FACTORS INFLUENCING CUSTOMER PERCEIVED VALUE TO USE FOOD DELIVERY APPS IN KLANG VALLEY, MALAYSIA

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ABSTRACT

This study examines the factors influencing customer perceptions of the value of using food delivery apps. The independent variables consist of convenience, trustworthiness, and price, while the dependent variable is customer perceived value. This study will be conducted three objectives: to examine the relationship between convenience and customer perceived value in Klang Valley; to examine the relationship between trustworthiness and customer perceived value in Klang Valley; and three, to examine the relationship between price and customer perceived value in Klang Valley. Researchers had chosen the quantitative research method, and the questionnaire was used as a researcher instrument for data collection. The researcher was used the convenience sampling method and respondents to evaluate customer perceived value in this study. A structured questionnaire was collected using a Google Form and a questionnaire. The data collected was be analysed using Statistical Packages for Social Science Version 26 (SPSS Version 26) systems, based on descriptive statistics and correlation analysis. In conclusion, all the independent variables, which are convenience, trustworthiness, and price, that had been studied in this study had a relationship with the dependent variable, customer perceived value, in the use of food delivery apps.

Keyword: convenience, trustworthiness, price, customer perceived value, food delivery apps.

ABSTRAK

Kajian ini mengkaji faktor-faktor yang mempengaruhi persepsi pelanggan terhadap nilai penggunaan aplikasi penghantaran makanan. Pembolehubah bebas terdiri daripada kemudahan, kebolehpercayaan, dan harga, manakala pembolehubah bersandar ialah nilai yang dirasakan pelanggan. Kajian ini akan dijalankan tiga objektif: untuk mengkaji hubungan antara kemudahan dan nilai persepsi pelanggan di Lembah Klang; untuk mengkaji hubungan antara kebolehpercayaan dan nilai yang dirasakan pelanggan di Lembah Klang; dan tiga, untuk mengkaji hubungan antara harga dan nilai persepsi pelanggan di Lembah Klang. Penyelidik telah memilih kaedah kajian kuantitatif, dan soal selidik akan digunakan sebagai instrumen pengkaji untuk pengumpulan data. Pengkaji akan menggunakan kaedah persampelan kemudahan dan responden untuk menilai nilai persepsi pelanggan dalam kajian ini. Soal selidik berstruktur akan dikumpul menggunakan Borang Google dan soal selidik. Data yang dikumpul akan dianalisis menggunakan sistem Statistical Packages for Social Science Version 26 (SPSS Version 26), berdasarkan statistik deskriptif dan analisis korelasi. Kesimpulannya, kesemua pembolehubah tidak bersandar iaitu kemudahan, kebolehpercayaan dan harga yang telah dikaji dalam kajian ini mempunyai hubungan dengan pembolehubah bersandar iaitu nilai tanggapan pelanggan dalam penggunaan aplikasi penghantaran makanan.

Kata kunci: kemudahan, kebolehpercayaan, harga, nilai yang dirasakan pelanggan, aplikasi penghantaran makanan

CHAPTER 1

INTRODUCTION

1.1 BACKGROUND OF STUDY

According to Viktor (2021), food delivery refers to a company, store or restaurant that uses a courier or runner service to deliver food to customers. The food delivery orders are executed through mobile apps, websites, or via telephone. Customers who use food delivery app services was search for a favourite restaurant, choose from available items, and provide their delivery address (Pigatto et al., 2017). As a result of advances in modern technology, various changes have taken place in food delivery services. The development of internet providers and increasing penetration of smartphones have driven the growth of various food delivery apps such as Food Panda, Swiggy, Zomato, and Uber Eats (Ken, 2018).

Food delivery apps have grown rapidly, and the competitive dynamics of the food delivery app market have reached its global development (Jeong S, 2016). According to Baindur and Macário (2013), food delivery apps have existed in India since the 1890s, with services like Mumbai dabbawallas. However, the growth of the various online food delivery services in India came about in the 2010s with the emergence of Food Panda, Swiggy, and Domino. Besides, the idea of food delivery apps has spread from the United Kingdom (UK) to the United States (US), and food delivery has become a new business model worldwide. In 1987, Pizza Hut provided food delivery and telephone ordering services for customers who wanted to order food to capture market share (Tan H, 2021).

According to Kimes (2011), 44% of adults in the US have ordered food online, and 23% of large food chains provide delivery services. The retailers themselves have provided a food delivery network consisting of fast-food chains such as Pizza Hut, McDonald's, Domino's Pizza, Kentucky Fried Chicken, and so on (Goh S et al., 2017). According to the report, Europe had the highest mobile penetration, with 86% of the population using a mobile service (Jonghan K, 20119). With the proliferation of smartphones and tablets, China accounts for more than one billion of the world's total mobile service subscribers, which means there are over 420 million Internet users, of which 87.88 million users are subscribers (Goh S et al., 2017).

In line with the above, Malaysia also has many consumers using the food delivery apps service (Abirami D, 2021). According to Spykerman (2013), the internet penetration rate in Malaysia is 67%. In 2014, the Malaysian 100% home delivery market was worth RM253 million and is expected to grow at 11% per year (Rezaei S, 2017). According to Tan Hui Kok (2021), online food delivery services have started to hit important cities in Malaysia since 2017, such as in the Klang Valley, Penang, Melaka, Kuching, Ipoh, and Johor Bahru. There are various food ordering platforms on the market, including FoodPanda, Uber Eats, Grab food, Honestbee, Dahmakan, DeliverEat, Running Man Delivery, Food Ninja and LalaFood. Consumers prefer online food delivery services because of the convenience, trustworthiness, and price (Albatat A. et al., 2019).

The aim of this study to examine the relationship of food delivery apps towards customer perceived value. This study also conducted to analyse the independent variables in terms of convenience, trustworthiness, and price in food delivery services.

1.2 PROBLEM STATEMENT

Food delivery is a service that is currently required by food delivery companies, stores, or restaurants to deliver food to customers (Viktor, 2021). This food delivery service has been gaining increasing attention owing to the rapid development of the internet (Xing Wang, 2021). Online food delivery services create jobs for delivery riders while also providing profit opportunities for restaurants (Bremer et al., 2020). According to Irfan (2019), customers can place orders either directly or through mobile applications such as Food Panda, Honest Bee, Delivery Eat, and so on. Ordering through the food delivery app gives customers satisfaction as their orders are obtained promptly. Food delivery apps companies must meet the needs of consumers in this aggressive market to avoid going out of existence (Vincent, 2021). However, according to Anne Freer (2020), there are a few customers who are dissatisfied with food delivery services, and the problems felt by the consumers are assessed based on the independent variable, which is convenience, trustworthiness, and price.

There are critical factors that influence the growth of food delivery apps, namely convenience. Convenience refers to the ease of interactions between the consumer and the food environment (Drewnowski A, 2020). According to Ray (2019), convenience in online food delivery is related to time. Customers identify convenience in food delivery as saving both time and money and claim that convenience in food delivery positively influences customers' perceived value (Yeo et al., 2017). Convenience uses as a motivator for the customer to choose one company over another, which is an essential indicator of how committed the organisation is to ease those customers' lives (Packard & J. Hyken, 2018). According to David (2019), food delivery apps have changed consumer behaviour, especially for urban consumers, such that online food delivery services have become regular and routine. For many busy urbanites, food delivery apps are a convenient option

during a busy workday in the city (David, 2019). The researcher can see that food delivery apps provide convenience and time savings for customers, as they can purchase food without stepping out of their homes or offices (Moriarty, 2016).

In addition, other factor such as trustworthiness also a crucial factor for food delivery apps to success. Trustworthiness refers to the characteristic of a service provider worthy of trust in terms of honesty, compliance with their commitments, and providing a reliable service in delivering the promises (Chen & Dhillon, 2003). It is the essential attribute for the food delivery apps provider, which impacts user attitudes, user-perceived value, and intention to continuously use the service, compared to other quality attributes, such as convenience and price (Cho et al., 2018). Food delivery apps will not be able to operate for an extended period if they do not gain consumers' trust. According to customer food review (2020), customers complain that they are not getting food as advertised on social media or food ordering apps. They are also getting other food orders than those ordered.

Others reason that influence food delivery apps are price. A price is the cash value an individual must offer in trade for a service or a product in a purchase treaty (Nagle et al., 2010). Price plays a critical role in the purchase decisions of consumers. Besides, price is an essential factor in generating consumer satisfaction because customers always evaluate the value of services based on their prices (Al-Sallam, 2015). According to Martin (2003), price is directly affected by consumer satisfaction judgment. At the same time, price fairness indirectly affects price acceptance through customer loyalty. According to customer food review (2021), prices of food and beverages ordered online using the higher delivery app are considered burdensome for customers as the group must pay delivery charges. For example, the price of a bowl of noodles in the store is RM12,

but if you order using the app, the price jumps to RM16 and does not include shipping charges and taxes.

Due to the above issues, there is still limited study on food delivery apps towards customer perceived value in Klang Valley. Therefore, this study examines the relationship between convenience, trustworthiness, and price towards customer perceived value.

1.3 SCOPE OF STUDY

The scope of the study is about the roles of food delivery apps attributes towards customer perceived value in Klang Valley. The researcher was examining the relationship between convenience, trustworthiness, price, and customer perceived value in Klang Valley. The survey was being carried out in the selected area in Klang Valley. The researchers' sample criteria are customer perceived value, which has used food delivery apps and is between 18 years old and above. The focus is on customer perceived value in Klang Valley.

1.4 RESEARCH QUESTIONS

The following questions were created to achieve the stated study objectives:

1. What is the relationship between convenience and customer perceived value on food delivery apps in Klang Valley, Malaysia?

2. What is the relationship between trustworthiness and customer perceived value on food delivery apps in Klang Valley, Malaysia?

3. What is the relationship between price and customer perceived value on food delivery apps in Klang Valley, Malaysia?

1.5 RESEARCH OBJECTIVES

The study's objectives in the research were attempt to:

1. To examine the relationship between convenience and customer perceived value on food delivery apps in Klang Valley, Malaysia.

2. To examine the relationship between trustworthiness and customer perceived value on food delivery apps in Klang Valley, Malaysia.

3. To examine the relationship between price and customer perceived value on food delivery apps in Klang Valley, Malaysia.

1.6 RESEARCH FRAMEWORK

The research model used for this study investigates the relationship between food delivery apps attributes towards customer perceived value in Klang Valley. Moreover, the convenience, trustworthiness, and price determine the most influential attributes of food delivery apps towards customer perceived value in Klang Valley which was be used to test the hypothesis in this study.

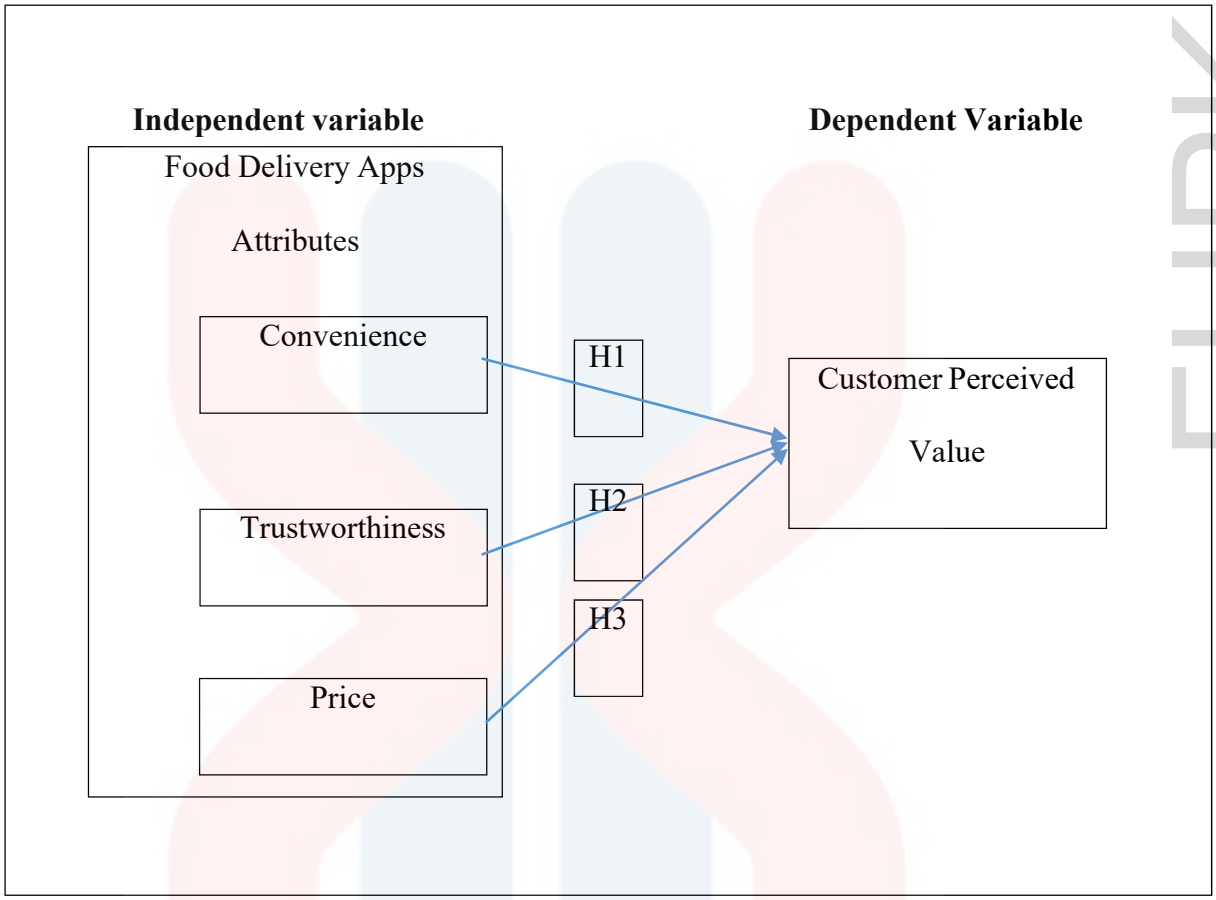

Figure 1.1: Framework Conceptually

Source: Framework adapted from Azizul J. et al., (2019)

Based on Figure 1.1, the researcher was examining the independent and dependent variables' relationship. The independent variable is convenience, trustworthiness, and price. The dependent variable is customer perceived value. The framework shows the convenience, trustworthiness, and price are equally important customer perceived value in Klang Valley.

The first variable, convenience, is the important variable that drives their decisions about using their time and spending their money. This food delivery service allows them to order food from any location and at any time. The second variable, trustworthiness is important because it demonstrates a relationship in terms of safety on

using the food delivery apps to order food and the information provided by the food delivery apps. The last variable, price is the result of the business sector or the value setting (evaluating) of the option, whether the price of the food ordered is in line with the price.

1.7 RESEARCH HYPOTHESIS

H1: There is a significant relationship between the convenience of food delivery apps and customer perceived value in Klang Valley.

H2: There is a significant relationship between the trustworthiness of food delivery apps and customer perceived value in Klang Valley.

H3: There is a significant relationship between the price of food delivery apps and customer perceived value in Klang Valley.

1.8 SIGNIFICANCE OF THE STUDY

Based on the topic selected for the research project the topic gives more advantages to food delivery user based on the increasingly technology that was giving benefit to any people. The requirements for online food ordering and food delivery are met of urban residents in a hustle who could place their orders online and receive service in a matter of minutes. In the offline consumer environment, the factors that influence trustworthiness, satisfaction, and loyalty were explored in a study of meal delivery apps

and services. The finding of this research was providing an explanation to food delivery user and future customer.

1.8.1 TO RESEARCHER

In this research study, it was giving more understanding and knowledge to the known relationship between convenience, trustworthiness, and price towards customer perceived value in Klang Valley. In addition, this study was assisted in identifying factors influencing food delivery apps that impact customer perceived value, referring to a few previous studies that have focused on this topic. By relating to this research issue, the researcher may be able to provide the greatest solution or suggestion to solve the problem.

1.8.2 TO FOOD SERVICE INDUSTRY

The owners may be providing a better planning to increase their sales and improve their marketing strategy with the advanced technology in the food industry, which uses food delivery apps to encourage customers to place orders through the apps easily. In addition, with improvements in online systems in the food service industry which use marketing, sales and others, the owner and customers be able to improve their skills to use the current facilities, making it simple to make reservations to use the food delivery apps provided. The operator of a food service industry was being able to respond of consumer expectations and establish an attempt to identify of customer perceived value in Klang Valley by achieving customer perceived value. This study also was assisting the industry and hospitality player to increase their sales.

1.8.3 TO FUTURE CUSTOMER

The users be understanding to the known relationship between convenience, trustworthiness, and price towards customer perceived value in Klang Valley. The researcher was using this knowledge in this study to give some kindness to online food delivery apps organization especially in Malaysia because through this study, they were assisting get a lot of information to managing good service for customer satisfaction. This might assist the owner in increasing the quality of customer service, which in turn was attract a large number of users to try out the facilities given access through the apps information.

1.9 DEFINITION OF TERMS

Table 1.1: Definition of Terms

Term	Definition	Source
Convenience	Convenience is a universal pull and motivator for customers to pick one company over another, as well as a key indicator of how committed your firm is to make those customers' lives easier. In a survey of customer preferences, 97 percent of respondents said convenience was the most important factor in determining where they spend their time and money.	Packard, J. and Hyken, S. (2018)
Price	Some buyers requested food delivery apps can be adequately returned, however, they can't have their food order the way they want it. This finding is in line with prior research, which claims that the price paid has an impact on the consumer's perception of the product or service consumed.	Cho, M., Bonn, M. A., & Li, J. J. (2019) Zhu et al., 2015
Food delivery app	The food delivery app has expanded in fame; The targeted parts of the food delivery market have run out. The demand for food delivery apps has increased, and the competitive	He, Z., Han, G., Cheng, T. C. E., Fan, B., & Dong, J. (2019)

	dynamic of the market for food delivery applications has grown globally. The drivers of trust, satisfaction and loyalty in food delivery apps and services have largely been studied in offline consumer situations.	Kedah, Z., Ismail, Y., Haque, A. A., & Ahmed, S. (2015)
Customer perceived value	Price is regarded as a sacrifice in the customer value cube model, and it is what is given up or sacrificed to receive a product or service.	(Asgarpour, 2015)

1.10 CONCLUSION

Finally, this chapter explains the study's context, which is the factors impacting customer perceived value of meal delivery applications in Malaysia's Klang Valley. Meanwhile, this research covers the study's background, problem statement, research questions, and research objectives. Finally, the study's scope includes the relevance of the research as well as a glossary of terms. As a result, the following chapter was be devoted to doing a literature review.

CHAPTER 2

LITERATURE REVIEW

2.1 INTRODUCTION

This study proposes to determine the customer perceived value to appreciate the use of food delivery apps in Klang Valley. Since food delivery apps are the study's primary topic, the first section of this chapter was explored food delivery apps in Malaysia and this chapter was concluding with the determinant of customer perceived value to use food delivery apps, which are convenience, trustworthiness, and price to identify the relationship and to investigate the relative importance of the variables in customer perceived value.

2.1.1 FOOD DELIVERY APPS IN MALAYSIA

Foodservice business improved positively as consumer sophistication and income increased, contributing to a rise in Malaysia's foodservice sales (Euromonitor, 2010). The food delivery industry is growing and has a good potential in Malaysia and globally now (Mat Nayan, N & Hasan, (2020). Per the world Retail and Consumer Study, (2004), street stalls or kiosks dominated in terms of transactions, thanks to the recognition of hawker stalls and food stalls, which are found in both urban and rural areas. Taste, presentation, textures, color, warmth, portion size, and entrée complexity are all factors in food

attraction. Dietary considerations are becoming increasingly significant in food quality, whether it's low-fat, low-carbohydrate, vegetarian, or vegan meals (Siguaw and Enz, 1999).

Food delivery services have the issue of maintaining high customer satisfaction with the delivery while managing location and coverage boundaries (Teck Chau Lau, 2019). Possibly this is because there are only a few powerful companies in this industry, and without anyone being completely in charge (David Ng, 2019). Online food delivery services have a significant effect on customer perceptions. Food availability, customer reviews, payment alternatives, and human interaction are all elements that influence consumer happiness (Kwong & Shiun-Yi, 2017).

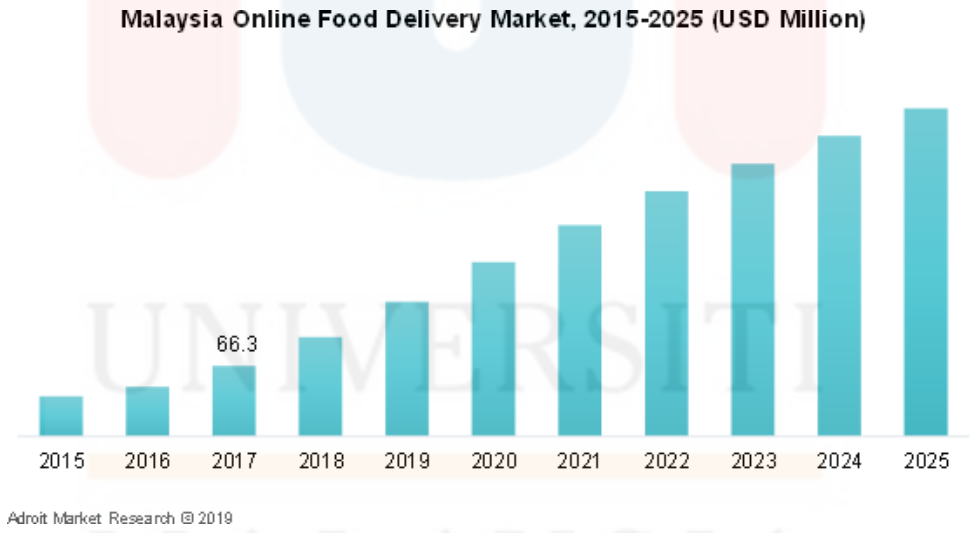

Figure 2.1: The Malaysian online food delivery industry is fragmented into several segments. Overview of Types, 2015-2025 (USD Million)

Sources: McKinney Ave Ste, (2019)

Food panda headquartered in Berlin Germany is a global online platform for food delivery (Hassan,2020). In other parts of the world, they are known as "hello food.". Ralf Wenzel, Rohit Chadda, Ben Bauer, and Felix Plog established the food panda group in 2012, and it has expanded ever since. The services work like Grab food allowing customers to order menus prepared by any restaurant near the delivery location. Food panda is the first apps of food delivery service in Malaysia since 2012, according to Pang (2017), followed by Deliver Eat, Honest bee, Dahmakan, and others. All these apps are aggressive in their attempts to provide users with food delivery services. (Kong & Bizhive, 2012). Customers' orders could be easily determined by observing a mobile application or website. According to Maimaiti, Zhao, Jia, Ru, and Zhu (2018), making online food delivery more convenient and user-friendly than the previous approach. Convenience, a simpler menu to organize, and large savings are the benefits of online purchasing and the causes of the expansion of the food delivery app industry (Gloria, 2015)

According to Okumus & Bilgihan (2014), smartphone apps are creative channels for delivering individual health behaviour changes and building good eating habits by including nutritional information about menu items. Customers seeking online food delivery app services are influenced by factors such as convenience, hedonic motivation, time-saving orientation, previous online purchase experience, consumer attitude, and behavioural intention (Yeo et al., 2017). These applications and their delivery services are popular among consumers since they provide the most convenience in their regular lifestyle (Kwong & Shiun-Yi, 2017)

Other than that, according to DeLone & McLean, (2014), information quality in addition to system quality is important to the achievement of an information system. The most basic communication capacity between an online client and seller is information quality, which is the foundational determining element for developing relationships. The most basic type of communication between an online buyer and seller is information quality, and it is regarded as an important part of building trust.

2.2 INDEPENDENT VARIABLES

The independent variable is the investigator adjusts or manipulates; it is intended to get a clear relation impact on the dependent variable. (Dr.Saul McLeod, 2019).

2.2.1 CONVENIENCE

Convenience represents a guarantee to access and use top-quality mobile applications (Liu et al., 2017). Convenience is the key motivator in their decision regarding how they spend their time and their money (Parkard, J et al., 2018). For example, net food delivery apps social media platform gives consumers more alternatives and convenience by allowing them to purchase from a large variety of restaurants with just one click of their smartphone. (Hirschberg et al., 2016). Das (2018) discovered that the most attractive elements are doorstep delivery and convenience, and this is because user convenience would prioritize service quality (Chen et al., 2011).

According to Chandrasekhar et al. (2019), delivery personnel must maintain a proper flow of contact with purchasers for the delivery to run well. In their study, Doub et al. (2015) have found that customers would be interested in using the web food delivery

apps if they perceived it to save lots of time. According to a study done by Yeo et al. (2017) consumers have a favorable attitude toward food delivery apps to save time. Kalimuthu and Sabari Ajay (2020), in their study, also confirmed that convenience in terms of timesaving is the predictor of customer satisfaction towards food delivery apps. Song, Y. E., Jeon, S. H., & Jeon (2017) also found that consumer satisfaction with mobile food delivery apps can be improved through convenience.

According to He et al. (2019), a significant food delivery app's benefit comes from food options (VFCs). Cho and Park (2001); Cho et al. (2019), when utilizing food delivery apps, a customer may choose between different kinds of food and pip out several vendors at various prices. Customers was got to choose from a variety of flavors from a list of food businesses offered within the e-commerce area at any point (Jayadevan et al., 2019). As a result, consumers choose food delivery apps due to the ordering procedure's efficiency, quickness, and easiness (Verma et al., 2009). Convenience may be a significant success factor for online businesses, according to (Jiang et al., 2013). Every day, consumers can choose from many food suppliers represented on the internet at any time and from any location, and to enticed to use food delivery apps frequently due to their convenience (Lau et al., 2019; Thamaraiselvan et al., 2019).

In Southeast Asia, 47% of e-commerce customers said they purchased a product to save time and effort, while 87% said internet services were helpful during the COVID-19 outbreak (Google et al., 2020). Convenience and the ability to compare costs across multiple online platforms and a vast choice of products are all advantages factors that encourage people to shop online, which is why convenience was named the top reason for shopping online in 2020 and remained in the top three defenses in 2021 (Boice M 2021). The convenience variable in food delivery apps is important in Malaysia,

especially in the hospitality context, because when Malaysians have a busy schedule, they also prefer online shopping (Balmaceda et al., 2021).

2.2.2 TRUSTWORTHINESS

Trust is additionally characterized as customers' contemplations, sentiments, feelings, or practices once they feel that they will rely on the provider (Patrick, 2002; Woon, Kee, Hwee, Lee, & Cheng, 2015; Sinaga et al., 2019). According to Al-Msallam and Alhaddad (2016), trust can directly increase consumer loyalty. When compared to other performance characteristics such as convenience and price, food delivery app's trustworthiness was perhaps the essential factor for the food delivery apps, as it influences customer behaviors, customer perceived value, and purpose to use the service again (Cho, Bonn, & Li, 2018). As a result, trustworthiness has a beneficial impact on technical acceptability, which leads to consumer loyalty (Winnie, 2014).

According to past literature, user-trustworthiness toward mobile apps increases their decision-making for online shopping, which lands up in stronger loyalty for utilizing mobile apps (Nilashi et al., 2015). Trustworthiness was the most effective result of a respondent, they are concerned about the services trust on the merchandise and services, the up-to-date equipment to feel comfortable when using the benefit of the food delivery apps within the previous researcher (Azizul et al., 2019). Consumers who lack trust could even be hesitant to online shopping or avoid making transactions online altogether (Isa et al., 2016).

Thus, trust is crucial for both the seller and, therefore, the patron when conducting an internet transaction (Isa et al., 2016). Cho, Bonn, and Li (2018) came to the same

conclusion, stating that trust is an essential factor in influencing the perceived value of food delivery apps. To develop trust in food delivery apps, companies must focus on source credibility, webpage structure, safety, and online payments, among other things (Kedah et al., 2015). " User-trustworthiness can play a crucial role in higher cognitive operation for online shopping, as well as increased loyalty for mobile apps," says the researcher (Cho, Bonn, & Li, 2018).

The more trust buyers have in a platform or company, the more eager they are to buy (Mansour et al., 2014; Lien et al., 2015). According to Mazzini et al. (2016), trust is a consumer's willingness to trust a seller and complete a transaction. The belief is that a competitor was achieve their goals by using the treasurer's faults as trustworthiness (Shahab et al., 2019). When customers engage in a web transaction, trust is essential to avoid misunderstanding or unmanaged ability (Zhu et al., 2019). According to Silva et al. (2019), trust is necessary for repurchase intentions. Luis-Alberto et al. (2019), lower threats are more trustworthy. According to Senhui and Qing (2018), trustworthiness should always be the side's assurance to some other side and perhaps an unidentified companion that they are reliable.

As shown in research, customers' buying behavior in the internet booking business is affected by trust (Lien et al., 2015). Additionally, Amaro and Duarte (2015) found that their confidence influences customers' inclination to book ticket products in online travel buying. Safety and confidentiality, according to Lau and David (2019), enhanced customers' trust and affected their decision to utilize food delivery apps. Prior research on food delivery apps has highlighted 'trust' as the most important factor in deciding whether to use such services (Kang and Namkung, 2019). For example, Kang and Namkung (2019) discovered a connection between trust and the desire to utilize food

delivery apps. Meanwhile, Ponte et al. (2015) claimed that trustworthiness made it easier to buy hospitality products online.

This study examines trust to be one factor for food delivery app consumption, considering the spreading nature of the COVID-19 pandemic, Xu et al. (2020), that may also make the customers concerned about how much customers was rely on food delivery apps to stick to the most stringent food safety and hygiene. Furthermore, consumers' perceptions of the value of meal delivery applications are influenced by trust (Cho et al., 2019; Alalwan, 2020). One of the primary essential indicators of the good perceived value of food delivery applications is consumer appraisal of their trust quality in Malaysia in the hospitality context (Cho et al., 2019). Trustworthiness is critical consumer consideration in other hospitality contexts, like online travel agencies (Talwar et al., 2020a, Talwar, et al., 2020b; Lien et al., 2015; Agag and El-Masry, 2016).

2.2.3 PRICE

The quality (monetary or none) a customer should give forward by exchanging goods or commodities is called price, a few of the important elements impacting customers' satisfaction is the value oriented (PSO), mainly includes promotions and deals offered by merchants (Nagle et al., 2016: Sabililah et al., 2021). Price is the amount of cash asked in payment for receiving a decent or service, as well as the sum of the qualities that customers trade for its benefits of getting the product or services (Kotler & Armstrong, 2012; El Husseiny, 2018). Price is an important factor in a customer's purchasing decision (Ali, Amin, & Cobanoglu, 2016; Chiang & Jang, 2007; Ryu & Han, 2010).

According to Ray, A., Dhir, A., Bala, P. K., and Kaur (2019), customers have better experiences if given coupons, discounts, offers, and other monetary discounts. Their study has revealed that the economic incentives engagement mechanism would be ready to improve the reuse intention of the customer on the mobile food delivery apps. Azizul et al. (2019) have also discovered that food prices have the best impact on the customer perceived value. Other studies have also found that monetary incentives like discounts and special promotions are the crucial factors of customer satisfaction towards food delivery apps (Ali Abdallah Alalwan, 2020; Kalimuthu & Sabari Ajay, 2020).

In addition, Digital Malaysia (2021) reported that Malaysians purchased online products approximately 82% in the past month. Comparing prices between various online sellers makes it easier when customers use the internet, showing that customers can buy at a cheaper rate, significantly influencing their behavior looking to purchase online (Cho et al., 2015: Chiu et al., 2014). This may be why customers are more likely to buy using food delivery apps in the future after having a good experience in using food delivery apps (Alalwan AA, 2020: Hooi R et al., 2017).

The recognition of food delivery apps is fast growing due to a range of perks, including food delivery to customers' doorsteps, a variety of payment choices, and appealing promotions, bonuses, and discount coupons are just a few of the features and consumers can search through virtual retail stores to locate the most straightforward deal (Market Watch, 2019). According to Morganti et al. (2014), price, product quality, and repair quality influenced customer satisfaction and decision-making. Price-conscious and value-conscious consumers were defined by Jin and Gu Suh (2005). One of the reasons why business owners are apprehensive about subcontracting distribution to third-party online shipping companies is customers' willingness to pay delivery fees (See-Kwong et al., 2017). Price is a vital customer factor in other hospitality contexts, including tour

operators (Talwar et al., 2020a, Talwar et al., 2020b; Lien et al., 2015; Agag and El-Masry, 2016).

2.3 DEPENDENT VARIABLE

According to Porter (2010), the dependent variable is the variable that depends on other factors that are measured. Expectations for these variables change due to experimental manipulation of independent variables or variables. This study examines the relationship between customer perceived value and food delivery applications in the Klang Valley.

2.3.1 CUSTOMER PERCEIVED VALUE

Perceived value is the dependent variable that refers to a customer's perception of a product's services or their desirability, especially compared to a competitor's product (Carol, 2020). Customer perceived value refers to "a consumer's overall assessment of the utility of a product based on their perceptions of what is received and what is given" (Zethaml, 2016). According to Carol (2020), perceived value is measured by the price the public is willing to pay for a good or service (Carol M., 2020). Perceived value explains the satisfaction obtained by the customer is using a service such as a food delivery service. According to Fernandez G et al. (2018), perceived value is an equity theory; it expresses the proportion between provider revenue and consumer input. In this study, researchers agree that the price of certain goods and services influences the value of consumers who use food delivery services.

2.3.2 RELATIONSHIP BETWEEN CONVENIENCE AND CUSTOMER PERCEIVED VALUE

The lifestyles and business models have been influenced by the digital age. Customers may shop online, bank online, work remotely, and order food online at any time and from anywhere (Radon, 2015). Customers may be able to place orders using their mobile phones (Sata, 2013). According to Jeneefa and Rajalakshmy's (2020) research, clients prefer online ordering since it gives them more control and convenience, which leads to increased satisfaction. The convenience of online shopping might lower non-monetary costs such as time, energy, and effort spent purchasing goods or services (Zeithaml, 1988). According to Farquhar and Rowley (2019), consider a convenience to be a consumer resource rather than a service attribute. Therefore, convenience is quite crucial in marketing. For this reason, service providers must be aware of the positive effects of convenience on customer perceived value and loyalty so that customers were be satisfied with a service provider if they have a high level of service convenience (Berry et al.,2002).

2.3.3 RELATIONSHIP BETWEEN TRUSTWORTHINESS AND CUSTOMER PERCEIVED VALUE

The degree of confidence in the information validity in terms of objectivity and sincerity is referred to as trustworthiness (Hovland & Weiss, 1951). The significance of

online review credibility is highlighted by the worldwide media's frequent coverage of controversies, particularly in the hospitality and tourism industries (Filieri, 2016). The relationship of confidence and loyalty between consumers and their influencers was being observed to have a positive impact on the durability of the relationships between followers and influencers, sales, and brand recognition (Munnuka at el, 2016). According to Wang and Scheinbaum (2018), discovered that the public figure's trustworthiness is the most crucially investigated issue in the beauty industry, with a stronger correlation to social media influencers, as they discovered attractiveness as a key in changing consumer attitudes and matching the right brand ambassadors to the right and reliable brand. The growing practise of manipulating online material threatens the value of online sites by compromising their trustworthiness as a source of essential product and service decision-making (Zhang et.al, 2016)

2.3.4 RELATIONSHIP BETWEEN PRICE AND CUSTOMER PERCEIVED VALUE

According to Cho et al. (2019) define price as a yield of business sectors or value-setting choices. Taxes and different contracts can see as capacities with numerous information sources; the result is a current or future price (Cho et al., 2019). According to Patterson and Spreng (1997), price plays a vital role in determining perceived value, focusing on what consumers are required to pay to obtain something else. Perceived value refers to the consumer's overall assessment of the utility of a product or service based on perceptions of what is received and what is given (Zethaml, 2016). According to El-Adly & Eid (2015), customers perceive value as a unidimensional construct that focuses only

on cost, price, or money. However, it's a very narrow and simplistic method, ignoring other vital aspects that enrich the usefulness of the construct.

2.4 STUDY SETTING

The use of food delivery apps is increasing in Malaysia. Klang Valley is one of the areas that makes extensive use of food delivery apps. According to Amandeep Singh (2019), online food delivery applications have become popular due to several factors. Among them, a visible menu with prices, complete information about the service, real-time delivery tracking, push notifications, multiple payment options, GPS search of nearby restaurants, an improved interface, and discounts offered. Online food order and delivery applications and websites are the future of the restaurant business as they can provide many benefits to both customers and service providers. Digital platforms can enjoy a dominating position in the market by offering customised services at affordable prices to their target customers. Customer satisfaction with mobile food ordering apps is determined dramatically by customer experience (Ali Abdallah Alalwan, 2019).

2.5 CONCEPTUAL FRAMEWORK

This study's research model aims to identify customers' perceived value of food delivery apps in Klang Valley. Moreover, convenience, trustworthiness, and price determine the customer's perceived value of food delivery apps in Klang Valley, which was be used in this study for the hypothesis.

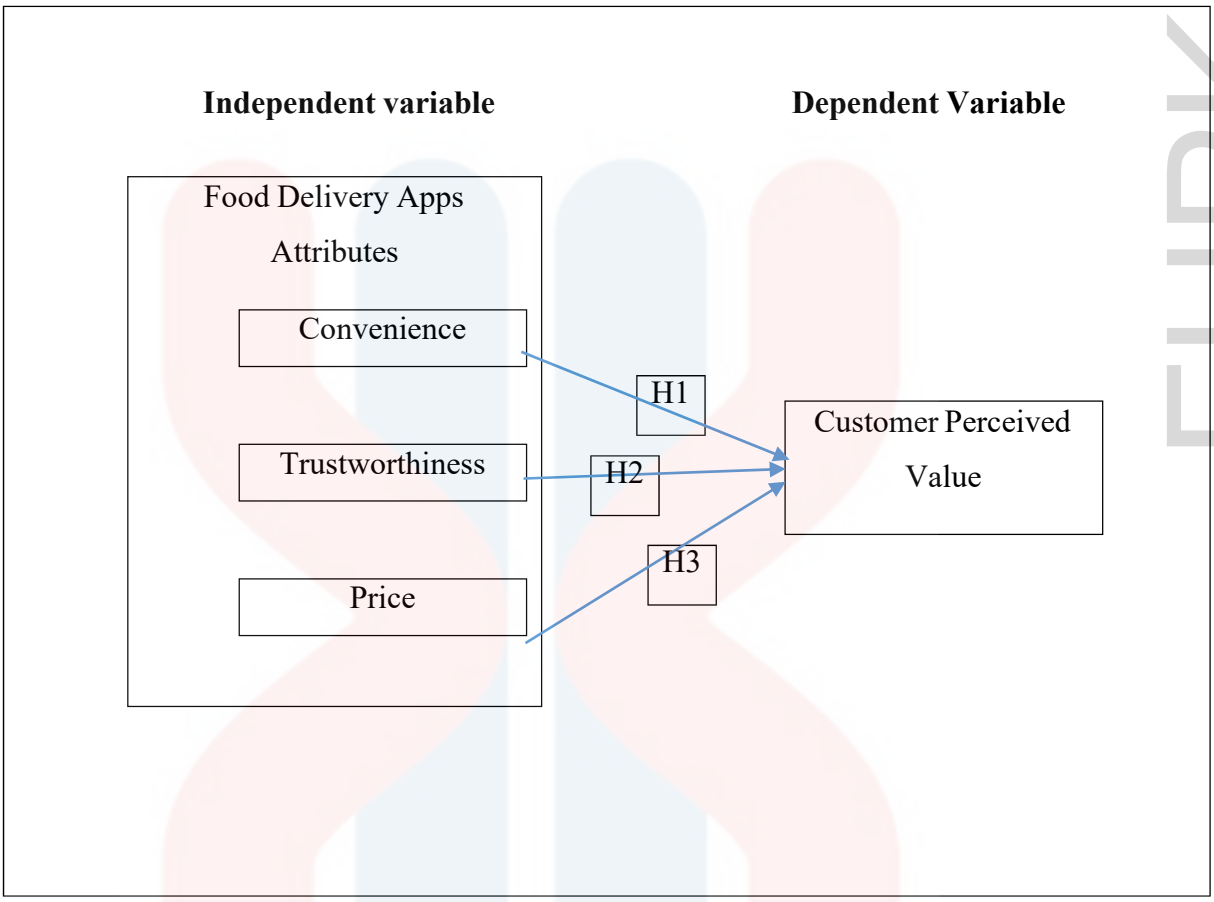

Figure 2.2: Conceptual Framework

Source: Framework adapted from Azizul J. et al, (2019)

Based on Figure 2.1, the researcher was determining the relationship between the independent and dependent variables. The independent variables consist of convenience, reliability, and price. In Klang Valley, the dependent variable is customer perception value of food delivery apps. The framework demonstrates that in Klang Valley, convenience, trustworthiness, and price are all equally important drivers of customer perceived value toward food delivery.

Firstly, there is convenience. Convenience is an important variable because it represents and reflects the attitude of the user towards using food delivery apps in the long term (Agung N., 2019). According to Aksenova (2017), convenience in using food

delivery apps can help to connect customers with restaurants, for example, customers are more efficiently and effectively able to access and order their food from a wide range of restaurants at times and locations convenient to them. The apps also provide customers with more comprehensive, up-to-date, and accurate information about the restaurants and menu options (Algharabet et al., 2017). Therefore, the food delivery apps consist of various innovative characteristics that help customers and restaurants overcome the problems.

Trustworthiness is also important as it relates to the customer's perceived value towards food delivery apps. Perceived trustworthiness toward food delivery apps can positively affect the intention of using online food delivery services. According to Nilashi (2015), trustworthiness in mobile apps has been widely accepted as a critical quality attribute based on the previous literature's proposition. User-trustworthiness toward mobile apps play an essential role in online purchasing decision-making and leads to greater loyalty for mobile app users. Trust is a precursor to responsibility in a relationship, and a good, solid relationship can influence various outcome factors, such as the offer of business, client support, and benefit (Kamal Fitri, 2019). Therefore, this issue of trust is important to a business's customers. A good delivery service gives customers confidence to always use food delivery apps.

Next, price is a yield of business sectors or value-setting choices. Taxes and different contracts can be seen as capacities with numerous information sources; the result is a current or future price (Cho et al., 2019). A price can be considered a monetary amount charged to get something desired from the market. Price is a significant factor in determining the perceived value of the product or brand to the consumer. Many consumers equate price with overall product quality, and a more expensive product is generally better. Price likewise contributes to business sectors, for example, requesting a

reaction offer cost. Some buyers asked for food delivery apps to be adequately returned; however, sustenance orders couldn't be the way they wanted them (Cho et al., 2019).

Customer perceived value towards food delivery apps is the dependent variable that refers to the factors that influence customers' purchasing decisions using food delivery applications (Kapoor, A.P. & Vij, 2018). Customers who use the food delivery app only need to place an order directly without having to communicate with restaurant staff (Kapoor A.P. & Vij, 2018). Besides, according to Alalwan (2020), food delivery apps make ordering food more attractive by reducing the perception of waiting time. Next, it also helps reduce the cost in terms of the expensive call charges by customers when contacting the store to inquire about the status of their order. Good feedback received through food delivery apps and self-behaviour control can influence a customer's buying intentions. It can also explain the pattern of behaviour around a customer in the use of a food delivery application (Jeng, M.Y. et al., 2020).

2.6 HYPOTHESIS

The hypothesis tested are:

H1: There is a significant relationship between the convenience of food delivery apps and customer perceived value at Klang Valley.

H2: There is a significant relationship between the trustworthiness of food delivery apps and customer perceived value at Klang Valley.

H3: There is a significant relationship between the price of food delivery apps and customer perceived value at Klang Valley.

2.7 SUMMARY

In this chapter, the dependent variable that the researchers had chosen is customer perceived value to use food delivery apps. The three independent variables that is included in the research are convenience, trustworthiness, price. Customers was be influenced by the possibility of one or all the independent factors occurring in this study. The researcher also agrees that the three independent variables was have significant effect customer perceived value to use food delivery apps. The following chapter was discussing a method that the researchers was employed to investigate the study's findings.

CHAPTER 3

METHODOLOGY

3.0 INTRODUCTION

This chapter presents the research methodology that was be used in this study and discusses the research design, sampling procedure, instrument development, data collection, and data analysis procedure. This chapter determines the appropriate method used by the researcher to collect the data and information from the respondents. The researcher was use data collected through survey questionnaire results to test the hypotheses.

3.1 RESEARCH DESIGN

According to Wiliam (2006), the research design is defined as the overall strategy that researchers choose to integrate the different components of the study coherently and logically, thereby ensuring they was effectively addressing the research problem. It also constitutes the blueprint for collecting, measuring, and analysing data (Wiliam M.K. et al., 2006). The conclusive research design tests some hypotheses and checks the relationships between variables (Yeo V. et al., 2017). In this study, researchers used quantitative methods to obtain data from respondents who use food delivery apps through questionnaires.

According to Ponto (2015), quantitative research is the approach used in this study to obtain data and analysed the research. Quantitative research also focuses on the statistical analysis of numerical data collected through large-scale survey research methods such as questionnaires (Ponto J., 2015). Quantitative data methods can refer to questionnaires that contain demographic sections with multiple options. Respondents had to choose the determinant option based on their agreement with the answer. This study aims to determine the relationship between customer perceived value and food delivery in the Klang Valley.

3.2 POPULATION

"The entire collection of respondents who fulfil the required set of criteria" is how the target population is defined (Burns and Grove, 2017). The target population's characteristics and subgroups should be correctly stated in the cost-effectiveness analysis. The variables used were determined by medical literature and practice, study objectives, and contextual information (Louise Barnbee & Son Ng hiem, 2018). Identifying the target audience and product usage conditions is an important step in product development. College or undergraduate students are often used as study subjects in many academic studies because of practical concerns such as convenience, time, and cost savings. (Zikmund & Babin, 2016). According to Macrotrends 2021 the area population of Klang Valley in 2021 was 8,211,000, a 2.68% increase from 2020. However, the population of customers who use food delivery apps was unknown. This is due to unknown data and the fact that we do not have exact numbers for that population in the Klang Valley.

3.3 SAMPLE SIZE

The researcher can collect data about customers who use food delivery applications through a google form, which will be disseminated to respondents using the sampling size. The number of participants in quantitative research is essential to produce legitimate results or statistical significance (Fowler and Lapp, 2019). The sample size of 384 is the highest number where the population of customers utilising food delivery apps in Klang Valley cannot be determined, according to Krejcie and Morgan's (1970) table. Researchers must, however, determine whether the sample size is sufficient to offer sufficient precision for confident conclusions to be drawn based on the findings.

Table for Determining Sample Size from a Given Population

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

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

Table 3.1 Krejcie & Morgan's (1970) Sample Size Table

Sources: Sample size table (Krejcie & Morgan's, 1970)

3.4 SAMPLING PROCEDURE

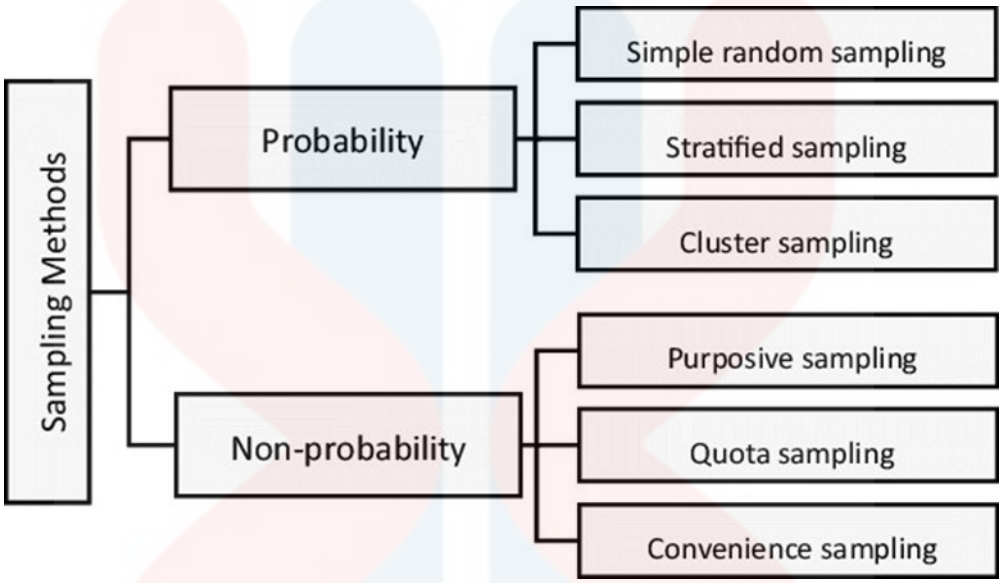

Figure 3.1 Basic Sampling Method

Source: Marko Sarstedt et al, (2017)

According to Alicia (2020), sampling is a process used in statistical analysis in which a predetermined number of observations are taken from a larger population. The methodology used to sample a more significant population depends on the research performed. There are two types of sampling methods in sampling: probability sampling and non-probability sampling.

Probability sampling is the use of random sampling techniques to create a sample. For each element in the example, the probability is known and non-zero (Nayeem S. & Parveen H., 2017). Probability sampling involves random selection, allowing researchers to make strong statistical inferences about the whole group. Probability sampling includes simple random sampling, stratified random sampling, and cluster sampling. Next, according to Nayeem and Parveen (2017), non-probability sampling is a technique that

uses non-randomized methods to draw the sample. The non-probability sampling method mainly involves judgment. In non-probability sampling, it can be used where no sampling frame is known. The types of non-probability sampling techniques are convenience sampling, quota sampling, and purposeful sampling.

As for the current study, it was employed convenience sampling because there is no sampling frame. According to Anita (2013), convenience sampling is the most used sampling method, as it's incredibly prompt, uncomplicated, and economical. The sample is chosen based on the convenience of the investigator. Convenience sampling has also defined a method researchers adopt to collect market research data from a conveniently available pool of respondents. The main objective of convenience sampling is to collect information from participants who are easily accessible to the researcher (Jennifer et al., 2013).

In addition, researchers use the nearest and available subjects to participate in the research study as a convenience sample. This technique is also called accidental sampling and is often used in pilot studies before launching a larger research project (Ashley C., 2019). According to Ashley (2017), convenience sampling means that data can be collected quickly and for a low cost. A convenience sample has the benefit of allowing a low-to-no-cost research study to conduct because it uses the already available population. It is also time-efficient because it enables the research to be undertaken in everyday life (Nicki, 2017).

3.5 INSTRUMENTAL DEVELOPMENT

Instrumental development is a process for gathering information from a study that has been carried out by a researcher. The approach to be used in this study must be

determined by the instrument**.** The data collected was be analysed using a quantitative approach in this study. Quantitative research was use google form questionnaire to collecting data. It focuses on gathering information across groups of people or analysing a phenomenon. This method can be used for large-scale survey research such as questionnaires or structured interviews. The questionnaires were being distributed to target respondents, such as friends, family members, and others, in any place through an online survey link. The respondent data was being collected by questionnaire and it is being designed by using Google Form and shared through social media which is WhatsApp and Telegram group. To collect the necessary data, respondents should answer all items in the survey. There were three sections to the questionnaire which is Section A, Section B, and Section C. Respondents was be given closed-ended questions with options to choose from when answering the questionnaire.

Section A consists of demographic profile question such as gender, age, ethnicity, marital status and time a week used food delivery services. The multiple-choice question was be used in this section to collect data from respondent that come from various background. Section B is about the variables proposed by the researcher. It contains five questions for each variable. It's focused on all independent variables which is provided by the researcher such as price, convenience, and trustworthiness. Section C discussed the dependent variables which is customer perceived value in food delivery apps, and it contains of five questions. There are five questions answering to dependent variable and was be provided in the Section C. The ordinal scale was being used in the section B and Section C. Ordinal scales are used to assess a respondent's preferences or opinions by determining the percentage of respondents who agree or disagree with the statement.

Table 3.2**:** Measurement of Likert Code

Characteristic	Strongly disagree	Agree	Neutral	Disagree	Strongly agree
Point	1	2	3	4	5

3.5.1 INSTRUMENTATION

Table 3.3: Overview of Instrumentation

Section	Variables	Items	Authors
A	Demographic profile	5	Dr Ahmad AlBattat (2019)
B	Convenience	5	Vincent Cheow Sern Yeo, See-Kwong Goh, Sajad Rezaei (2017), Dr. Ahmad AlBattat (2019)
	Trustworthiness	5	Dr. Ahmad AlBattat (2019), Md. Uzir Hossain Uzir, Hussam Al Halbusi, Ramayah Thurasamy, Rodney Lim (2021)
	Price	5	Thiam Hock, Musheer A. Aljaberi, Najmul Hasan, Mahmud Hamid (2021), Vincent Cheow Sern Yeo, See- Kwok Goh, Sajad Rezaie (2017), Dr Ahmad AlBattat (2019)

C	Customer Perceived Value	5	Md. Uzir Hossain Uzir, Hussam Al Halbusi, Ramayah Thurasamy, Rodney Lim (2021), Thiam Hock, Musheer A. Aljaberi, Najmul Hasan, Mahmud Hamid (2021

Questions used in Section A: Demographic Profile

Please tick (/) in the answer below:

1. Gender

   ☐ Male

   ☐ Female

2. Marital Status

   ☐ Single

   ☐ Married

3. Ethnicity

   ☐ Malay

   ☐ Chinese

   ☐ Indian

   ☐ Others

4. Age

- ☐ Below 20
- ☐ 20-29
- ☐ 30-39
- ☐ 40-49
- ☐ 50 and above

5. How much time a week used food delivery service?

- ☐ 1-4 times
- ☐ 5-7 times
- ☐ More than 7 times

Table 3.4.: Questions used in Section B of the Questionnaire

Variables	Items	Description	References	Measurement
Independent Variables: Convenience	C1	i)Using the food delivery app would be convenient for me	Vincent Cheow Sern Yeo, See-Kwong Goh, Sajad Rezaei (2017), Dr. Ahmad AlBattat (2019)	Likert's Scale 5 point
	C2	ii)The Food delivery apps would allow me to order food any place		
	C3	iii) The food delivery apps would allow me to order food any time		
	C4	iv)I would find it easy to become skillful at navigating through online food delivery services web pages.		
	C5	v)I would find interaction through		

		online food delivery services web pages clear and understandable that.		
Independent Variables: Trustworthiness	T1	i)I trust the food delivery apps	Dr. Ahmad AlBattat (2019), Md. Uzir Hossain Uzir, Hussam Al Halbusi, Ramayah Thurasamy, Rodney Lim (2021)	Likert's Scale 5 point
	T2	ii)The information provided by the food delivery app is reliable		
	T3	iii) I felt secure in ordering food through the food delivery app.		
	T4	iv) Using food delivery apps presents the		

		information in an appropriate format.		
	T5	v) Using food delivery apps provides information at the right level of detail		
Independent Variables: Price	P1	i) When I order food through the delivery app, the food is reasonably priced.	Thiam Hock, Musheer A. Aljaberi, Najmul Hasan, Mahmud Hamid (2021), Vincent Cheow Sern Yeo, See-Kwok Goh, Sajad Rezaie (2017), Dr Ahmad AlBattat (2019)	Likert's Scale 5 point
	P2	ii) When I order food through the food delivery app, the food is a good product for the price		
	P3	iii) I like to search for cheap food deals in		

		different online food retailers' websites		
	P4	iv) When I order food through the delivery app, the food is economical		
	P5	v) Online food retailer offers better value for my money.		

Table 3.5: Questions used in Section C of the Questionnaire

Variables	**Items**	**Description**	**References**	**Measurement**
Dependent Variables: Customer Perceived Value	C1	i) Using a food delivery app is worthy for me to devote my time and efforts	Md. Uzir Hossain Uzir, Hussam Al Halbusi, Ramayah Thurasamy, Rodney Lim (2021), Thiam Hock, Musheer A. Aljaberi, Najmul Hasan, Mahmud Hamid (2021	Likert's Scale 5 point

	C2	ii) Compared with conventional food purchasing ways, it is wise to use the food delivery app		
	C3	iii) I feel I am getting good food product with a reasonable price when I use the food delivery app		
	C4	iv) I feel relaxed in receiving delivery service of online purchase		
	C5	v) The service quality of delivery personnel is high.		

3.5.2 VALIDITY TEST

The researcher was use two kinds of validity for expert validity, namely, face validity and content validity. Researchers selected close friends for pilot test and restaurant managers who have experience using food delivery apps to be certified experts. Close friends for pilot test and restaurant managers were answer questions to validate the study's instruments. Validity provides an idea of how well the data collected covers the actual field of study (Haradhan Mohajan, 2017). Figure 3.2 shows the types of validity that was be used in this research. Expert validity was being measured using Cohen's Kappa analysis.

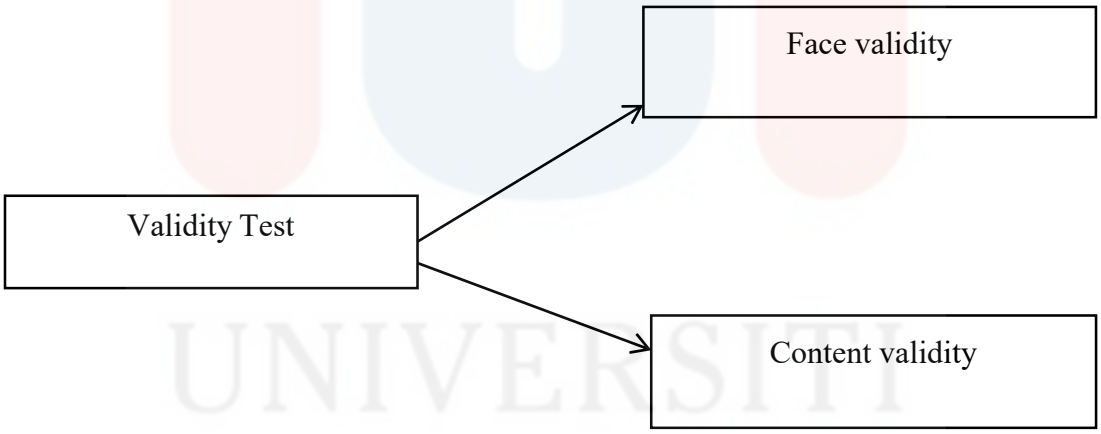

Figure 3.2 Types of Validity Used

Sources: Adapted from Saiful Bahry et al., (2021)

Face validity contains instruments that appear relevant to the study respondents. Face validity was assessing the appearance of the questionnaire in terms of qualifications, readability of the question writing format, use of clear language and terminology. Next,

content validity involves the evaluation of a newly developed survey instrument to ensure that it includes all items that are an important part as well as items that are not needed will be eliminated.

3.5.3 RELIABILITY TEST

In this study, this reliability test was being conducted customer perceived value in area Klang Valley on respondents aged between 18 years old and above to check the reliability of the instrument. The researcher were being provided a questionnaire from in google forms to the respondents through a link and distributed it to the WhatsApp group. All the questions given took a few minutes like 5-10 minutes to be answered by the respondents. The questionnaire is divided 3 sections. Section A is for demographics profiles are segments by gender, marital status, ethnicity, age and how much time a week that respondent used food delivery services. Section B is about the independent variables that is convenience, trustworthiness, and price. Section C is for dependent variable that is customer perceived value.

The preparation of these survey questions is to consider the comprehension and comprehension of the survey. The term uses the previous query agreement and report and the duration of the questionnaire, which is the time required to respond to the questionnaire (Doddy, 2015). To analyse the answers or responses of the respondents to find out how important quality influence attributes of the food delivery apps among customer perceived value. Test was obtaining from a questionnaire that was be conducted by previous researchers in the journal. In addition, questionnaires were being conducted extensively through literature search.

The observations made were corrected and observed. Measurement using Cronbach's Alpha are instrument reliability. Based on Krejcie & Morgan's, 1970, value that is less than 0.4 is consider unacceptable and value more than 0.9 is consider reliable result. The internal consistency reliability of an item is higher when the value is close to 1 and the questionnaire can be used for the analysis. The rules of thumb of Cronbach's Alpha Coefficient Range are show below.

Cronbach's Alpha Range	Level of Reliability
a > 0.9	Very Excellent
a > 0.8	Excellent
a > 0.7	Acceptable
a > 0.6	Questionable
a > 0.5	Poor
a > 0.4	Very poor

Table 3.6: Cronbach's Alpha Coefficient Range

Sources: Adapted from George & Mallery (2016)

Before to conducting the reliability test, the researcher selected pilot tests and restaurant managers experienced in food delivery applications to serve as expert validation. Expert validation is very important before conducting reliability testing. Validity experts concluded that the items given in the questionnaire corresponded to the customer perceived value and could measure the study's objectives stated in this researcher. In this study, questionnaires have compiled, and items was being of closed type. All assessment items are measured using a five-point scale from strongly disagree to agree strongly.

Data was being collected by giving a questionnaire to the respondents. The answered questionnaires were analyzed for reliability test using Cohen Kappa Index. Statistical Package for Social Science (SPSS) will analyze the data. Reliability is ' the intensity of the test score is independent of measurement error' (Mujis, 2011). Table 3.7 shows Cohen's Kappa Value and its internal consistency of interpretation.

Value of Kappa	Level of Agreement	% of Data that are Reliable
0 - .20	Very weak	0 - 4%
.21 - .39	Weak	4 - 15%
.40 - .59	Moderate	15 - 35%
.60 - .79	Strong	35 - 63%
.80 - .90	Almost Perfect	64 - 81%
Above .90	Perfect	82 - 100%

Table 3.7: Cohen's Kappa Interpretation

Source: Adapted from Biochem Med (Zagreb) 2012.

3.6 DATA COLLECTION METHOD

The researcher was discussing and describe how the data gathering approach was being used in the proposal paper to make the information more effective in this section. The process of gathering and analysing data from a range of sources to create a complete and accurate picture of a subject is known as data collection (Emily McLaughlin, 2020). Choosing the right sample size is crucial for reducing resource waste, especially when the

sample size is large (Sekaran and Bougie, 2013). Any form of research project relies heavily on data collection. Inaccurate data collecting might have an impact on a study's outcomes, resulting in invalid results. There are several methods for gathering data in proposal, all of which are classified as either primary or secondary data. (Douglas, 2015).

To put it another way, secondary data is any dataset not obtained by the author, or, to put it another way, "the analysis of data gathered by someone else" (Boslaugh, 2007). Secondary data is information that has already been collected and is being reviewed for use in new inquiries for which it was not initially collected (Vartanian, 2010). Secondary data is information that has been obtained from other sources such as articles, statistics, journals, and other internet-based material. As a result, the researcher may be able to save time.

In this research, the researcher was using a primary data as a data collection method. Primary data is original and unique, according to Ajayi (2017), Depending on the research purpose and study requirements, researchers gather data directly from sources through observations, surveys, questionnaires, case studies, and interviews. The researcher was using a questionnaire which is google form. This type of questionnaire is useful for gathering statistical information about a population's characteristics, attitudes, or behaviours through an organised set of questions (Preston 2009). The goal is to collect data that can be used for statistical analysis (Roopa & Rani 2012).

A Google Form questionnaire is perfect for this study because everyone now has a smartphone. Even if it's difficult to speak with respondents face to face, you can still ask them to fill out a google form survey. This is because, we're during Covid-19, and it's risky to meet up with folks we don't know again. Google Forms was being used by the researchers since it is simpler, saves time, and can help them save money compared to

other method. Furthermore, currently of technology, practically everyone, adult, or child, has a mobile phone, tablet, or laptop and uses meal delivery apps. As a result, the best alternative is to use Google Forms.

Part A, Part B, and Part C are the three sections of the Google form. Part A delves into the topic of demographic segmentation. Demographics refer to population factors such as gender, age, ethnicity, and the number of times per week that a person uses a food delivery service. The variables proposed by the researchers are discussed in Part B. It focuses on all the researchers' independent variables, such as convenience, trustworthiness, and pricing. The dependent variable, consumer perceived value of using a meal delivery app, is discussed in Section C.

3.7 DATA ANALYSIS PROCEDURE

Cleaning, converting, and modelling data to identify usable information for business decision-making is defined as data analysis (Daniel Johson, 2021). Several features and methodologies that incorporate numerous strategies as they are applied in trade, science, and social science are included. The researcher was analysing the data using three methods: reliability analysis, descriptive analysis, and Pearson's Correlation Coefficient. Finally, the data was analysed using the Statistical Package for Social Science (SPSS) system, version 26. The Statistical Package for Social Science (SPSS) is a statistical analysis software tool. Researchers adopted this software because it was able to provide complex data modification and testing in a straightforward manner. This SPSS software is also extremely user-friendly.

Descriptive analysis involves converting raw data into an understandable and interpretable format, then rearrangement, sorting, and processing the data to provide descriptive information (William, 2003). According to consumer perception values, the researchers used descriptive analysis to define the demographic profile of the respondents, including the percentage, mean, average mean, and frequency of customers using food delivery apps.

The collected data was being analysed using Pearson Correlation Coefficient analysis in this study. The Pearson coefficient is a form of correlation coefficient that shows how two variables measured on the same interval or ratio scale are related (Timothy Li 2021). The Pearson Correlation Coefficient analysis assists researchers in determining the strength of the linear link between independent variables (IV) and dependent variables (DV) (DV). This research aids in determining the relationships that exist between convenience, price, trustworthiness (IV), and customer perceived value (DV).

3.7.1 PRELIMINARY DATA ANALYSIS

PILOT TEST

Tashakkori and Teddlie (1998) mentioned that Pilot test can be based on quantitative or qualitative and large-scale studies might employ several pilot studies before the main survey is conducted to assess the proposed data analysis techniques to uncover potential problems and develop a research question and research plan. The pilot study is considered as a combination of the two categories but within the context of the research project based on case study research with the primary goal of gathering

qualitative data, (Teijlingen &Hundley, (2001). As for current study pilot test was be employed 30 respondents to identifying or refining a research question or set of question.

3.7.2 DATA ANALYSIS PROCEDURE

Cleaning, converting, and modelling data to identify usable information for business decision-making is defined as data analysis (Daniel Johson, 2021. The process of analysing data and pertinent information obtained from quantitative methods to fulfil the study's purpose is known as data analysis method. The information and data were being analysed and a common pattern was be identified within the responses from various sources, as well as a summary was be provided to finish the outcome and findings. After gathering all the data, the researchers used the Statistical Package for Social Science (SPSS) computer software application to analyse and interpret it. As a result, the researchers employed SPSS to conduct descriptive, reliability, and Pearson's Correlation Coefficient.

3.8 SUMMARY

In a nutshell, this chapter was discussing the research design, sampling procedures, instrument development, instrumentation, data collection method procedure, and data analysis procedure. Using a convenience sampling procedure, the researcher was picking the sample size of 384 respondents. The questionnaire is created using a quantitative technique, and the link between independent and dependent variables was be observed through data collection. This research can be used to reference the relationship between convenience, trustworthiness, price, and customer perceived value on food delivery apps in Klang Valley.

CHAPTER 4

FINDING & DISCUSSION

4.1 INTRODUCTION

The researcher was discussing the research findings in this chapter. This data examines the factors that influence customers' perceptions of the value of using food delivery apps in Klang Valley, Malaysia. The questionnaire was reliability tested to ensure that the items were internally consistent. This frequency analysis is used to describe the demographic profile, which is section A of the questionnaire, whereas descriptive analysis is used to describe the demographic profile. The mean score and standard deviation (SD) are used to investigate the factors influencing customers' perceived value of using food delivery apps in Klang Valley. In the meantime, Pearson's Correlation is used to investigate the relationship between convenience, price, and trustworthiness (IV) and customer perceived value (DV) when using food delivery apps.

4.2 RESPONSE RATE

A total of 384 questionnaires were distributed to Klang Valley users of food delivery apps, with a total of 276 completed questionnaires collected, representing a

response rate of 71.9 percent. The response rates for the study are shown in Table 4.1 below.

Table 4.2: Respond of Questionnaires

Number of questionnaires distributed	**384**
Questionnaires useable to be analysed	**276**
Response rate	**71.9%**

4.3 PILOT STUDY

The researcher conducted a pilot test with 30 respondents prior to administering the actual questionnaire, and the reliability test of this pilot test was used to determine the validity of the variables.

Table 4.3: Rules of Thumb of Cronbach's Alpha Coefficient Range

Cronbach Alpha Range	Level of Reliability
$\alpha > 0.9$	Very Excellent
$\alpha > 0.8$	Excellent
$\alpha > 0.7$	Acceptable
$\alpha > 0.6$	Questionable
$\alpha > 0.5$	Poor
$\alpha > 0.4$	Very Poor

Sources: Adapted from George & Mallery (2016)

The range of alpha coefficients for reliability analysis is shown in Table 4.2.1. According to George and Mallery (2016), any value less than 0.4 is considered unacceptable, and any value greater than 0.9 is considered a very reliable result. The closer the value is to 1, the more reliable the item's internal consistency.

Table 4.3.1: The Reliability of Pilot Test Analysis

Section	Dimension	Cronbach's Alpha	Number of Item
Independent Variable	Convenience	0.945	5
	Trustworthiness	0.936	5
	Price	0.846	
Dependent Variable	Customer Perceived Value	0.905	5

No of respondent (n)= 276

The reliability of pilot test analysis for dependent and independent variables is shown in Table 4.2.2. According to Table 4.2.1, the Cronbach's Alpha coefficient values for convenience and trustworthiness were 0.945 and 0.936, respectively, indicating very good. Following that, the Cronbach's Alpha for the price value was 0.846, indicating excellent. Meanwhile, the Cronbach's Alpha of customer perceived value was 0.905, which was very good based on the Cronbach's Alpha coefficient range rules of thumb.

Since the Cronbach's alpha charge for the variable was more significant than 0.8, the questionnaire was highly reliable, and respondents understood each item thoroughly. As a result, the research can be continued.

4.4 ACTUAL RELIABILTY TEST

Table 4.4: Reliability Test

Variables	Cronbach Alpha's	N of items
Convenience	**0.934**	**5**
Trustworthiness	**0.928**	**5**
Price	**0.907**	**5**
Customer Perceived Value	**0.923**	**5**

No of respondents (n)= 276

Table 4.4 shows the reliability analysis of the three variables of customer perceived value. The reliability Cronbach's alpha coefficient value for convenience (0.934), trustworthiness (0.928) and price (0.907) are scored highest which indicating very excellent level of reliability. However, customer perceived value also gained (0.923) which indicates questionable.

4.5 RESPONDENT PROFILE

Table 4.5: Respondent Profile

Demographic Profile	Classification	Frequency n=276	Percentage (%)
Gender	Male	93	33.7
	Female	183	66.3
Marital Status	Single	204	73.9
	Married	72	26.1
Ethnicity	Malay	151	54.7
	Chinese	45	16.3
	Indian	38	13.8
	Other	42	15.2
Age	Below 20	42	15.2
	20-29	164	59.4
	30-39	39	14.1
	40-49	26	9.4
	50 and above	5	1.8
How many times per week did you order food from a delivery service	1-4 times	174	63.0
	5-7 times	86	31.2
	More than 7 times	16	5.8

A total of 276 respondents have been collected in this study. From table 4.5 there was 93 (33.7%) respondents who represented male, and 183 (66.3%) respondents who represented female. It shows the number of female respondents is higher than male respondents in this study.

The table showed the total respondents for marital status. The number of respondents for single was 204 respondents while the number of married was 72 respondents. Out of 276 respondents, 73.9 % of total respondents were single and 26.1 % were married who involved in this study.

Therefore, the table 4.5 above showed the total of respondents by ethnicity. There were 276 respondents who consist of Malay 151 (54.7%), Chinese 45 (16.3%), Indian 38 (13.8%) and the lowest percentage respondents was other religion 42 (15.2%).

Next, Table 4.5 showed the total respondents by age. There were 276 respondents who consist of age from below 20 is 42 (15.2%). The majority respondents are in the age range of 20-29 years old, which were 164 (59.4%) respondents. There were 39 (14.1%) respondents in the age range of 30-39 years old. There were only 26 (9.4%) respondents in the age range of 40-49 years old. Lastly, only 5 (1.8%) respondents were reported in the age range of 50 years old and above.

Lastly, the table showed the total of respondent that use a delivery service to order a food per week. There were 276 respondents who consist of 1-4 times, 5-7 times and more than 7 times per week. The majority respondent is in the 1-4 times, which were 174 (63.0). In addition, for 5-7 times showed 86 (31.2) respondents and lastly, only 16 (5.8%) respondents have been responds for more than 7 times that order food from delivery service per week.

4.6 DESCRIPTIVE PROFILE

This study has analyzed the mean and standard deviation for Section B and C of the questionnaires. This part interprets the mean score obtained from descriptive analysis. The overall mean score and standard deviation of each variable and each item under the variables were designed based on six points of Likert Scale where 1 state strongly disagree and 6 state strongly agree. The mean score and standard deviation (SD) for each variable are shown in Table 4.6 below.

Table 4.6: Mean Score for each variable

Section	Dimension	n	Mean	Standard Deviation
B	Convenience	276	4.254	4.40439
	Trustworthiness	276	4.159	4.39555
	Price	276	4.139	4.29394
C	Customer Perceived Value	276	4.220	4.12406

Table 4.6 showed the number of respondents, mean and standard deviation of independent variable and dependent variable. For the independent variable, the highest mean was situation which is 4.254 for convenience and followed by 4.159 for

trustworthiness and price was 4.139. while mean of dependent variable which are customer perceived value was 4.220.

4.6.1 CONVENIENCE

Table 4.6.1: Descriptive Analysis for Independent Variable, Convenience.

Statement	n	Mean	SD
Using the food delivery apps would be convenient for me	276	4.2935	1.00404
The food delivery apps would allow me to order food from any place.	276	4.2500	1.01936
Food delivery apps would allow me to order food any time.	276	4.3152	0.98272
I would find it easy to become skillful at navigating through online food delivery services web pages.	276	4.2138	0.94655
I would find interaction through online food delivery services web pages clear and understandable that.	276	4.1993	0.99825

Table 4.6.1 shows the descriptive analysis pf convenience. It shows the mean of respondent's response on the convenience variable according to Five-Likert Scale. The mean score for five (5) items in convenience ranges from 4.1 to 4.3. To elaborate, the mean for first item is the highest which is "The food delivery apps would allow me to order food any time" is scored 4.31 (SD = 0.982). The mean score for second item which

is “Using the food delivery apps would be convenient for me” scored 4.29 (SD = 1.004). The mean score for third item which is “The food delivery apps would allow me to order food from any place” reported at 4.25 (SD = 1.019). The mean score for fourth item which is “I would find it easy to become skillful at navigating through online food delivery services web pages” was 4.21 (SD = 0.946). Lastly, the mean score for fifth item, where” I would find interaction through online food delivery services web pages clear and understandable that” was 4.19 (SD = 0.998).

4.6.2 TRUSTWORTHINESS

Table 4.6.2: Descriptive Analysis for Independent Variable, Trustworthiness.

Statement	n	Mean	SD
I trust the food delivery apps.	276	4.1268	1.06269
The information provided by the food delivery apps is reliable.	276	4.1449	0.99124
I felt secure in ordering food through the food delivery apps.	276	4.1232	0.99419
Using food delivery apps presents the information in an appropriate format.	276	4.2065	0.95580
Using food delivery apps provides information at the right level of detail.	276	4.1921	0.98502

Table 4.6.2 shows the descriptive analysis for service quality. The mean score of the five (5) items in trustworthiness ranges from 4.1 to 4.2. To elaborate, the mean score for fourth item which is "Using food delivery apps presents the information in an appropriate format." showed the highest score at 4.20 (SD = 0.955), follow by "Using food delivery apps provides information at the right level at detail." scored 4.19 (SD = 0.985), "The information provided by the food delivery apps is reliable." scored 4.14 (SD = 0.991) , "I trust the food delivery apps." scored 4.126 (SD = 1.062) and lastly the item "I felt secure in ordering food through the food delivery apps." scored the lowest at 4.123 (SD = 0.994).

4.6.3 PRICE

Table 4.6.3: Descriptive Analysis for Independent Variable, Price.

Statement	n	Mean	SD
When I order food through the delivery apps the food is reasonably priced.	276	4.1377	1.07664
When I order food through the food delivery apps, the food is a good product for the price.	276	3.9529	1.00252
I like to search for cheap food deals in different online food retailer's websites.	276	4.2790	1.01537
When I order food through the delivery apps, the food is economical.	276	4.1014	0.98564

Online food retailer offers better value for my money.	276	4.2246	0.94978

Table 4.6.3 shows the descriptive analysis for price. It shows the mean score of five items ranging from 3.9 to 4.2. To elaborate, the mean score for third item "I like to search for cheap food deals in different online food retailer's websites" scored the highest at 4.27 (SD = 1.015), followed by "Online food retailer offer better value for my money" scored 4.22 (SD = 0.949). Next, the item "When I order food through the delivery apps the food is reasonably priced." scored 4.13 (SD = 1.076) and the mean score for "When I order food through the delivery apps, the food is economical." reported at 4.10 (SD = 0.985). Lastly, the mean score for the item "When I order food through the food delivery apps, the food is a good product for the price." scored the lowest at 3.9 (SD = 0.949).

4.6.4 CUSTOMER PERCEIVED VALUE

Table 4.6.4: Descriptive Analysis for Dependent Variable, Customer Perceived Value.

Statement	n	Mean	SD
Using a food delivery apps is worthy for me to devote my time and efforts.	276	4.3370	0.96042
Compared with conventional food purchasing ways, it is wise to use the food delivery apps.	276	4.1123	0.88937
I feel I am getting good food product with a reasonable price when I use the food delivery apps.	276	4.1957	0.97502
I feel relaxed in receiving delivery service of online purchase.	276	4.2101	0.96070
The service quality of delivery personnel is high.	276	4.2464	0.93273

Table 4.6.4 shows the descriptive analysis for customer perceived value. It shows the mean of respondents' response on the customer perceived value variable ranging from 4.1 to 4.3. To elaborate, the highest mean reported in customer perceived value is "Using a food delivery apps is worthy for me to devote my time and efforts." scored 4.3 (SD = 0.960), followed by "The service quality of delivery personnel is high." scored 4.24 (SD = 0.932), "I feel relaxed in receiving delivery service of online purchase." scored 4.21 (SD = 0.960), "I feel I am getting good food product with a reasonable price when I use the food delivery apps." scored 4.19 (SD = 0.975) and lastly, the item "Compared with conventional food purchasing ways, it is wise to use the food delivery apps." scored the lowest at 4.11 (SD = 0.889).

4.7 PEARSON CORELLATION COEFFICIENT

According to Will Kenton (2021), The Pearson coefficient could be a parametric statistic that represents the connection between two variables assessed on the identical interval and ratio scale. It reveals the magnitude of the association, or correlation, as well as the relationship's direction. The Pearson coefficient expresses the strength of the linear relationship between two variables. Pearson's correlation coefficient (r) is used to assess the strength and significance of relationships between independent variables (convenience, trustworthiness, price) and dependent variables (customer perceive value). As a result, the goal of this test is to determine whether the R-value is significant on the variables and whether the study's hypothesis should be accepted or rejected.

Besides that, according to Wolters Kluwer (2018), The term correlation is most used in the context of a linear relationship between two continuous variables, which is expressed as Pearson product-moment correlation. For jointly normally distributed data, the Pearson correlation coefficient is commonly used (data that follow a bivariate normal distribution). A Spearman rank correlation could be used as a way of measuring of monotonic association for no normally distributed continuous variables, ordinal data, or data with relevant outliers.

Marshall and Samuels (2017) stated that, when testing the normality of a larger sample (n>30), the evaluation of the Q-Q plots should be included. The scatter of a normal Q-Q plot could have no discernible pattern as it moves away from the line, implying that the scatters should be as close to the line as possible for the data to be assumed statistically significant. The normality plot for independent variables (convenience, trustworthiness, price) is shown in Figure 4.1below.

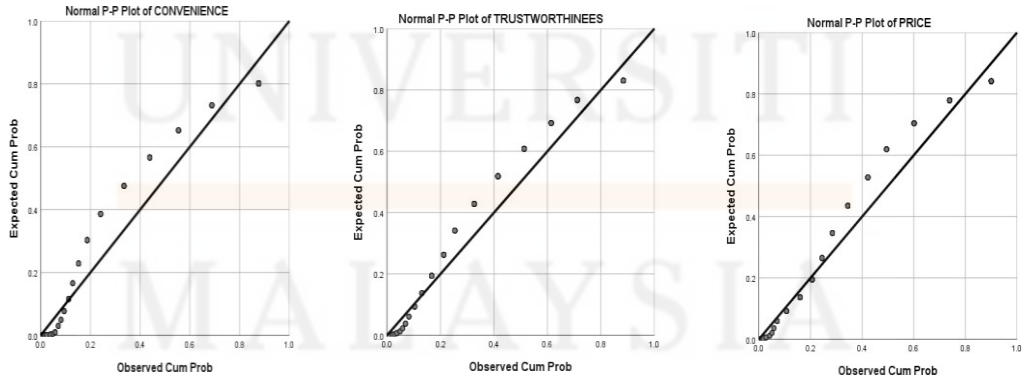

Figure 4.1: Normality Plot for Convenience, Trustworthiness and Price.

Table 4.7: Correlation Coefficient Interpretation

Correlation Coefficient	Interpretation
.00 to .10 (-.00 to -.10)	Negligible correlation
.10 to .39 (-.10 to -.39)	Weak correlation
.40 to .69 (-.40 to -.69)	Moderate correlation
.70 to .89 (-.70 to -.89)	Strong correlation
.90 to 1.00 (-.90 to -1.00)	Very strong correlation

Source: Schober, Boer & Schwarte (2018)

Table 4.7 displays the correlation coefficient rule of thumb as well as the interpretation of the correlation between variables. The correlation coefficient is abbreviated as r. If the value of r is between.00 and.10, it indicates that the positive (negative) relationship between variables is very weak. According to Joseph, Arthur, Philip, and Mike (2007), there is a chance that the null hypothesis will not be rejected unless a large sample (n>30) is used. If the value of r is ±.90 to ±1.00, it indicates a very strong positive (negative) relationship between variables. As a result, the covariance between the two variables under consideration is unmistakable (Joseph, Arthur, Philip & Mike, 2007). Carver and Nash (2006) explained this by stating that the two variables have a strong tendency and level of association to change slightly together.

4.7.1 RELATIONSHIP BETWEEN CONVENIENCE AND CUSTOMER PERCEIVED VALUE

H1: There is significant relationship between convenience and customer perceived value to use food delivery apps.

Table 4.7.1: Correlations Between Convenience and Customer Perceived Value

		CONVENIENCE	CUSTOMER PERCEIVED VALUE
CONVENIENCE	Pearson Correlation	1	.889**
	Sig. (2-tailed)		.000
	N	276	276
CUSTOMER PERCEIVED VALUE	Pearson Correlation	.889**	1
	Sig. (2-tailed)	.000	
	N	276	276

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

Based on the finding, Table 4.7.1 shows positive value of correlation coefficient at 0.889** which indicates that the relationship between convenience and customer perceived value is positively strong. Therefore, convenience has a strong relationship in determining customer perceived value to use food delivery apps. Meanwhile, the significant level is .000 which is less than the standard criterion .05 indicates a significant relationship. Hence, the hypothesis (H1) which stated there is significant relationship between convenience and customer perceived value to use food delivery apps is accepted.

4.7.2 RELATIONSHIP BETWEEN TRUSTWORTHINESS AND CUSTOMER PERCEIVED VALUE

H2: There is significant relationship between trustworthiness and customer perceived value to use food delivery apps.

Table 4.7.2: Correlations Between Trustworthiness and Customer Perceived Value

		TRUSTWORTHINEES	CUSTOMER PERCEIVED VALUE
TRUSTWORTHINEES	Pearson Correlation	1	.869**
	Sig. (2-tailed)		.000
	N	276	276
CUSTOMER PERCEIVED VALUE	Pearson Correlation	.869**	1
	Sig. (2-tailed)	.000	
	N	276	276

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

Based on the finding, Table 4.7.2 shows positive value of correlation coefficient at 0.869** which indicates that the relationship between trustworthiness and customer perceived value is positively strong. Therefore, trustworthiness has a strong relationship in determining customer perceived value to use food delivery apps. Meanwhile, the significant level is .000 which is less than the standard criterion .05 indicates a significant relationship. Hence, the hypothesis (H2) which stated there is significant relationship between trustworthiness and customer perceived value to use food delivery apps is accepted.

4.7.3 RELATIONSHIP BETWEEN PRICE AND CUSTOMER PERCEIVED VALUE

H3: There is significant relationship between price and customer perceived value to use food delivery apps.

Table 4.7.3: Correlations Between Price and Customer Perceived Value

		PRICE	CUSTOMER PERCEIVED VALUE
PRICE	Pearson Correlation	1	.854**
	Sig. (2-tailed)		.000
	N	276	276
CUSTOMER PERCEIVED VALUE	Pearson Correlation	.854**	1
	Sig. (2-tailed)	.000	
	N	276	276

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

Based on the finding, Table 4.7.3 shows positive value of correlation coefficient at 0.854** which indicates that the relationship between price and customer perceived value is positively strong. Therefore, price has a strong relationship in determining customer perceived value to use food delivery apps. Meanwhile, the significant level is .000 which is less than the standard criterion .05 indicates a significant relationship. Hence, the hypothesis (H3) which stated there is significant relationship between price and customer perceived value to use food delivery apps is accepted.

Table 4.8: Summary Result for Pearson's Correlation Coefficient

Hypothesis	Result	Findings of Data Analysis
H1: There is a significant relationship between the convenience of food delivery apps and customer perceived value	r = .889** p = .000 Positive strong relationship	**H1: Accepted**
H2: There is significant relationship between the trustworthiness of food delivery apps and customer perceived value	r = .869** p = .000 Positive strong relationship	**H2: Accepted**
H3: There is significant relationship between the price of food delivery apps and customer perceived value	r = .854** p = .000 Positive strong relationship	**H3: Accepted**

4.8 SUMMARY

As the end, all the relationship among the variable, the study found that the three hypothesis in this study are accepted. The data research results analysis offers a detailed interpretation of data analysis from various statistical tests. The researcher employed frequency analysis to examine the demographics of the respondents. Furthermore, the researcher employed descriptive analysis to ascertain the customer perceived value of using food delivery apps. In addition, the researcher used Pearson's correlation coefficient to examine the relationship between customer perceived value and convenience, trustworthiness, and price. The correlation coefficient value for each independent variable is 0.889** for convenience, 0.869** for trustworthiness and 0.854** for price. This has been successful in answering the research question "What is the relationship between the convenience, trustworthiness, and price of food delivery apps and customer perceived value?". To summarise, there is a significant positive relationship between customer perceived value of using a food delivery app and convenience (strong), trustworthiness (strong), and price (strong).

CHAPTER 5

CONCLUSION

5.1 INTRODUCTION

This chapter reveals the findings of this study based on the results discussed in the previous chapter. This chapter discuss about the objectives and hypotheses of the study according to findings in previous chapter. As this is the last chapter of the report, the implications, limitations, and recommendations for future studies are included as well in the chapter. Finally, the overall conclusion summarized the chapter for the study.

5.2 RECAPITULATION OF THE FINDINGS

5.2.1 CONVENIENCE

RO1 : To examine the relationship between convenience and customer perceived value on food delivery apps in Klang Valley, Malaysia.

RQ1 : What is the relationship between convenience and customer perceived value on food delivery apps in Klang Valley, Malaysia?

H1 : There is a significant relationship between the convenience of food delivery apps and customer perceived value in Klang Valley.

Based on Pearson's Correlation analysis on Table 4.6.1 in previous chapter, the Pearson's Correlation value (R-value) of convenience of food delivery apps and customer perceived value is positively strong (0.889) whereby p-value is 0.000 ($p<0.05$). This indicates that convenience is significant and positively related to customer perceived value and is the highest among three variables. Surprisingly, the average mean score for convenience is the highest, reported at 4.3152. The respondents agreed that the convenience in food delivery apps would allow them to order food any time and from any place because it would be convenient for them to save time and money. And the respondent would find it easy to become skillful at navigating through online food delivery services web pages. Besides that, the interaction through online food delivery services web pages clear and easy for them understand.

The statement is supported by Hirschberg et al. (2016) net food delivery apps social media platform gives consumers more alternatives and convenience by allowing them to purchase from a large variety of restaurants with just one click of their smartphone. The findings are also in line with the previous research by Doub et al. (2015) have found that customers would be interested in using the web food delivery apps if they perceived it to save lots of time. Pass research from Jiang et al. (2013) the significant success factor for online business is convenience. Therefore, convenience the ability to compare prices across multiple online platforms, and a large product selection are all advantages that encourage people to shop online, which is why convenience was named the top reason for shopping online in 2020, and it remained in the top three defenses in 2021 (Boice M 2021). Thus, the hypothesis is accepted whereby the relationship between convenience of food delivery apps and customer perceived value is significant. As a result, the findings have met the first research objective, answered the first research question, and fully supported the first research hypothesis.

5.5.2 TRUSTWORTHINESS

RO2 : To examine the relationship between trustworthiness and customer perceived value on food delivery apps in Klang Valley, Malaysia.

RQ2 : What is the relationship between trustworthiness and customer perceived value on food delivery apps in Klang Valley, Malaysia?

H2 : There is a significant relationship between the trustworthiness of food delivery apps and customer perceived value at Klang Valley.

According to Pearson's Correlation analysis on Table 4.8 in the chapter before, the Pearson's Correlation value (R-value) of trustworthiness is 0.869, it shows a positive strong relationship in customer perceived value in the use of food delivery apps in Klang Valley. Since the p-value is less than 0.05 (0.000), the relationship between trustworthiness and customer perceived value is significant which also supports the research hypothesis. The mean average for trustworthiness was 4.159.

According to Winnie (2014), had a positive impact on technical acceptability, which leads to consumer loyalty. Trustworthiness was the most effective result of a respondent, they are concerned about the services trust on the products and services, the most recent equipment to feel comfortable when using the benefit of the food delivery apps in the previous researcher (Azizul et al., 2019). The finding was supported by the fact that the mean score for "I trust food delivery apps" was 4.192. according to Isa (2016), consumers who lack trust in food delivery apps may be hesitant to shop online or avoid making transactions online entirely. This study investigates trust as a factor for food delivery app consumption. Customers may be concerned about how much they will rely on food delivery apps to adhere to the most stringent food safety and hygiene standards.

As a result, the findings satisfied the second research objective, provided an answer to the second research question, and provided complete support for the second research hypothesis.

5.2.3 PRICE

RO3 : To examine the relationship between price and customer perceived value on food delivery apps in Klang Valley, Malaysia.

RQ3 : What is the relationship between price and customer perceived value on food delivery apps in Klang Valley, Malaysia?

H3 : There is a significant relationship between the price of food delivery apps and customer perceived value in Klang Valley.

Based on the Pearson's Correlation analysis on Table 4.8 in the chapter before, it shows that the Pearson's Correlation value (R-value) of price is 0.854, which is indicates positive strong relationship. The p-value is less than 0.5 (0.000), it indicates a significant relationship between price and customer perceived value in Klang Valley. The hypothesis for this study was accepted. The mean average for price is 4.139.

A customer's purchasing decision is heavily influenced by price. According to the analysis, the item "I like to search for cheap food deals in different online food retailer's websites" received the highest score of 4.279. Price has the strongest relationship with customer perception, indicating that the respondent is concerned about the services provided by the food delivery app. Following that, customers will have a more positive experience if they are given coupons, discounts, offers, and other monetary discounts.

The study revealed that the economic incentives engagement mechanism would be ready to improve the customer's reuse intention on mobile food delivery apps (Ray et al, 2019). Price also plays an important role in determining perceived value, focusing on what consumers must pay to obtain something else. As a result, the findings satisfied the third research objective, provided an answer to the third research question, and provided complete support for the third research hypothesis.

5.3 IMPLICATION OF THE STUDY

This study was carried out to examine the determinants of customer perceived value to use food delivery apps in Klang Valley. From this study, the researcher was study on the relationship between dependent variable which is customer perceived value and independent variable which consist of convenience, trustworthiness, and price. Person involved which received benefit throughout the customer perceived value to use food delivery apps in Klang Valley such as the researcher, to food service industry and future customer.

Firstly, this study provided all the important information especially on how convenience, trustworthiness, and price influence customer perceived value to use food delivery apps in Klang Valley to future researcher or new user of food delivery apps that is related to this study. This information was helped the researcher and user of food delivery apps to examine the factors that influence customer perceived value to use food delivery apps in Klang Valley. Furthermore, by referring to this research work, a future researcher may develop instincts for conducting research.

Secondly, this study has a positive and beneficial impact on the food and beverage industry since it has given the industry information on determinants of customer perceived value to use food delivery apps in Klang Valley. Services of food delivery apps can identify customer perceived value by responding to user expectations in the apps for convenience, trustworthiness, and price. Therefore, the food delivery apps services perform an in -depth study on the value of customer perception especially for customers who use the application to order food in order to meet the satisfaction and desires of customers perfectly.

Lastly, the information of these analysis gives advantages for the future customer that using of food delivery apps in Klang Valley. This study showed which aspects to consider when customers intend to order a food to identify which determinants contributed to customer perceived value. From this research study, the future customer and user of food delivery apps were knowing what they want when using a food delivery apps and was help to explore about these apps since the true customer perceived value is demonstrated in this research.

5.4 LIMITATIONS OF THE STUDY

Every research could have its own limitations in terms of data corruption or in gathering. The limitation of the study, the limitation encountered in pursuing this study is time constraints because the time given for finishing this study is short. Furthermore, limitations for this study also make it difficult to find the right time to distribute group discussion with the current problem of Covid-19 initially, but also get the true response from our group members.

Next limitation in this study is problem for researchers to complete the study as soon as possible of having to wait longer to collect information from respondent. The required number of responders is 384 people, but the time given is limited because some respondents did not respond or cooperate in answering the questions. Therefore, our group members worked hard to spread the questionnaires through all social media platforms and to many contacts to suffice the required number of respondents.

In addition, one of the study's limitations is the data collection method. The data gathering strategy in this study is entirely through an online survey. Based on the topic conducted, it is related to food delivery apps where the apps are an online platform that is provided to facilitate people to place food orders. The online survey conducted is easier to get respondents but the challenge in handling the online data collection of the information provided cannot be confirmed information given by the respondents is correct or not.

5.5 RECOMMENDATIONS FOR FUTURE RESEARCH

There are numerous suggestions for future studies that researchers can investigate. Although methodologically challenging, longer-term studies that sought to answer the research question "What is the relationship between the convenience, trustworthiness, and price of food delivery apps and customer perceived value?" would be extremely beneficial. The end of this study was gave a benefit for the customer perceived value to use food delivery apps in Klang Valley, Malaysia. According to M. Cho, A. Bonn, J. Li (2019) that have another recent study emphasized the significance of improving a vital set of smartphone app performance criteria able to represent 'convenience,' 'design,' and 'trustworthiness' in order to improve user-friendliness. There are three factor that

influence customer to use a food delivery app which is convenience, trustworthiness, and price. As a result, if all customer expectations for this application are met, they were continued to use it, influencing other customers to do the same.

In this research project, the researchers only looked at three factors that might influence customers to use food delivery apps again. According to Grotnes (2009) that the most frequent cause for using smartphone applications to browse and purchase products is convenience and user-friendly design. Nevertheless, there may be other key considerations that influence a customer's decision to use a food delivery app in Klang Valley. As a result, future research on the determinants of the use of food delivery applications by customers in the Klang Valley is encouraged. The design and variety of food options are two other factors that influence consumers' use of this app.

Furthermore, future research should take the location of the study into account. This is because the location of the study is critical for users who have demographic differences or who can further expand the location of the study to be conducted, such as making in states or countries. Customer behavior was also had an impact on the use of food delivery apps. Perceived value has gotten a lot of attention in the research world in recent years because it plays an important role in predicting consumers' behavioral intentions based on their attitudes toward a specific act (Nasution and Mavondo, 2008). Comparing studies across states or countries is critical in the future to provide researchers with information and benchmarks on the use of application delivery in other states such as Perak, Kelantan, Kedah, and Johor.

This would help future researchers understand the trend of consumer to reuse app across Malaysian states. Furthermore, future researchers are advised to extend the time frame of the research work by broadening the sampling frame of the study. Researchers can use a method of random data collection on consumers who use food delivery apps in

areas where they want to focus, such as Klang Valley, for this study. Furthermore, in the future, researchers will be able to use more effective qualitative methods to obtain more accurate information than quantitative methods. However, future researchers were reminded to be more sensitive to the allocation of time to collect sufficient data and to have a higher value of respondents to facilitate the study.

5.6 SUMMARY

In this final chapter, has had the full decision and mentioned the findings of factors influencing the value of customer perception to use food delivery applications in Klang Valley, Malaysia. Once the data was collected, the study's objectives were met, the research questions were answered, and the hypotheses were validated and accepted in this study based on an analysis of 276 usable questionnaires. Ultimately, the relationships between convenience, trustworthiness, and price on food delivery apps in Klang Valley are extremely positive and strong. The relationship between convenience on food delivery app was positive strong significant the highest compared to trustworthiness and price. Even the significant relationship between price on food delivery app was lowest but result was also positive strong relationship. The study successfully found that more than half of respondents regarded convenience as the most important factor influencing customers' perceived value to use food delivery apps, while price played the least important role in determining the influence customers' perceived value to use food delivery apps. Almost all food delivery apps perform the same functions and provide the same services. However, each application has its own set of benefits that can entice customers to use their services. Food delivery applications will strive to improve quality and ensure that users are not hesitant to use such applications due to data security concerns.

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