	261	74%
31-40 years old	23	7%
41-50 years old	3	1%
51 years old and above	8	2%
Total	353	100%

Source: Fieldwork Study (2020).

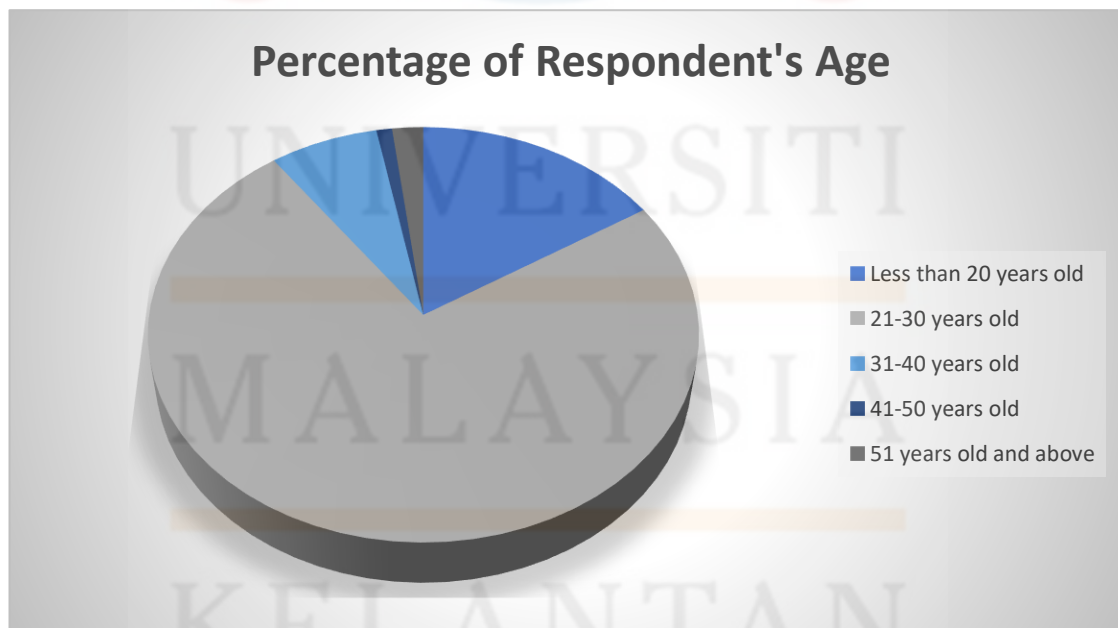


Figure 5: Percentage of Respondent's Age

According to Table 4.5, 261 students (74%) of the respondents to this survey were falsely identified as being between the ages of 21 and 30. Ages under 20 are tracked by 58 respondents (16%), those between 31 and 40 by 23 respondents (7%), those between 41 and 50 by 3 respondents (1%) and those beyond 51 by 8 respondents (2%).

Table 4.6: Respondent Demographic Profile – Educational Background

Respondent's Edu Background	Frequency N= 353	Percentage (%)
Diploma	73	20.7%
Degree	260	73.7%
Master	16	4.5%
PHD	4	1.1%
Total	353	100%

Source: Fieldwork Study (2020).

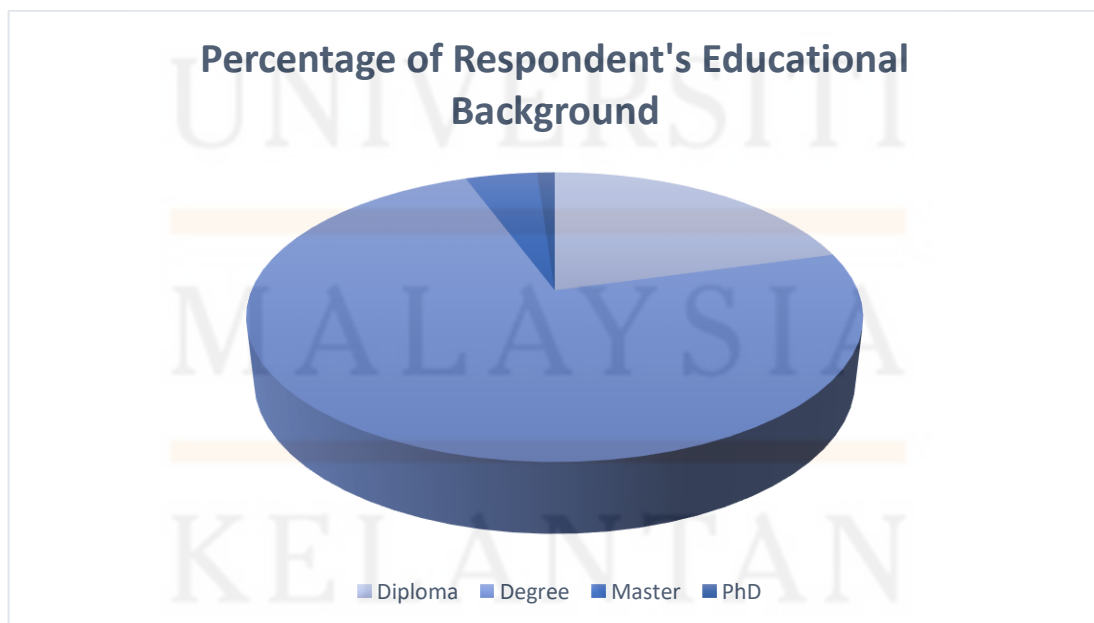


Figure 6: Percentage of Respondent's Educational Background

Additionally, Figure 4.6 showed that the majority of respondents (73.7%, n=260) have a degree. 73 of the respondents ranked this second. (20.7%) gas graduated diploma, 16 of the respondents (4.5%) has Master, and 4 respondents (1.1%) has PhD.

4.4 RELIABILITY TEST

The reliability experiment use non-biased (error-free) and to ensure the accuracy of calculation in different part of instrument; (Kumar, 2013). Measurements are accurate to the degree that they produce clear outcomes. Reliability is a critical contribution to validity, but it is not an adequate term of rationality. The relationship between reliability and validity can be demonstrated by a basic example of a weighing instrument. If the apparatus calculates erratically from time to time, it is not correct and cannot be accurate. The reliability calculation is the way instrument being calculated in achieving accurate measurement. Total of values is close to the value.

Cronbach Alpha (Cronbach, 1951).

Table 4.7 Rules of Thumb Cronbach's Alpha coefficient size

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

Source: Hair et al. (2007)

Table 4.8 Result of Reliability Coefficient Alpha for the Independent Variable and Dependant Variable

Variable	Number of items	Reliability Cronbach's Alpha	Comment
Online Food Delivery	5	0.746	Excellent
Time Saving	5	0.796	Excellent
Convenience	5	0.836	Excellent
Peer Influence	5	0.823	Excellent

According to Table 4.8 of the SPSS results, both the variables which is independent and dependent variables were significant to the study. Looking to Diagram 4.8, every variable had values more than 0.700. After it was decided to analyze the online meal delivery for the running event, five elements were added to the questionnaire. The Cronbach Alpha value of 0.746 has been shown to be fairly high. The calculated coefficient for the inquiries about education was also accurate. Following that, five questions were used to gauge how frequently Malaysian university students used online meal delivery services. The Cronbach's Alpha score was an exceptional 0.746, which is highly regarded. Therefore, the entertainment variable's coefficient for these questions was correct.

Then, five questions were used to calculate the aesthetic time savings for online meal delivery service usage among Malaysian university students, and the Cronbach Alpha result is 0.796, was excellent. The coefficient was calculated appropriately for the variable. Five out of the six questions were used to determine

how convenient it was for Malaysian university students to use an online meal delivery service. The Cronbach Alpha score was an outstanding 0.836. As a result, the coefficient discovered for this component of involvement was exact.

The final analysis of the peer influence intention variable and the usage of online food delivery services among Malaysian university students included five questions, and the Cronbach Alpha outcome was 0.823 which is excellent. In turn, this made sure that the accuracy of questions that was discovered was accurate.



4.5 DESCRIPTIVE ANALYSIS

According to Kenton (2019), a descriptive statistic is a details that summarizes certain data set, that signify a population or sample . In descriptive statistics, measurements of central tendency and measures of variability (expansion) are separated. Measurement unit such as mean, median, and mode are used, while to measures variability it used standard deviation and variance.

4.5.1 Overall Mean Score for Variables

In this part of the data, the mean mark determined using a descriptive analysis. The average mean mark and standard deviation for the variables and sub-variables were determined using a Likert scale with a maximum of five points (1 = severely disagree, 2 = disagree, 3 = neutral, 4 = agree, and 5 = strongly agree). As showed in Diagram 4.6, Each variable and measurement is represented by its overall mean (M) and standard deviation (SD).

Table 4.9 showed that independent variables helped to support the moderate mean score. Time saving, convenience, and peer influence all received modest means scores across the board for the dimension factors. Additionally, the dependent variable (M=..., SD=...) confirmed the middle mean score.

Table 4.9: The Overall Mean Score on Each Variable and Dimension

Section	Dimension	N	M	SD
Part 1	Online Food Delivery	353	21.8017	2.74178
Part 2	Time Saving	353	21.8810	2.74121
Part 3	Convenience	353	22.1246	2.6366
Part 4	Peer Influence	353	21.6771	2.95573

Source: Fieldwork study (2020)

4.5.2 Descriptive Analysis for Independent Variable (IV) for online food delivery among university students in Malaysia.

Table 4.10: Descriptive Analysis for Independent Variables – Time saving

Time Saving	N	Mean	SD
I wish that online ordering should be very easy and smooth .	353	4.43	0.714
I hope that the online food delivery system should ensure fast delivery of the food that has been ordered.	353	4.38	0.735
I think that the individual who does the food delivery should not be too busy which will result in delay in the food delivery.	353	4.26	0.822
I expect a quick response from the delivery service to the order I have made.	353	4.40	0.685
I prefer an online food delivery service that prioritizes punctuality for food delivery.	353	4.39	0.737

Source: Fieldwork study (2020)

According to Table 4.10, there are five (5) questions that make up education. The five (5) social capital questions have a mean score that spans from 4.26 to 4.43. The most frequently asked question was "I wish that online ordering would be very simple and easy" (M=4.43, SD=0.714), which was followed by "I expect a quick response from the delivery service to the order I have made" (M=4.40, SD=0.685), "I prefer an online food delivery service that prioritizes punctuality for food delivery," "I hope that the online food delivery system should ensure fast delivery of the food that has been ordered," and "I think that the online food delivery system should ensure (M=4.26, SD equal to 0.822).

Table 4.11: Descriptive Analysis for Independent Variables – Convenience

Convenience	N	Mean	SD
I expect that online food delivery services would cover a large area.	353	4.38	0.749
I hope the online food delivery service company has a wide distribution channel	353	4.38	0.749
I think that the system will make it easier for me if every menu is displayed in the application	353	4.48	0.670
I believe that every user has been informed about the important things in a particular situation and the cost of delivery in advance	353	4.48	0.644
I am confident that the food that arrives on time will make me loyal to the online food delivery service	353	4.39	0.751

Source: Fieldwork study (2020)

Table 4.11 indicates that there are five (5) questions for convenience. The five (5) entertainment questions had a mean score that ranged from 4.38 to 4.48. The statement "I think that the system will make it easier for me if every menu is displayed in the application" received the highest to lowest rating. (M= 4.48, SD=0.670) and I believe that every user has been informed about the important things in a particular situation and the cost of delivery in advance (M=4.48, SD=0.644), 'I hope the online food delivery service company has a wide distribution channel' (M=4.38, SD=0.749), 'I hope the online food delivery service company has a wide distribution channel' respectively (M=4.38, SD=0.749), and 'I am confident that the food that arrives on time will make me loyal to the online food delivery service' (M=4.39, SD=0.751). It assumes that the running event is well received by the respondents and gives more benefits to themselves.

Table 4.12: Descriptive Analysis for Independent Variables – Peer Influence

Peer Influence	N	Mean	SD
I believe that friend influence will influence you to use online food delivery.	353	4.33	0.771
I think that ordering food using online food delivery services is the latest trend.	353	4.37	0.749

I think that all social media are promoting online food delivery services.	353	4.40	0.761
I always see my friends using online food delivery services.	353	4.37	0.737
My friends always encourage me to use online food delivery services.	353	4.43	0.848

Source: Fieldwork study (2020)

The items for this part total five (5). The five (5) items' average scores fall between 4.33 and 4.43. The mark stated as 'My friends always encourage me to apply online food delivery services' (M=4.43, SD=0.848). 'I think that all social media are promoting online food delivery services' (M=4.40, SD=0.761), 'I always see my friends using online food delivery services' (M=4.37, SD=0.737), 'I think that ordering meal using online food delivery services is the latest trend' (M=4.37, SD=0.749) and 'I believe that friend influence will influence you to use online food delivery' (M=4.33, SD=0.771).

4.6 SPEARMAN'S CORRELATION

The Spearman's correlation coefficient approach used among the connection among dependent and independent variables. The heading and the strength of the direct link between IV and DV may need to be numerically reviewed in order to determine the correlation coefficient. Spearman provided a computerized analysis of the name and nature of the direct relationship between IV and DV. Indicating a positive or negative connection is the Spearman's correlation coefficient (r), which ranges from -1 to +1. Pallant (2007) noted that information about the nature could be attain from the absolute value. The results of the correlation analysis among the variables are as follows.

H1: There is a relationship between time saving orientation and the usage of online food delivery service among university students in Malaysia.

In this theory, time saving orientation and the usage of online food delivery services are as independent and dependent variables, respectively. Consequences of the connection among these two variables are showed in Table 4.14.

Table 4.14 displays the connection between university students' time-saving preferences and their use of online food delivery services, which is 0.622. The outcome demonstrated that the factors are related to one another. Their association is very strongly positive, as showed by the correlation coefficient's positive value of 0.000. As a outcome, H1, measures the correlation among education and the inclination to participate again, is acceptable.

H2: : There is a relationship between convenience and the usage of online food delivery service among university students.

In this hypothesis, convenience and the usage of online food delivery services are independent and dependent variables, respectively. Results of the relationship among these two variables showed in Table 4.15

According to Table 4.15, there is a 0.677 correlation between convenience and the use of online meal delivery services by university students. This outcome makes the relationship between the factors clear. Their association is very strongly positive, as indicated by the correlation coefficient's value of 0.000. Therefore, H2, which is intended to evaluate the connection between satisfaction and intention to return, is accepted.

H3: There is a relationship between peer influence and the usage of online food delivery service among university students.

In this theory, peer influence and the usage of online food delivery are independent and dependent variables. As the outcome of this connection among these two variables are showed in Table 4.16

Table 4.16: Correlation between peer influence and the usage of online food delivery service among university students in Malaysia.

	IV 3	DV1
IV3		
Correlation Coefficient	0.600	1
Sig. (2-tailed)	0.000	
N	353	353
DV1		
Correlation Coefficient	1	0.600
Sig. (2-tailed)		.0000

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

According to Table 4.16, there is a 0.600 association between peer pressure and college students' use of online food delivery services. The relationship between components is made evident by this outcome. Their link is very significantly positive, as indicated by the correlation coefficient's positive value of 0.000. Therefore, H3, which examines the relationship between escapism and re-participation intention, is approved.

Three (3) hypotheses were showed in this part. The first hypothesis shows the positive connection among time saving orientation and the usage of online food delivery service among university students. The second hypothesis determines the positive relationship between convenience and the usage of online food delivery service among university students. The third hypothesis determines the positive relationship between peer influence and the usage of online food delivery service among university students.

Table 4.18 Summary result of Spearmen Correlation Coefficient.

Hypothesis	Result	Findings of Data Analysis
H1: There is a relationship between time saving orientation and the usage of online food delivery service among university students in Malaysia.	$r = 0.622, p = 0.000$	H1: Accepted
H2: There is a relationship between convenience and the usage of online food delivery service among university students in Malaysia.	$r = 0.677, p = 0.000$	H2: Accepted
H3: There is a relationship between peer influence and the usage of online food delivery service among university students in Malaysia.	$r = 0.600, p = 0.000$	H3: Accepted

Table 4.18 serves to summaries the findings of this study. Hypotheses that have been tested for this study will be further elaborated as follow:

Hypothesis 1 (H1) showed that time saving have relationship with the usage of online food delivery service among university students. The discovery reported in Diagram 4.15 stated that the education has a number of Spearmen Correlation Coefficient, which is $r = 0.662, p = 0.000$. Thus, the result accepts hypothesis 1 (H1), whereby time saving is positively significant with the usage of online food delivery service among university students.

Also, Hypothesis 2 (H2) proposed that convenience have relationship within usage of online food delivery service among university students. The discovery reported

in Diagram 4.15 stated that the entertainment had a number of Spearman Correlation Coefficient, which is $r = 0.677$, $p = 0.000$. Thus, the result accepts hypothesis 2 (H2) whereby convenience is positively significant the usage of online food delivery service among university students.

Hypothesis 3 (H3) anticipated that peer influence has a relationship with the usage of online food delivery service among university students. According to the diagram 4.15, the discoveries showed that escapism is recorded in Spearman Correlation Coefficient, $r = 0.600$, $p = 0.000$. Thus, the result accepts hypothesis 3 (H3), whereby peer influence is positively significant with the usage of online food delivery service among university students.

4.7 SUMMARY

The experiment concluded that hypotheses are all valid. The correlation coefficient for each independent variable varies, with values of 0.622 for time savings, 0.667 for convenience, and 0.600 for peer influence. The correlations' findings addressed the inquiry if exists connection among the independent variables and the dependent variable. In a nutshell, there was significant relationship between the usage of online food delivery service among university students, time saving, convenience, and peer influence.

CHAPTER 5

CONCLUSION AND RECOMMENDATION

5.1 INTRODUCTION

This chapter focuses on the three components of the quantitative investigation that led to the conclusions in chapter 4. The analysis' principal goal is supported by the findings, which are explored and highlighted in the first section.

The research objective are as follows :

- 1) To identify the relationship between time saving orientation and the usage of online food delivery service.
- 2) To identify the relationship between convenience and the usage of online food delivery service.
- 3) To identify the relationship between peer influence and the usage of online food delivery service.

In order to meet the research objectives, the following questions will be formulated :

- 1) Is there any relationship between time saving orientation and the usage of online food delivery service?
- 2) Is there any relationship between convenience and the usage of online food delivery service?

- 3) Is there any relationship between peer influence and the usage of online food delivery service?

The second section contains is recommendation improving the research for future study. The last part of this chapter summaries the study.

5.2 RECAPITULATION OF THE FINDINGS

The experiment main discoveries are condensed in this chapter. It was already stated in the previous chapter what this study's purpose was. According to the research goals, the results are summarized as follows:

5.2.1 DISCUSSION ON OBJECTIVE 1 (TIME SAVING ORIENTATION)

Research objective 1: To identify the relationship between time saving orientation and the usage of online food delivery service.

Research question 1: Is there any relationship between time saving orientation and the usage of online food delivery service?

Hypothesis 1: There is a relationship between time saving orientation and the usage of online food delivery services among university students.

The initial goal of this study, as indicated in Chapter 1, is to investigate the variables impacting the use of online meal delivery services. Referring on information gathered and presented

in Chapter 4, it can be concluded, there is a considerable correlation among university students' preference for time savings and their use of online meal delivery services. Encouragement for using an online food delivery service is provided by the first independent variable. The effect of the correlation among the independent and dependent variables shows that hypothesis H1 is reflected. The majority of respondents agreed that the person delivering meals shouldn't be very busy because this may cause a delay in delivery.

Additionally, respondents concurred that they choose online food delivery services that place a premium on on-time delivery of food. Since they are employing an internet food delivery service, they are saving time while satiating their interest about this event. Due to the rushed pace of life in recent years, many people dislike the time it takes to obtain food and the wait at restaurants. According to Yeo et al. (2017), they prefer to have those meals sent to them swiftly and effortlessly. Which shows usage of online food delivery services influences the time saving orientation.

5.2.2 DISCUSSION ON OBJECTIVE 2 (CONVENIENCE)

Research objective 2: To identify the relationship between convenience and the usage of online food delivery service.

Research question 2: Is there any relationship between convenience and the usage of online food delivery service?

Hypothesis 2: There is a relationship between convenience and the usage of online food delivery services among university students.

Next, objective is focuses on identifying the connection among convenience and the usage of online food delivery service. The information analysis results in Chapter 4 show that convenience positively relates to the usage of online food delivery services. The result of the relationship between the independent and dependent variables reveals the H2's reflection. The majority of responders concurred that they are certain that timely deliveries of meals will win them over and keep them using the online food delivery service. They also agreed that their expectation that online food delivery services would cover a large area will increase their purpose to use online food delivery services. The respondents acknowledge that relationship between convenience and the usage of online food delivery service among university students.

The result shows that the convenience increases the usage of online food delivery service intention. By utilizing goods and services or making purchases, reduced non-monetary transaction expenses are referred regarded as being more convenient, including time, energy, and money (Chang & Polonsky, 2012) that found a significant relationship between convenience with the usage of online food delivery service among university students.

5.2.3 DISCUSSION ON OBJECTIVE 3 (PEER INFLUENCE)

Research objective 3: To identify the relationship between peer influence and the usage of online food delivery service.

Research question 3: Is there any relationship between peer influence and the usage of online food delivery service?

Hypothesis 3: There is a relationship between peer influence and the usage of online food delivery service among university students.

The study's third objective is to ascertain the relationship between peer influence and the usage of online food delivery service. Based on the results of the data analysis in Chapter 4, there is a favorable correlation between peer influence and the use of online meal delivery services. It demonstrates that H3 captures how the independent and dependent variables relate to one another.

According to the respondents, their friends always encourage them to use online food delivery services. Most participants believed that friend influence will influence them to use online food delivery. Peer pressure indicates persuasion, where socialization is an expression with positive connotations which indicates the passing on of knowledge and abilities.

Influence encompasses between concepts but not the same as either influence presumes a shift in direction.

The study discovered that, despite previous studies suggesting that traffic light symbols can affect food choices and reduce calorie intake, peers can play a more important effect in meal choice than calorie labels (Huffpost, 2013) that indicates that peer influence significantly influences the usage of online food delivery service among university students.

5.3 LIMITATION

The researcher only focuses on public university student in Malaysia's respondent through Google Form. It is thought that Malaysian students attending public universities might quickly and accurately reach a large number of the intended audience.

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5.4 RECOMMENDATION

Some empirical elements have been identified in accordance with preceding chapter can have a bearing on college learners in Malaysia's use of online meal delivery services. For the purpose of to move forward, the research for further studies, certain recommendations were made.

Researchers might do additional research into the variables affecting university students' use of online food delivery services. This is a crucial topic of research because it can provide light on how college students' behaviours are evolving and how they are adjusting to the digital world.

The current study has identified several factors influencing college students' use of online meal delivery services, such as time saving orientation, convenience, and peer influence. However, there are likely to be other factors that have not been identified in this study. For instance, the influence of social media on the usage of online food delivery services could be further explored. Additionally, the impact of cultural and regional differences on the usage of online food delivery services could be investigated.

Furthermore, the current study has focused on university students in one country. It seems to be intriguing in extend the research to other nations to see if the same factors influence the usage of online food delivery services. Additionally, the study could be extended to other age groups to see if the same factors influence the usage of online food delivery services among them.

In conclusion, it is thought that additional investigation into the variables affecting college students' use of online food delivery services is necessary. Such studies might offer insightful information about how college students are changing their behavior and adjusting to the digital era.

5.5 SUMMARY

This study examines the factors influencing the usage of online food delivery services among university students. It looks at the motivations and preferences of college students when it comes to online meal ordering, as well as the variables that affect their choice to use online food delivery services. The research looks at the effects as well of time saving orientation, convenience, and peer influence on the usage of online food delivery services. Finally, the study looks at the potential implications of the usage of online food delivery services for university students. The results of the study suggest that time saving orientation, convenience and peer influence are the main factors influencing the usage of online food delivery services among university students.

The entire goal of this research has been accomplished, in summary of the reliable knowledge. Nearly all of the respondents stated that they intended to use an online food delivery service as a result of their experiences, which were mostly influenced by time-saving considerations, convenience, and peer pressure. When they used internet food delivery services, they delighted and loved it.

This study's sample size is rather small because the researcher simply used a Google Form to collect responses from Malaysian public university students. An accurate message could be delivered quickly to a large number of the intended audience by a Malaysian public university student. In order to get over this problem, a future study in this area needs to increase the sample size, conduct a more thorough analysis of the factors impacting university students' use of online meal delivery services, and produce a more accurate study conclusion.

Considering the previous chapter's recommendations, several empiric factors have been established that decide there are likely to be other factors that have not been

identified in this study. For instance, more research may be done on the impact of social media on the use of online food delivery services. Additionally, it may be studied how cultural and regional variations affect people's use of online food delivery services.

The current study has also concentrated on university students in a single nation. If the same characteristics affect the use of online meal delivery services, it would be fascinating to expand the study to other nations. The study might also be expanded to other age groups to see if the same criteria apply to how often other ages use online meal delivery services.



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APPENDICES



THE USAGE OF ONLINE FOOD DELIVERY SERVICE AMONG UNIVERSITY STUDENTS IN MALAYSIA

***PENGGUNAAN PERKHIDMATAN PENGHANTARAN MAKANAN SECARA
ATAS TALIAN DALAM KALANGAN PELAJAR UNIVERSITI DI MALAYSIA***

Dear Respondents,

Kepada responden,

We are undergraduate students of University Malaysia Kelantan, in Bachelor of Entrepreneurship (Hospitality) with Honours. We are currently doing a research about **“The Usage Of Online Food Delivery Services Among University Students In Malaysia “**.

Kami adalah pelajar sarjana muda Universiti Malaysia Kelantan, dalam Sarjana Muda Keusahawanan (Pelancongan) dengan kepujian. Kami sedang melakukan kajian tentang

“Penggunaan Perkhidmatan Penghantaran Makanan Secara Atas talian Dalam Kalangan Pelajar Universiti Di Malaysia”.

The objective of this research is to identify the relationship between the usage of online food delivery service with students in Malaysia. We would thankful for your commitment for giving for giving response to answer the questionnaire that would take about 15 minutes. Your participation is needed for completing this questionnaire to complete our research.

Objektif kajian ini adalah untuk mengenal pasti hubungan antara perkhidmatan penghantaran makanan secara atas talian dan pelajar – pelajar di Malaysia. Kami amat berterima kasih atas komitmen anda dalam memberikan maklum balas untuk menjawab soal selidik yang akan mengambil masa kira – kira 15 minit. Penyertaan anda amatlah diperlukan untuk melengkapkan soal selidik bagi menyelesaikan penyelidikan kami.

SECTION A: DEMOGRAPHIC PROFILE

BAHAGIAN A: LATAR BELAKANG DEMOGRAFI

INSTRUCTION : Please tick (✓) on the information that is related to yourself. Each question should have **ONE** answer only. All of the responses are confidential.

ARAHAN: Sila tandakan (✓) sekiranya maklumat berikut bertepatan dengan diri anda. Setiap soalan hanya mempunyai **SATU** jawapan sahaja. Semua maklum balas adalah sulit.

1. Gender:

Jantina:

Male

Lelaki

Female

Perempuan

2. Race:

Bangsa:

Malay

Melayu

Chinese

Cina

Indian

India

Others (Please Specify)

Lain-lain (Sila Nyatakan)

3. Religion:

Agama:

Muslim

Muslim

Christian

Kristian

Buddha

Buddha

Others

Lain-lain

4. Age Group:

Kumpulan Umur:

Below 20 Years Old

Bawah 20 Tahun

21 – 30 Years Old

21 – 30 Tahun

31 – 40 Years Old

31 – 40 Tahun

41 – 50 Years Old

41 – 50 Tahun

Above 50 Years Old

Umur 50 Tahun Ke Atas

5. Education Level:

Tahap Pendidikan:

Diploma

Degree

Ijazah Sarjana Muda

Master

Ijazah Sarjana

Doctor Of Philosophy

Doktor Falsafah



SECTION B: ONLINE FOOD DELIVERY SERVICES

BAHAGIAN B: PERKHIDMATAN PENGHANTARAN MAKANAN SECARA ATAS TALIAN

Instruction: Please read each item carefully and answer the following question. Kindly tick (✓) according to the following scale that describes:

Arahan: Sila baca setiap item dengan teliti dan jawab soalan – soalan berikut. Sila tanda (✓) mengikut skala berikut yang menerangkan:

Strongly Disagree <i>Sangat Tidak Setuju</i> (1)	Disagree <i>Tidak Setuju</i> (2)	Neutral <i>Neutral</i> (3)	Agree <i>Setuju</i> (4)	Strongly Agree <i>Sangat Setuju</i> (5)
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ONLINE FOOD DELIVERY SERVICES <i>PERKHIDMATAN PENGHANTARAN MAKANAN SECARA ATAS TALIAN</i>						
NO	STATEMENT KENYATAAN	1	2	3	4	5

1.	<p>I expect that almost all renowned restaurants would be partners of the online food delivery service.</p> <p><i>Saya beranggapan bahawa semua restoran mempunyai hubungan dengan perkhidmatan penghantaran makanan secara atas talian.</i></p>					
2.	<p>I think the food delivery will collect food from the original branches of restaurants for their customers.</p> <p><i>Saya berfikir setiap penghantar makanan akan mengambil makanan daripada restoran asal untuk pelanggan mereka</i></p>					
3.	<p>I believe that food delivery service company always ensure the quality of the food to their customers.</p> <p><i>Saya percaya bahawa setiap perkhidmatan penghantaran makanan akan memastikan kualiti makanan untuk pelanggan mereka.</i></p>					
4.	<p>I would prefer the online food delivery service that ensure more value added services to the customer.</p> <p><i>Saya lebih memilih perkhidmatan penghantaran makanan yang menitik beratkan soal nilai perkhidmatan terhadap pelanggan.</i></p>					

5.	<p>The online food delivery service should ensure that supplier of food is safe and reliable.</p> <p><i>Setiap perkhidmatan penghantaran makanan perlu memastikan pembekal makanan tersebut adalah selamat dan boleh dipercayai.</i></p>					
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SECTION C: FACTORS INFLUENCING THE USAGE OF ONLINE FOOD DELIVERY SERVICE

BAHAGIAN C: FAKTOR – FAKTOR YANG MEMPENGARUHI PRNGGUNAAN PERKHIDMATAN PENGHANTARAN MAKANAN SECARA ATAS TALIAN

Instruction: Please read each item carefully and answer the following question. Kindly tick (✓) according to the following scale that describes:

Arahan: Sila baca setiap item dengan teliti dan jawab soalan – soalan berikut. Sila tanda (✓) mengikut skala berikut yang menerangkan:

Strongly Disagree <i>Sangat Tidak Setuju</i> (1)	Disagree <i>Tidak Setuju</i> (2)	Neutral <i>Neutral</i> (3)	Agree <i>Setuju</i> (4)	Strongly Agree <i>Sangat Setuju</i> (5)
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TIME SAVING <i>MENJIMATKAN MASA</i>						
NO	STATEMENT <i>KENYATAAN</i>	1	2	3	4	5

1.	<p>I wish that online ordering should be very easy and smooth.</p> <p><i>Saya mengharapkan pesanan secara online adalah mudah dan lancar.</i></p>					
2.	<p>I hope that online food delivery system must ensure fast delivery of ordered food.</p> <p><i>Saya berharap perkidmatan penghantaran makanan secara atas talian perlu memastikan penghantaran adalah laju terhadap makanan yang telah dipesan.</i></p>					
3.	<p>I think the person who delivers the food must not be too busy to help the customers at any time which may lead to a delayed delivery service.</p> <p><i>Saya berfikir bahawa individu yang melakukan penghantaran makanan tidak terlalu sibuk untuk memastikan tidak berlaku kelambatan penghantaran makanan.</i></p>					
4.	<p>I expect a quick response from the delivery service about my order.</p> <p><i>Saya menjangkakan respon yang pantas terhadap pesanan yang telah saya buat.</i></p>					

5.	<p>I would prefer the online food delivery services that prior the accuracy of delivery time.</p> <p><i>Saya lebih memilih perkidmatan penghantaran makanan secara atas talian yang mengutamakan ketepatan masa bagi penghantaran makanan.</i></p>					
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<p>Strongly Disagree</p> <p><i>Sangat Tidak Setuju</i></p> <p>(1)</p>	<p>Disagree</p> <p><i>Tidak Setuju</i></p> <p>(2)</p>	<p>Neutral</p> <p><i>Neutral</i></p> <p>(3)</p>	<p>Agree</p> <p><i>Setuju</i></p> <p>(4)</p>	<p>Strongly Agree</p> <p><i>Sangat Setuju</i></p> <p>(5)</p>
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CONVENIENCE						
<i>KEMUDAHAN</i>						
NO	STATEMENT	1	2	3	4	5
	<i>KENYATAAN</i>					

1.	<p>I expect that online food delivery services would cover a large area.</p> <p><i>Saya menjangkakan yang perkhidmatan penghantaran makanan secara atas talian akan merangkumi satu kawasan yang luas.</i></p>					
2.	<p>I wish the online food delivery company had a wide distribution area of service.</p> <p><i>Saya berharap syarikat perkhidmatan penghantaran makanan secara atas talian mempunyai saluran pengagihan yang luas.</i></p>					
3.	<p>I think the system could be convenient for me, by displaying all of the menu offered in the applications.</p> <p><i>Saya berfikir yang sistem itu akan memudahkan saya sekiranya setiap menu dipaparkan dalam aplikasi tersebut.</i></p>					
4.	<p>I believe the consumers must be informed about all the necessary conditions and the cost of delivery in advance.</p> <p><i>Saya percaya bahawa setiap pengguna telah dimaklumkan mengenai perkara – perkara penting</i></p>					

	<i>dalam keadaan tertentu dan kos penghantaran dengan lebih awal.</i>					
5.	<p>I am confident that the food that is always received right on time makes me loyal to the online food delivery services.</p> <p><i>Saya yakin makanan yang sampai tepat pada waktunya akan menyebabkan saya setia dengan perkhidmatan penghantaran makanan secara atas talian.</i></p>					

Strongly Disagree <i>Sangat Tidak Setuju</i> (1)	Disagree <i>Tidak Setuju</i> (2)	Neutral <i>Neutral</i> (3)	Agree <i>Setuju</i> (4)	Strongly Agree <i>Sangat Setuju</i> (5)
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PEER INFLUENCE						
<i>PENGARUH RAKAN</i>						
NO	STATEMENT	1	2	3	4	5

	KENYATAAN					
1.	<p><i>I believe that friend influence will influence you to use online food delivery.</i></p> <p><i>Saya percaya bahawa pengaruh rakan akan mempengaruhi anda untuk menggunakan perkhidmatan penghantaran makanan secara atas talian.</i></p>					
2.	<p><i>I think ordering food by using online food delivery service are the current trend.</i></p> <p><i>Saya fikir bahawa memesan makanan menggunakan perkhidmatan penghantaran makanan secara atas talian adalah trend sekarang.</i></p>					
3.	<p><i>I assume that all social media advertise about online food delivery service.</i></p> <p><i>Saya beranggapan semua sosial media mempromosikan perkhidmatan penghantaran makanan secara atas talian.</i></p>					
4.	<p><i>I always see my peer using food delivery services</i></p>					

	<p><i>Saya selalu melihat rakan – rakan saya menggunakan perkhidmatan penghantaran makanan secara atas talian.</i></p>					
5.	<p><i>My friends always encouraged me to use online food delivery service.</i></p> <p><i>Rakan – rakan saya sentiasa menggalakkan saya menggunakan perkhidmatan penghantaran makanan secara atas talian.</i></p>					

