A STUDY ON FACTORS THAT INFLUENCE CONSUMER INTENTION OF FOOD DELIVERY APPLICATIONS DURING COVID-19 QUARANTINE AMONG UNIVERSITY MALAYSIA KELANTAN STUDENTS.

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A Study on Factors That Influence Consumer Intention of Food Delivery Applications During Covid-19 Quarantine Among University Malaysia Kelantan Students.

by

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Sekian, terima kasih

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CATEGORY	POOR (1-3)	AVERAGE (4-6)	GOOD (7-9)	EXCELLENT (10-12)	SCORE
Abstract	The problem is vague and does not provide a summary of the whole project	Summarizes problem, method, results and conclusions with limited details	Summarizes problem, method, results, and conclusions but lacks some details	Clearly states the problem to be resolved, coherently summarizes method, results, and conclusions	____ x 5 12 =
Introduction	Fails to identify a relevant research topic or is not clearly defined and/or the paper lacks focus throughout.	Identifies a research topic but may be too broad in scope, somewhat unclear and needs to be developed further.	Identifies a relevant research topic that provides adequate direction for the paper with some degree of interest for the reader.	Identifies a relevant research topic that provides direction for the paper that is engaging and thought-provoking.	____ x 15 12 =
Research Methods	Little explanation was provided for the choice of methodology and few links were made to the research objective. Research methodology is no connection to the theoretical framework	Some explanation was provided for the choice of methodology and its links to the research objective. Research methodology is limited in connection to the theoretical framework.	A good explanation of the choice of methodology and its links to the research objective. Research methodology is provided with a connection to the theoretical framework	Clear explanation of the choice of methodology and its links to the research objective. The research methodology supports the theoretical framework.	____ x 15 12 =
Analysis and Discussion	Demonstrates a lack of understanding and inadequate analysis of the research topic. The analysis is superficial and based on opinions and preferences rather than critical analysis.	Demonstrates general understanding with limited critical analysis of the research topic. Summarizes perspectives, counter-arguments, or opposing positions.	Demonstrates an understanding and some critical analysis of the research topic. Adequately compares/contrasts perspectives, counter-arguments, or opposing positions but broader connections and/or implications are not as thoroughly explored.	Demonstrates a sophisticated understanding and careful, critical analysis of the research topic. Compares/contrasts perspectives, considers counter arguments or opposing positions, and draws original and thoughtful conclusions with future implications.	____ x 30 12 =

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CONTENT OF PROPOSAL

LIST OF TABLES

LIST OF FIGURES

LIST OF ABBREVIATIONS

UMK – University of Malaysia Kelantan

MCO – Movement Control Order

IV – Independent Variables

DV – Dependent Variables

FKP – Faculty of Entrepreneurship & Business
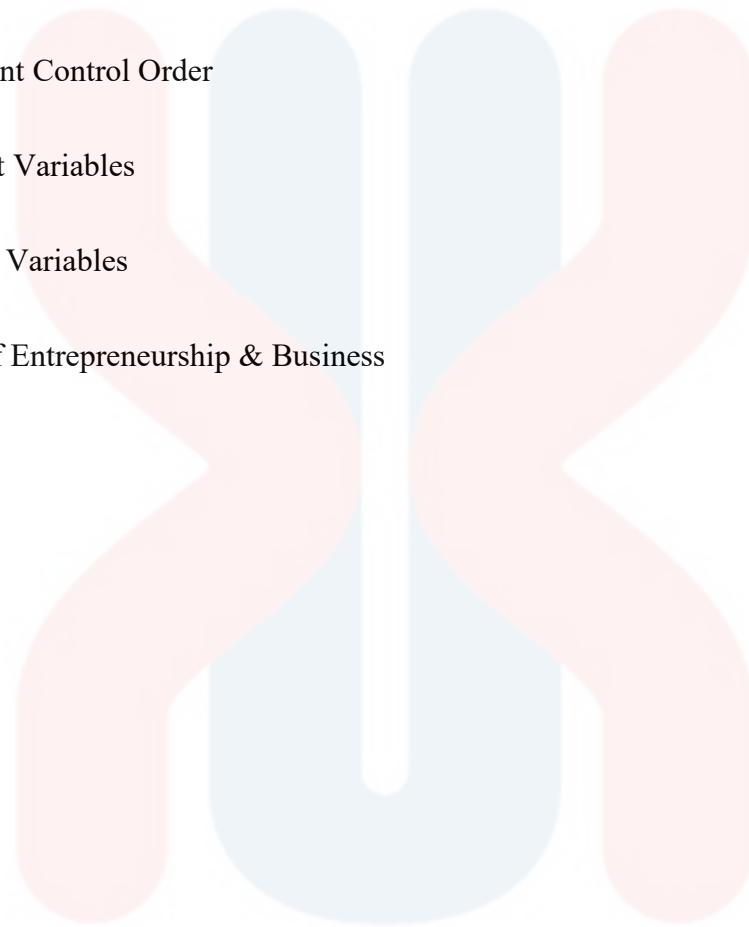
ABSTRACT

The purpose of this study was to find out the factors that influence consumer intention of Food Delivery Application during the Covid-19 quarantine among University Malaysia Kelantan students. This study also evaluates the continuance usage intention the Food Delivery Application as well as determine the factors that influence the intention to use the Food Delivery Application during the Covid-19 quarantine among UMK students. In this research, the continuance usage intention in the Food Delivery Application is determined through effort expectancy, food and beverage quality, performance expectancy and price saving towards the Food Delivery Application.Online surveys were distributed vis Google Forms to respondent and analyzed with using SPSS and SmartPLS software. The findings of the study show that there is a significant relationship between the continuance usage intention and the factors of food and beverage quality ,which is presentation ,meeting expectations as presented quality and the quality of the meal as in the restaurant on the Food Delivery Application. Therefore, this study recommendations for the the researcher needs to select a larger population to obtain better quality data and more respondents to answer the prepared survey and researcher also need to do more focus on practical and understandable research methods and questions in a larger population group.

Keyword: Food Delivery Application, Continuance Usage Intention, Effort Expectancy, Food and Beverage Quality, Performance Expectancy, Price Saving

ABSTRAK

Tujuan kajian ini dilakukan adalah untuk mengetahui faktor-faktor yang mempengaruhi niat pengguna terhadap Aplikasi Penghantaran Makanan semasa kuarantin Covid-19 dalam kalangan pelajar Universiti Malaysia Kelantan (UMK). Kajian ini juga menilai niat penggunaan berterusan terhadap Food Delivery Application, serta menentukan faktor-faktor yang mempengaruhi niat penggunaan terhadap Food Delivery Application semasa kuarantin Covid-19 dalam kalangan pelajar UMK. Dalam penyelidikan ini, niat pengguaan berterusan dalam Food Delivery Application ditentukan melalui jangkaan usaha, kualiti makanan dan minuman, jangkaan prestasi dan penjimatan harga oleh Food Delivery Application. Tinjauan dalam talian telah diedarkan melalui Google Forms kepada responden dan dianalisis menggunakan perisian SPSS dan SmartPLS. Dapatan kajian menunjukkan terdapat hubungan yang signifikan antara niat penggunaan berterusan dengan faktor kualiti makanan dan minuman iaitu persembahan, memenuhi jangkaan seperti yang dipersembahkan, kualiti, dan kualiti hidangan sama seperti di restoren terhadap Food Delivery Application. Oleh itu, kajian ini memberikan cadangan untuk pengaji perlu memilih populasi yang lebih besar untuk mendapatkan data yang lebih berkualiti dan mencapaikan responden yang banyak untuk menjawab tinjaunan yang disediakan. Selain itu, penyelidik juga haruslah memperbaiki kaedah dan soalan yang dikajian lebih mendalam, praktikal dan mudah difahami dalam kumpulan populasi yang lebih besar.

Kata kunci: Food Delivery Application, niat penggunaan berterusan, jangkaan usaha, kualiti makanan dan minuman, jangkaan prestasi, dan penjimatan harga

CHAPTER 1

INTRODUCTION

1.1   Background of Study

The worst impact on the world economy is being caused by unprecedented worldwide travel restrictions and Movement Control Orders (MCO) enacted by nations in response to the coronavirus pandemic (COVID-19) (Ramos, 2021). These governmental regulations have had a significant impact on the food supply chain and daily life, which has had a negative impact on what and how people consume (Zainab, 2022). Additionally, it has prompted crucial queries concerning the safety of food workers and consumers along the supply chain (Zainab, 2022). Restricted customer service in restaurants due to the outbreak has a negative effect on both customers and businesses (Ramos 2021).

Due to an exceptional circumstance with quickly expanding needs, customers must purchase food and beverages in order to survive (Ramos 2021). Restaurants must therefore expand, diversify, or employ online sales channels like Food Delivery Application, which combines current trends that are unmistakably expanding quickly (Ramos, 2021). According to Ramos, a third party that appears to be the primary mediator between customers and restaurants in 2021 is the Food Delivery Application. Restaurants may more conveniently serve customers thanks to this app, and orders are brought right to the front of the house so that customers don't even need to leave (Ramos, 2021).

Online shopping has greatly benefited from the Internet's and cellular technology's rapid development (W. Chuen Poon, 2021). Reduced prices for smart gadgets, quick advancements in telecommunications infrastructure, higher spending power, a lack of time, and convenience have compelled restaurateurs to adapt and provide new menu items to meet the always rising demand from customers (W. Chuen Poon, 2021). Online shopping draws

customers because it is quicker, more convenient, and saves them time (article 2). Interestingly, the COVID-19 epidemic has transformed consumer attitudes, lifestyles, and economic conditions, which has led to a shift from in-person to online shopping (Saad, 2020). These characteristics have fuelled the development and acceptance of food delivery application services, particularly the Foodpanda smartphone app (Saad, 2020).

The rest of this paper is organized as follows: in the first part, researchers start with an overview of the Food Delivery Applications platform and the aspects that related continuous usage intention on food delivery applications during Covid-19 quarantine among UMK students. This can be followed by research contributions methodology, data collection process which is sampling and data analysis methods called analysis plans. Then, researchers make a conclusion paper using the data obtained through the research.

1.2   Problem Statement

Even though the pandemic phase or movement control order has ended, the chain of infectious diseases Covid-19 has never been broken. Therefore, there are some students affected by Covid-19 who will be isolated or quarantined elsewhere to avoid the spread to the public. For students who are in quarantine, they must face problems, the researcher found that the main problem of students is being away from their families. This is because, when they are far from their family, it will be difficult to get daily necessities such as food. Therefore, students will look for other alternatives such as using the Food Delivery Application as a platform for them to order the desired food without having to go out.

In addition, the payment selection is limited to those who are quarantined. Therefore, students have no choice, and they will use the Food Delivery App as a platform to easily order food without cash. The food delivery application now offers online payment services

such as Online Banking, GrabPay, PayPal, Google Pay, Apple Pay and so on, this is to make it easier for those in quarantine to order and pay for food. Therefore, students no longer need to go out to pay. in cash to avoid unwanted spread to the food sender.

Next, it is difficult for students to go out and buy the desired food while in quarantine. This is because of their awareness to break the chain of infectious diseases. Therefore, with today's developing technology, students need to place orders online, which is by using the Food Delivery Application as a platform to order food without having to go out and spread the Covid-19 virus. This will be able to break the chain of Covid-19 and its spread to the public, especially the elderly and those with illnesses.

Hence, it is expected that this trend of global online food delivery services will continue to persist. Based on this study, the problems that we met such as far from family, awareness to break the chain of Covid-19 and limitation of choose in payment. A researcher will develop a conceptual model that reexamines the legacy adoption of technology, maintaining three original constructs, performance expectancy and price value to contextualize the theory based on FDA service. A researcher hopes that all issues will be solved as soon as possible.

1.3   Research Questions

The research aims to study aspects that related the continued usage intention on food delivery applications University Malaysia Kelantan students during COVID-19 quarantine. Hence, the researcher formulated the following research questions:

i.   Is effort expectancy related to continued usage intention on food delivery applications among University Malaysia Kelantan students during COVID-19 quarantine?

ii.   Food and beverage quality related to continued usage intention on food delivery applications among University Malaysia Kelantan students during COVID-19 quarantine?

iii. Does performance expectancy related to continued usage intention on food delivery applications among University Malaysia Kelantan students during COVID-19 quarantine?

iv. Is price saving orientation related to continued usage intention on food delivery applications among University Malaysia Kelantan students during COVID-19 quarantine?

1.4   Research Objectives

This study intends to investigate the factors influencing users to use meal delivery services among students at University Malaysia Kelantan during the COVID-19 quarantine. Therefore, the researcher has formulated the following research objectives:

i.   To identify the relationship between effort expectancy and continued usage intention towards food delivery applications among University Malaysia Kelantan students during COVID-19 quarantine.

ii.   To identify the relationship between food and beverage quality and continued usage intention towards food delivery applications among University Malaysia Kelantan students during COVID-19 quarantine.

iii.   To identify the relationship between performance expectancy and continued usage intention towards food delivery applications among University Malaysia Kelantan students during COVID-19 quarantine.

iv.   To identify the relationship between price saving orientation and continued usage intention towards food delivery applications among University Malaysia Kelantan students during COVID-19 quarantine.

1.5   Scope of Study

The study's scope is restricted to the identification of UMK City Campus undergraduate students who will respond to an online questionnaire. Because student data can be accessed directly from the Faculty of Entrepreneurship and Business (FKP) and is reliable, the researcher focused on UMK students at the City Campus. It will be simpler for UMK students at City Campus to work with researchers to gather research data if questionnaires are distributed to them. To help the researcher understand how their use of food delivery applications affects them, each study participant will respond to a series of questions. The majority of UMK students order food during the Covid-19 quarantine using meal delivery services like Foodpanda, Grab Food, etc. Because it is simpler, more convenient, and saves time, this application has a substantial impact on users' ability to place food orders. In reality, UMK students no longer need to leave the house in order to escape the Covid-19 epidemic. Both consumers and food businesses have profited from the fast expansion of Food Delivery Campus, which allows customers to place orders from any location and save time

1.6   Significance of Study

This study was carried out to determine the variables influencing user intentions in the ongoing usage of food delivery applications among UMK students during the COVID-19 quarantine. Additionally, it is critical that consumers learn more practical and efficient ways to place food orders during the quarantine period, which is why this research is so vital. When determining the close contact network of COVID-19 patients, the data from this study will reveal information about the variables that affect users' willingness to continue using food delivery applications while under quarantine. Future researchers will use this study as a road map to overcome the weaknesses in this research and continue the next investigation.

The intention of consumers to continue using food delivery applications during the COVID-19 quarantine depends on a variety of circumstances. Through digital updates supplied by the food delivery application system, users will be made aware of the most recent advancements in the food manufacturing process (Ramos, 2021). Users have been able to find food vendors with good assessment performance thanks to the application system's post-purchase evaluation feature (Ramos, 2021).

The study also revealed a rise in the use of food delivery services during the quarantine period, encouraging users to use these services as their primary means of breaking the chain of intimate contact. Them can cope with the environment and circumstances of this new norm thanks to the services offered, which can assist users in meeting their daily demands while under quarantine.

Last but not least, the study shows the promotional prices that consumers get through coupons provided by sellers on their store's digital pages. The promotional price offered can attract the interest of users to pass by and buy food at the store while also being able to make the most of this food delivery application. However, there are various ways found to solve the

problem of quarantine among consumers for the aspect of obtaining daily food supplies. The selection and evaluation depend on the user's actions in breaking the chain of close contact during quarantine.

1.7   Definition of Term

- Coronavirus-19

Corona viruses are one type of virus. There are many different kinds, and some of them can spread disease. SARS-CoV-2, a corona virus, was found in Wuhan, China in 2019 and caused the COVID-19 respiratory infection pandemic. Additionally, the virus affects animal diarrhea and upper respiratory diseases. On the other hand, it also makes individuals sick with pneumonia, colds, sneezes, and coughs. Airborne droplets were used to spread the corona virus from person to person. A club-shaped glycoprotein coats the spherical or pleomorphic, single-stranded, encased RNA, and corona virus (Kumar et al., 2020). There are four different sub types of corona viruses: alpha, beta, gamma, and delta coronaviruses (Kumar et al., 2020).

- Food Delivery Application

A restaurant, or shop business will use retail food delivery service to send the food directly to their customer. An order is often placed using a food delivery application such as McDelivery for McDonald products, while other restaurants could use the third-party delivery service such as Grabfood, Foodpanda and more. The delivered products are not only limited to food and beverages only, it also can buy groceries, and the goods through delivery apps customers can look for and order food online to be a consumed later in an offline location thanks to the Food Delivery Application (Xiao and Dong, 2015). Users may easily examine listed

restaurants' menus and reviews, place and confirm orders with online payments, and check order statuses without having to speak to or dial the restaurants' phone number.

● <u>Intrapreneurial Intention</u>

A psychological condition known as entrepreneurial purpose directs our focus toward particular business objectives in order to produce entrepreneurial results (Kong et al., 2020). It also acknowledges that people take initiative to start new firms or infuse fresh ideals into already established ones (Kong et al., 2020). The two stages that make up the entrepreneurial process are the creation of an entrepreneurial intention and the adoption of entrepreneurial behavior. Each business endeavor begins with the development of an entrepreneurial intention, which is a reliable predictor of subsequent entrepreneurial activity. Currently, a lot of research is being done on people's ambitions to launch their own enterprises. This research examined several different aspects, such as character qualities, self-efficacy, risk perception, system design, and more. Unquestionably, a necessary condition for the development of entrepreneurship is having an entrepreneurial intention.

1.8   Organization of the proposal

The goal of this research proposal is to examine factors that affect consumer intentions in the ongoing usage of food delivery services by UMK students during the Covid-19 quarantine. Based on this study, researchers can conclude that the Covid-19 pandemic-related global mobility limitations and movement (MCO) have prevented UMK students from leaving the campus to go out and eat at eateries. This demonstrates how the internet market is presently being driven by meal delivery services. One of the biggest problems UMK students encounter is late delivery, subpar service, and disgruntled consumers on food

delivery apps because of the high demand for online orders. As a result, this circumstance makes the market competitive and difficult. To eliminate all kinds of issues, the organization focuses on the process of online tracking food, quality of foods and drinks, discount rate as well as customers' performance expectation periods toward food delivery apps. However, researchers will plan to use quantitative research to collect data from UMK students which will give a questionnaire paper to them. Researchers will create a few questions by using Google form to do so. To answer questions about the sample population, quantitative research employs scientific inquiry and depends on data that are observed or quantified (Allen, 2017). As a result, it enables scientists to carry out basic to extremely complex statistical studies that combine information about UMK students' use of food delivery apps.

CHAPTER 2

LITERATURE REVIEW

2.1   Introduction

2.1.1   Continuance usage intention

In the area of consumer behaviour, 2021, Ramos claims that people make decisions about repeat purchases after conducting an evaluation process. Based on their current knowledge and former usage, buyers form preconceived notions about a given good or service before making a purchase. Users will assess performance while utilising the service and compare their perceived performance to initial expectations (Ramos, 2021). In this sense, behavioural intention gauges a user's propensity to engage in a specific behaviour in the future (Ramos, 2021).

The degree to which perceived performance lives up to initial expectations affects consumers' willingness to make subsequent purchases. A person's decision to keep utilising a technology product or service will be comparable to a consumer's decision to make a subsequent purchase (Ramos, 2021). It was discovered by Al et al. in 2020 that the structural support of the convenience motivation, utility after use, hedonic motivation, price saving orientation, time saving orientation, previous online purchase experience, consumer attitude, and behavioural intention towards online food delivery service have all influenced consumer intention to continue using online services.

The Model of Planned Behavior is predicated on the notion that most human behaviours are motivated by a person's desire to engage in a particular activity as well as their ability to select whether or not to do so (Tran, 2021). Due to this, earlier academics have recently demonstrated a considerable interest in researching how customers use mobile food delivery applications, mostly using the theory of planned behaviour (Tran, 2021). This study

is primarily motivated by the reasons why users intend to continue using food delivery apps. In order to explore the impact of online technology on the level of continuous use following the use of the Food Delivery service, the variable of continuous use intention is evaluated as the frequency of purchases.

2.1.2 Effort Expectancy

The level of convenience associated with using the system is referred to as effort expectancy (Ramos, 2021). The Unified Theory of Acceptance and Use of Technology (UTAUT) model, which gauges the degree of usability associated with the use of information technology, includes effort expectancies as a concept (Onaolapo & Oyewole, 2018). The degree of convenience associated with using information systems is stated to be the expected effort (Onaolapo & Oyewole, 2018). The concept of expected effort assumes that there is a connection between the effort put forth by the food delivery application, the results attained as a result of that effort, and the reward received as a result of the effort (Onaolapo & Oyewole, 2018).

Expected effort when utilising any system is measured as a level of related convenience (Catherine et al., 2017). This indicates that regardless of how simple or sophisticated a system is, expected effort refers to the amount of work needed to use it. Users can readily embrace and implement user-friendly technologies (Catherine et al., 2017). The majority of consumers favour technology that makes ordering food flexible, useful, and simple. The projected effort is a very important component in affecting the intention to use it, claim Catherine et al. in 2017. Expected effort in this case refers to how students perceive how simple it is to use the Food Delivery Application.

Additionally, food delivery applications ought to offer a directory of eateries organised by location, cuisine, and menu size that are in line with users' intentions to use

11

them. As a result, ordering food is made simpler for people. On the other hand, providers of food delivery services should make sure that the ordering procedure is quick and simple, as well as the online payment option. These elements contribute to consumer trust, which encourages pleased customers to make additional purchases and even refer other people to Food Delivery Applications (Ramos, 2021). It implies that a component affecting consumer behaviour is the whole effectiveness of the delivery process, which includes the delivery person's performance (Ramos, 2021).

2.1.3 Food and Beverage Quality

Ramos asserts that it is crucial to concentrate on making contributions to innovation in 2021 by suggesting new links between UTAUT in accordance with the issue under study and new conceptions of technology acceptance and use. According to the most recent research, customers' behavioural intentions when using a food delivery service are influenced by the quality of the food and beverages (Ramos, 2021). To increase the overall quality of the food served through the meal delivery service, it is crucial to standardise all food quality processes, from purchasing to preparing and transporting (Maimaiti et al., 2018). Food quality is the most significant factor in the restaurant component overall, according to Ramos, 20210, and it is anticipated to have a favourable association with consumer happiness and loyalty to continue utilising online services. Food quality is concentrated on its attributes, such as freshness, excellent cooking, and presentation, which are elements that affect consumers' satisfaction and their decisions to repurchase products from food delivery applications (Ramos, 2021). It has been asserted that overall food quality, particularly the flavour and presentation of food, is a crucial factor in determining consumer satisfaction and expectations that influence the decision-making process for online meal ordering (Ramos, 2021). The amount of customer satisfaction with the quality of the delivered food—which

they expect to be on par with what they would get in a restaurant—determines whether food delivery applications will be used in the future.

2.1.4 Performance Expectancy

The degree to which a person expects to improve his task performance as a result of using the system is known as performance expectancy (Catherine et al., 2017). The most important factor in determining whether or not a user will be satisfied with a mobile app and intend to keep using it is compliance with performance expectations for food delivery applications (Ramos, 2021). Expected performance is discovered to be distinct, important, and favorably influence consumer behavioral intentions to accept and use Food Delivery Applications, according to Catherine et al. (2017). When using this application during peak hours, it refers to the degree to which users believe that using the food delivery service will be able to satisfy their needs.

Food Delivery Applications address the concerns of customers over their personal safety in addition to serving the demands of restaurants and customers during the COVID-19 pandemic (Ramos, 2021). Customers feel more at ease ordering food using food delivery applications since they have a stronger tendency to save time and effort while preparing food (Ramos, 2021). Consumer evaluation standards for using food delivery services are based on how well consumers believe these services will meet their needs while under quarantine (Ramos, 2012).

2.1.5 Price Saving

When choosing to buy, pricing plays a significant influence in the decision. Research has shown that perceived price fairness affects strategic decision-making (Ramos, 20211). Price value is described in UTAUT2 as the user's cognitive trade-off between the application's perceived benefits and its financial cost of use. Price value has a favourable

impact on consumer intention when it is believed that the benefits of using an application outweigh the cost. Consumers can save a lot of money by taking advantage of discounts, which are perks (Ramos, 2021).

Ramos claims that in 2021, enticing cashback, prizes, and discounts will have a greater influence on consumers' decision to continue utilising food delivery services. Due to financial constraints, large families typically purchase home-delivered food more frequently and, when they do, they typically take advantage of special offers. Sales incentives and discounts may also persuade customers to make more purchases and spend more money (Ramos, 20213). One of the best ways to encourage consumers to keep using the Food Delivery Application to place orders is to offer discounts. (Ramos, 20213) demonstrates that advertising has a significant influence on consumer satisfaction. Saving money will therefore boost sales by encouraging consumers to keep using food-related internet applications.

2.2   Underpinning Theory

The Theory of Planned Behaviour (TPB)

The Theory of Planned Behaviour serves as the foundation for this research as it describes the factors that affect customer intentions in the continuing usage of food delivery applications among UMK students during the COVID-19 quarantine. TPB essentially predicts a person's propensity to engage in a behaviour at a particular time and location. The hypothesis was created to include all controllable human behaviours. This paradigm's most important element is behavioural purpose, which is influenced by perceptions about the likelihood that a behaviour will result in the desired outcome and a personal assessment of the advantages and disadvantages of that outcome.

14

Behaviours are influenced by three factors, including attitudes, subjective norms, and perceived behavioural control, according to the Theory of Planned Behaviour. External forces may also directly force or prohibit behaviours, regardless of the intention, depending on how much a behaviour is actually under the control of the individual and how well perceived behavioural control predicts actual behavioural control.

2.3   Previous Studies

A 30% rise in online food delivery orders was observed after the implementation of the first MCO in March 2020. (Bernama, 2020). According to a Rakuten Insight survey, 76% of Malaysians will use meal delivery apps to get fast food in June 2020. (Wei, 2021). Worldwide awareness of the possibilities of a meal delivery app was growing even before Covid-19 caused a rise online. According to recent surveys, "Food Delivery Apps" give clients a convenient way to buy food from a restaurant online and are thought to be a new way to do business. We all know that food delivery apps, which include Grab Food, are Southeast Asia's fastest-growing food delivery business, delivering delicious meals ranging from street food to restaurant dining. Food delivery applications are becoming more and more popular as technology advances. Students at UMK and other clients can quickly peruse all the menu items thanks to apps.

Additionally, it aids in expanding your clientele beyond regulars and neighbours. Thus, as technology advances, the number of smartphone users also rises considerably. People practically daily utilise apps for delivery food, and with only one tap, they can receive what they want (Santra, 2019). Grab estimates that Malaysia's food delivery expenses alone contributed an anticipated RM 3.38 billion in 2020, which is impressive for a nation with a population of under 33 million (The vibes, 2021). As a result, during the pandemic, numerous

15

restaurants began using third-party meal delivery services. It led to a sharp rise in online food delivery companies across the globe. Previous studies have mainly focused on issues such as food delivery apps platform's performance which is late delivery, poor service, and customer's satisfaction. During this Covid-19 pandemic, Malaysian consumers have more likely to purchase food online and have it delivered to their doorstep. However, a recent consumer study found that 13% of consumers would not order from a retailer a second time after a late delivery (Robert Victor, 2020) and faced delays in having their food delivery (Adib Povera, 2022). Consequently, they decided to cancel the food order when he was told that the estimated delivery time was delayed. They also complained that they were told to expect a wait time of an hour or more for their food orders. Hence, this shows that with almost 50% of customers surveyed indicating this problem. Service delays in the restaurant typically represent the first direct interaction between customers and most delivery processes. Example of due to late delivery which is location not easy to find and face with bad weather.

In addition, one of the key conclusions of the study by Parasuraman et al. (1994) is that service quality may be determined by contrasting customers' expectations with their views of the actual service experience. As everyone is aware, good service in food delivery includes food packaging and quality. According to studies, food packaging is a crucial part of the food industry that aids in the hygienic storage of food and beverages, but it also raises questions about food safety (Gupta & Dudeja, 2017).

Packaging thereby protects food quality and draws in customers. Most consumers and students at UMK prefer to assess the food's quality based on the package. The quality and safety of food products are significantly influenced by food packaging (Danielle Cawdron, 2022). The identity of food itself in relation to standard is thus one of the aspects of food quality, according to current research. As a result, as the UMK students' behaviour changed

as a result of their improved education, so did their awareness of the quality of the food available.

Additionally, online food delivery services play a crucial and significant role in the whole client experience. Numerous aspects contribute to consumer happiness, including food availability, customer reviews, payment options, and interpersonal interaction (Kwing & Shiun-Yi, 2017). The definition of a meal delivery service should be to have maximum client pleasure and not only a profit in order to attain maximum customer satisfaction, but service providers also need to concentrate on the quality of service (Nicolaides, 2019). Online food delivery service markets have grown to be highly cutthroat. Understanding and researching customer satisfaction with online meal delivery apps is therefore necessary.

2.4   Research hypothesis

H1 : The greater the influence of the customer's intention on the use of the food delivery application, the greater expected effort against the use of the system for food delivery applications during the COVID-19 quarantine.

H2 : The greater the influence of the customer's intention on the use of the food delivery application, the greater the importance of standardizing food quality procedures for food delivery applications during the COVID-19 quarantine.

H3 : The greater the influence of the customer's intention on the use of the food delivery application, the higher the expected level of performance for his task when using the food delivery application during the COVID-19 quarantine.

H4 : The greater the influence of customer intentions on the use of food delivery applications, the greater the traceability of price savings obtained from the system for food delivery applications during the COVID-19 quarantine.

2.5 Conceptual Framework

A conceptual framework in research is a visual representation that helps to show the expected causal relationship between cause and effect. It can also be referred to as a conceptual model. Numerous variables and their ostensible correlations, which correspond to expectations, are included in the model. This framework is a helpful resource before doing a study. The next analytical tool is a conceptual framework. It is used to compile several ideas and identify conceptual contrasts. Strong conceptual underpinnings make it possible to achieve the desired outcome. Due to the dependent variables, the researcher had to identify all the intervening and dependent variables used in this study as the initial output variables. Given the conceptual framework, readers would have typically been able to determine the study's objectives. As shown in Figure 2.1, our research revealed four independent variables and one dependent variable that together create a conceptual framework.

Independent Variable (IV)   **Dependent Variable (DV)**
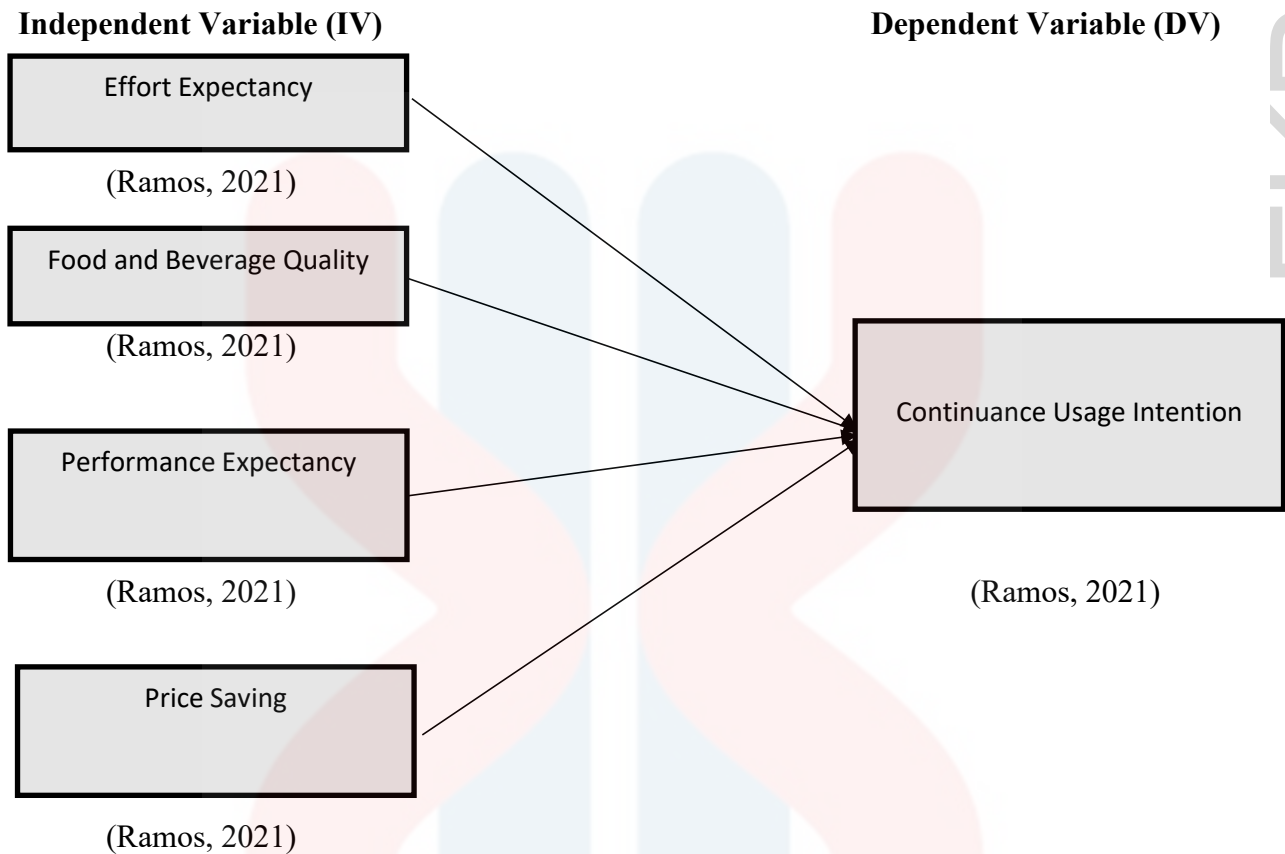
Figure 2.1: Conceptual Framework

2.6   Conclusion

This chapter has examined aspects that have influenced customer intentions in the continued use of food delivery applications during the COVID-19 quarantine among UMK students. Hypotheses are collected and used as a conceptual framework. Finally, this chapter has discovered a new concept where customer actions are influenced by the level and quality of service provided in order to achieve customer satisfaction. To summarize the study in this chapter, there are several important elements that can determine the continued intention of users, namely the functions of the application system provided, flow charts or procedures in maintaining the quality of food and beverages, awareness in maintaining performance and managing daily work, and controlling daily spending.

CHAPTER 3

RESEARCH METHODS

3.1 Introduction

Data collection techniques are utilized in research. With the use of this information, we could assess present practices or procedures and learn more about the subject under investigation. We'll observe the various steps a researcher takes to study his research topic and the justifications for each one. Researchers need to comprehend not just the approach but also the research techniques and methods. Research methods offer a thorough plan that keeps the researcher on course, facilitating a quick, efficient, and manageable procedure. The reader can comprehend the strategy and procedure employed to arrive at a result thanks to the researcher's methodology.

3.2 Research Design

The term "research design" refers to the development of a research strategy, which may cover the entire research process, from the formulation of research problems and questions through the analysis, interpretation, and report-writing of the resulting data. One can generalize about qualitative and quantitative research designs. While qualitative research employs quantitative computations to uncover connections between data and observations, quantitative research is used when statistical inference is required to glean useful insights. The current study aims to pinpoint factors that affect UMK students' decision to continue using food delivery services while under quarantine as a result of the Covid-19 outbreak. As part of the research strategy for this study, the researcher employed a quantitative research method to gather data by way of online distribution of questionnaires and sampling. This

questionnaire is based on a survey, where the results can be depicted in numerical form for statistical analysis.

3.3   Data Collection Methods

The process of acquiring and measuring data on the study variables under consideration in a methodical way that enables one to respond to the stated research questions, test hypotheses, and assess the outcomes is known as data collection. Primary and secondary data are the two sources used in data collection. Primary data was directly gathered from students at UMK via a questionnaire survey to achieve the study's goals. Secondary research is the study of data that has already been gathered from primary sources. To collect primary data, the researcher must focus on Food Delivery Applications. Furthermore, secondary data is collected through other sources such as journal articles, websites, magazines, and others related to the research topic, which will help strengthen the data from the primary research. Existing data obtained by previous researchers is seen as a quick and easy data collection process. This is how primary and secondary data collection is used by researchers in research to analyze data.

3.4   Study Population

Population in study methodology is a group of individuals consisting of a statistical sample that has common characteristics that have been determined by the reviewer to complete the research process (Bhandari, 2019). In this research, the population consists of UMK students from all the fields of study offered. We have used quantitative methods to collect data and complete the selected studies. A population of 11,463 UMK students has been recorded as active students until the 2022-2023 academic session. The target population is a specific group of people who are important to the investigator. Among the target groups selected by the investigator to complete this study are those who have experience using

FDA's during the COVID-19 quarantine, and UMK undergraduate certificate students. Thus, the focus of this study was to analyze key information that influenced UMK students to continue using FDAs throughout the quarantine period.

3.5   Sample Size

Sample size is the number of individuals to include in the sample depending on various factors, including the size and variability of the population and the research design (McCombes, 2019). To ensure we can relate the study sample findings to the whole community, the sample must be representative of the population. Based on articles from UMK tv, there are as many as 11,436 active students from all three campuses. This study has focused on students taking a baccalaureate degree consisting of year 1 to year 4. The reviewer has referred to Roscoe's (1975) theory to determine the sample size used for this study.

According to Roscoe (1975) sample sizes greater than 30 and less than 500 are appropriate for most behavioral studies, while sample sizes greater than 500 can lead to Type II errors (Sekaran & Bougie, 2016). For multivariate data analysis (e.g., regression analysis), the sample size should be 10 times larger than the number of variables (Roscoe, 1975). Sekaran and Bougie (2016) and Kumar et al. (2013) discuss not only the guidelines set by Roscoe (1975) in detail, but also various aspects of sample size procedures and statistics with related examples. From the sample size guidelines set by Roscoe (1975), the appropriate sample size for this study is 100 respondents from UMK undergraduate degree students. The 100 respondents were selected by the reviewer based on the first blend created by Roscoe (1975).

3.6 Sampling Techniques

According to "Methods of Sampling from a Population | Health Knowledge," sampling is a technique for choosing certain people or a small fraction of the population in order to draw conclusions about them statistically and estimate the characteristics of the full population. In order to obtain data, we can utilize a variety of sampling techniques rather than having to survey the complete population. Probability sampling methods and non-probability sampling methods are the two broad categories into which sampling techniques can be separated. In this study, we have chosen probability sampling to help us get respondents randomly. All eligible individuals have a chance to be selected as a sample, and as a result we will be better able to generalize the results from our study.

Simple random sampling involves selecting a random sample at random from the total population, with an equal chance of selection for each unit (Nikolopoulos). The most typical method of choosing a random sample is this one. Think about making a list of the units in our research population using a random number generator. We need respondents for the poll we created from among UMK students who have had experience using FDA's facilities. Consequently, we create target respondents to make the research process easier.

3.7 Research Instrument Development

The Research Instrument is a tool for gathering, computing, and analyzing data related to research interests. Students will be considered if they have chosen to take part and are enrolled as Final Year students at Malaysia Kelantan University in Malaysia at the time this study is being conducted. Questionnaires by using Google Form will be used to get in touch with respondents. The participants will be informed about the study and consent to provide their colleagues with access to the questionnaires.

In this study, for the demographic data that will be gathered in a variety of variables such as age, gender, educational level, marital status, occupation, monthly income, average spend on each purchase, number of orders during quarantine, and application most used in terms of food delivery applications. The questionnaire is a polling technique made up of a number of questions designed to gather data from the respondent. Data collection methods have included the use of questionnaires. In this study, the questionnaires gave the researchers the opportunity to precisely plan and structure their data collection technique. The respondent will pick the answer wisely because Final Year students at the University of Malaysia Kelantan are required to answer the questionnaires since they are familiar with the requirements of the study.

Table 3.1: Research Development Instrument

Section	Description	No. of Items	Sources
A	Respondent Demographic	9	-
B	Effort Expectancy	6	Ramos (2021)
C	Food and Beverage Quality	4	Ramos (2021)
D	Performance Expectancy	3	Ramos (2021)
E	Price Saving Orientation	2	Ramos (2021)

3.8   Measurement of the Variables

In facts and figures, the variables or numbers are characterized and categorized using a variety of measuring scales. The many statistical analysis applications are based on the

unique properties of each measurement scale level. In this study, two separate scales—nominal and interval scales—will be used. Five components made up the questionnaire we used for this study: section A (respondent demographics), section B (effort expectations), section C (food and beverage quality), section D (performance expectations), and section E. (Price Saving Orientation). Nominal Scale will be the level of measurement utilized in section A. While both nominal and interval scales will be used in section B, C, D, and E.

Nominal Scales

At the first level of measurement is Nominal Scale. The values in the variable are mainly used to categorize the information at this level of measurement. Words, letters, and alphanumeric symbols are all suitable at this level of measurement. Researchers will apply this scale on all sections but mostly use section A to determine the respondents' demographic such as gender, age, and more.

Interval Scales

Next is the Interval Scale. In order to categorize and organize the data, the interval level of measurement defines that the ranges between each interval on the scale are similar from lowest interval to higher interval. Researchers will use a 5-point Likert scale to collect the data. As for the name 5-point Likert scale, there are five scales of answer to determine how strong the respondents' opinion (1= Strongly Disagree, 2=Disagree, 3=Neutral, 4=Agree, and 5=Strongly Disagree). This scale will be applied in section B, C, D, and E in the questionnaire.

### 3.9	Procedure of Data Analysis

The process of gathering, combining, and analyzing raw data using logical and analytical reasoning is known as the data analysis method. Its objective is to generate useful information. Data collected from a variety of sources will be evaluated, then finally processed to produce a finding or conclusion. Data from the studies will be analyzed in this section, and the results will show whether the research's goal can be met. Statistical Package for the Social Science (SPSS) and Smart Partial Least Squares will be used as the computer programme for this research's most appropriate quantitative method for data analysis (SMART PLS). By utilizing a five-point Liker t scale to analyse the data from the questionnaires filled out by 143 UMK students, conclusions can be derived about the degree to which those students intend to continue using food delivery services. A total of 143 questionnaires had been given out to respondents, and all of them would be returned to the researcher.

### 3.9.1	Descriptive Analysis

The arithmetic measures of the Mode, Median, and Mean within the central tendency of the data collection are related to descriptive statistics. Descriptive statistics, which are focused on assessing the Standard Deviation and the Range, are also utilized inside the distribution. With the support of graphs, tables, written explanation, and central trend measurement for Mean and Standard Deviation structures, descriptive analysis was utilised to define the demographic profile of the target respondents in terms of frequency and percentage of sample attributes.

### 3.9.2	Pilot Study

Before the questionnaire was given to the intended respondents, a pilot study was carried out to assess the measuring scales' validity and reliability. A pilot study was crucial in determining if respondents would understand the questions. The other goal was to estimate

26

the response rate that could be anticipated once the questionnaire was distributed to the specified sample, which would help determine whether a research study would be viable.

Pilot studies are crucial since researchers cannot always be there to clear up any misunderstandings that may occur when respondents are filling out the questionnaire. A pilot study enables for the early identification and resolution of any emerging issues or challenges with the questionnaire's design or questions. A total of 40 questionnaires will be given out to UMK students, with a particular emphasis on the City Campus, Bachok, and Jeli branches. To be able to control the test and make adjustments as needed, it was important to collect participant data that would be comparable to that from the research project.

3.9.3   Multiple Linear Regression (MLR)

Regression models are used to show associations between variables by fitting a line to the observed data. Regression allows researchers to predict how a dependent variable will vary as an independent variable changes. Multiple linear regression is used to determine the relationship between several independent variables and one dependent variable. Using MLR, researchers assessed the strength of the correlation between a number of independent variables and a single dependent variable.

3.9.4   SMART Partial Least Square (SMART PLS) Analysis

SmartPLS is a programme that uses the Partial Least Squares path modelling technique to model structural equations based on variance. Additionally, The Smart PLS is the programme that calculates standard findings evaluation standards like PLS Predict and Bootstrap-based significance Testing to get the P-Value. In order to achieve a significant link between IV and DV, the P-Value, which must be less than 0.05, is crucial in determining the strength of the relationship between IV and DV.

3.9.5   Reliability Analysis

The terms "internal reliability," "inter-rater reliability," and "stability" are used to describe three separate types of metrics that make up the idea of dependability. Since respondents frequently interpret questions in ways that the researcher did not intend, reliability must be measured with validity. The researcher used a Cronbach Alpha statistic (Table 3.3) to examine the reliability of the data and determined whether the alpha coefficient satisfied the criteria of 0.6 or higher.

Table 3.2: Rule of Cronbach's Alpha Value

Cronbach's Alpha Value	Internal consistency
$\alpha \geq 0.9$	Excellent
$0.7 \leq \alpha < 0.9$	Good
$0.6 \leq \alpha < 0.7$	Acceptable
$0.5 \leq \alpha < 0.6$	Poor
$\alpha < 0.5$	Unacceptable

Sources: Saunders et al., (2016)

3.10   Conclusion

This chapter has described how the research will be carried out and how the data from the respondents who will be surveyed using the provided questionnaire will be collected. The first action conducted by the researchers is the identification of the objectives of the study, the sample size, and the methods employed. Subject to the fulfillment of the pretest obligation, each factor was reviewed in order to test the hypothesis, with estimates of builds based on prior investigations. Following a factual analysis of the information gathered,

additional conclusions will be drawn in view of the findings. This study has revealed that customer intentions in the Covid-19 quarantine among UMK students towards food delivery apps. This study came to the conclusion that customers frequently use two significant and well-known meal delivery services to order and receive their food. Currently, customers and UMK students in Malaysia primarily use Foodpanda and Grab Food.

CHAPTER 4

DATA ANALYSIS AND FINDINGS

4.1   Introduction

After completing the survey, the researcher analysed the responses provided by the intended audience to establish the study's ultimate objective, which is to investigate the relationship between consumers' intentions to continue using Food Delivery Applications during the COVID-19 quarantine among students at University Malaysia Kelantan.

Frequencies and percentages are employed to analyse demographic data in Section A. This chapter's goal is to provide a response to the research question. SmartPLS and the Statistical Package for Social Science 23.0 programme were used to analyse the data. For additional analysis, data results from SPSS and SmartPlS were employed. There were 100 respondents in total that took part in the survey.This study used the following types of analysis such as

- Preliminary Analysis
- Demographic Analysis
- Descriptive Analysis
- Validity and Reliability Analysis
- Normality Test
- Hypotheses Testing

4.2   Preliminary Analysis

4.2.1 Pilot Test

Before distributing the questionnaire to the intended respondents, a pilot test is required. The reliability of both the independent and dependent variables can be tested in a pilot test to guarantee that each variable query can support the research.

Table 4.1: Rules of Thumb about Cronbach's Alpha Coefficient Size Table

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

Source: Hair et.al (2003); Essential to Business Research Method

Table 4.2: Reliability Analysis

Variables	Dimensions	Cronbach's Alpha	Number of Item
Dependent variable	Continuance usage intention	.639	3
Independent variable	Effort Expectancy	.758	6
	Food and Beverage Quality	.614	4
	Performance Expectancy	.625	3
	Price Saving	.810	2

31

Sources: Developed from research

Cronbach's Alpha, which has a value between 0 and 1, indicates how reliable the scale of a particular variable is. The higher the number, the more trustworthy the scale is. Data discovery is secure to use because the more trustworthy a set of scales is, the more confidence the researcher will be when conducting study. Reliability testing is mostly used to evaluate the consistency of data. Table 4.2 displays the reliability data analysis for both independent and dependent variables. These statistics are all considered credible when Cronbach Alpha is higher than 0.6.

Furthermore, the dependent variable, continuance usage intention, has moderate strength and has a value of 0.639 as seen in the table above. The effort expectancy is the first independent variable, and it is wonderful to see that it is 0.758. Food and beverage quality, the second independent variable, has a moderate strength of 0.616. Performance Expectancy, the third independent variable, is moderately high at 0.625. Price saving, the final independent variable, is 0.810, which is excellent.

4.3   Demographic Profile of Respondents

The demographic profile of respondents is displayed in in this section, which consists of gender, age, years of study, frequency of using Food Delivery Application, and number of orders during quarantine.

Table 4.3: Demographic Profile of Respondent

Gender		Frequency	Percentage (%)
Valid	Male	40	27.9
	Female	103	72.1
	Total	143	100.0
Age		Frequency	Percentage (%)
Valid	19 – 20	11	7.7
	21 – 22	43	30.1
	23 – 24	82	57.3
	> 25	7	4.9
	Total	143	100.0
Years of Study		Frequency	Percentage (%)
Valid	Year 1	21	14.7
	Year 2	12	8.4
	Year 3	20	14.0

	Year 4	90	62.9
	Total	143	100.0
Frequency of using Food Delivery Application		Frequency	Percentage (%)
Valid	Constantly	30	21.0
	Rarely	113	79.0
	Total	143	100.0
Number of Orders during Quarantine (times a week)		Frequency	Percentage (%)
Valid	2 – 5	122	85.3
	6 – 9	10	7.0
	10 – 12	7	4.9
	> 12	4	2.8
	Total	143	100.0

Sources: Developed from research

Table 4.3 is a table showing the demographic profile of respondents which include gender, age, years of study, frequency of using Food Delivery Application, and Number of orders during quarantine. The first demographic profile is an analysis of respondents in terms of gender. Both analyses show that the number of female respondents exceeds the number of

male respondents, where the number of female respondents is 103 people more than the number of male respondents which is 40 people. Table 4.3 has shown that the percentage of female respondents is 72.1% higher than the percentage of male respondents which is 27.9%

Next, the second is to show the age category analysis for each respondent. According to the analysis of Table 4.3, the number of respondents aged between 19 to 20 years is the least which is 11 students with a percentage of 7.7%. Respondents aged 21 to 22 years are 43 students with a percentage of 30.1%. For the respondents who are aged 23 to 24 years, there are the most, which is 82 students with an age percentage value of 57.3%. For the respondents aged 25 years and above is 7 students with a percentage of 4.9%.

According to Table 4.3, it shows the analysis of the study of years. It has shown that the first year that answered the questionnaire was as many as 21 students equal to 14.7%. Next, second year students are the fewest which are only 12 students, and the percentage value is 8.4%. For the third year, there are 20 students, and the percentage is 14.0%. The fourth year is the most which are 90 students, and the percentage value is 62.9%.

Based on the demographic profile of respondents table also shows an analysis of frequency of using Food Delivery Application. Table 4.3 shows that the respondents who use Food Delivery Application constantly are 30 students. The percentage value of respondents using Food Delivery Application constantly is 21.0%. Meanwhile, the respondents who rarely use Food Delivery Application are 113 students. This shows that many respondents rarely use Food Delivery Application with a percentage of 79.0%.

Finally, Table 4.3 shows the number of orders during quarantine. The majority of 122 students (85.3%) ordered food through Food Delivery Application during quarantine only 2 to 5 times a week. Then, there were 10 students (7.0%) who ordered food 6 to 9 times a week during quarantine. Next, there are 7 students (4.9%) who order food 10 to 12 times a week.

For respondents who make food orders more than 12 times a week during quarantine, there are only 4 students (2.8).

4.4   Descriptive Analysis

Table 4.4: Table of Descriptive Statistic of Dependent Variable (DV) and Independent

Variable (IV)

	N	Mean	Std. Deviation
Continuance Usage Intention (DV)	143	3.9044	.68132
Effort Expectancy (IV)	143	4.1445	.51626
Food and Beverage Quality (IV)	143	4.0839	.51895
Performance Expectancy (IV)	143	4.1981	.53257
Price Saving (IV)	143	4.0664	.62865
Valid N (listwise)	143		

Sources: Developed from research

Dependent variables and independent variables are both studied descriptive analysis. Table 4.4 is a summary of the mean and standard deviation. Responses were scaled using a 4-point Likert scale where 1 indicates 'strongly disagree', 2 as 'disagree', 3 as 'neutral', 4 as 'agree', and 5 as 'strongly agree'. Based on table 4.4, the dependent variable (continuance usage intention) has a mean average of 3.9044. This shows that University Malaysia Kelantan students are neutral in using the Food Delivery Application during quarantine. According to table 4.4, the highest mean value is 4.1981 for performance expectancy, this shows that respondents agree more with this variable, while the lowest mean value is 4.0664 for price saving. Then for the independent variable for effort expectancy, the mean value is 4.1445 and the mean value for effort expectancy is 4.0839. Therefore, the independent variable in the

research is considered to have a moderately high score. Finally, the results of the study show that respondents from the population at University Malaysia Kelantan have a high rate. A data set of 143 respondents with a standard deviation of less than one shows that the results are more reliable.

Table 4.5: Table of Descriptive Statistic of Items

	N	Mean	Std. Deviation
Continuance Usage Intention (DV)			
1. I intend to use the Food Delivery Application continuously throughout the Covid-19 quarantine.	143	3.88	.892
2. I plan to use the Food Delivery Application coninuously throughtout the Covid-19 quarantine.	143	3.85	.753
3. I predict I would use the Food Delivery Application throughtout the Covid-19 quarantine.	143	3.99	.760
Effort Expectancy (IV)			
1. This app is easy to track my food order.	143	4.15	.735
2. I can find out the stage of my order (stage of preparation, order pickup or delivery)	143	4.17	.712
3. There are various restaurants listed in this application.	143	4.12	.666
4. This application makes it easy for me to make payment options.	143	4.23	.657
5. The delivery person can find my location without difficultly.	143	4.04	.721
6. The navigation of this application is easy to check	143	4.14	.653

the options and selection of food.			
Food and Beverage Quality (IV)			
1. The good presantation of food and beverages.	143	3.98	.747
2. The quality of the food must meet the expectations generated by the information presented in the application.	143	4.01	.727
3. The quality of food and beverage is important.	143	4.24	.641
4. The quality of the delivery should be the same as the quality of the meals that are consumed when visiting the restaurant.	143	4.15	.664
Performance Expectancy (IV)			
1. Save effort in meal preparation.	143	4.07	.709
2. Save time and not have to leave my home or office.	143	4.29	.624
3. Due to the health contingency, delivery apps are convinient to maintain quarantine and social distance.	143	4.24	.639
Price Saving (IV)			
1. Restaurants' promotions in the application (discounts, reward, cashback offer)	143	4.01	.731
2. This app promotion n the price of delivery service has increased food delivery app orders during Covid-19 quarantine.	143	4.12	.655
Valid N (listwise)			

Sources: Developed from research

Table 4.5 shows the table descriptive of items in dependent variable and independent variables. Dependent variable that is continuance usage intentions shows the highest mean

value is 3.99 with a standard deviation of 0.760, this shows that respondents are more agreeable and neutral that they predict they would use the Food Delivery Application continuously throughout the Covid-19.

Next, for the independent variable which is effort expectancy, the highest mean value is 4.23 with a standard deviation of 0.657, this shows that respondents agree more that the Food Delivery Application makes it easier for them to make payment options. While the lowest mean value is 4.04 with a standard deviation of 0.721.

According to Table 4.5, the independent variable that is food and beverage quality shows the highest mean value is 4.24 with a standard deviation of 0.641, while the lowest mean value is 4.01 with a standard deviation of 0.727. Therefore, respondents more agreed that the quality of food and drink is important.

Furthermore, the independent variable that is performance expectancy showed the highest mean value of 4.29 with a standard deviation of 0.624. This proves that the respondents agree more that this Food Delivery Application saves time and they do not need to leave the house or office again to go out to buy food. While the lowest mean value is 4.07.

Finally, based on Table 4.5, the independent variable for price saving shows that the highest mean value is 4.12 with a standard deviation of 0.655. This shows that the promotions offered in this Food Delivery Application have increased food orders during the Covid-19 quarantine.

4.5   Smart Partial Least Square Analysis (SmartPLS)

The data using from Smart Partial Least Square Analysis (SmartPlS)

4.5.1   Measurement Analysis

4.5.1.1   Reliability analysis

Reliability analysis was utilised in this study to evaluate the consistency and stability of the variables (Sekaran, 2003). In this study, the reliability of the data and its fit with a commonly used internal consistency criterion were determined using Cronbach's Alpha. A test to examine if respondents' responses are consistent throughout all sections is known as internal consistency reliability (Sekaran & Bougie, 2016). Cronbach's Alpha is a statistic or instrument used to evaluate the consistency with which respondents react to a series of questions intended to gauge the study's ultimate objective (Saunders et al., 2016). Cronbach's alpha reliability coefficient's range of values is 0 to 1.

Table 4.6: Cronbach's Alpha Coefficient Size

Alpha Coefficient Range	Strength of Association
0 – 0.6	Poor
0.6 – 0.7	Moderated
0.7 – 0.8	Good
0.8 – 0.9	Very good
0.9	Excellent

Source: Hair et al. (2015)

Rules of Thumb about Cronbach's Alpha Coefficient Size

A rule of thumb about the range of Cronbach's Alpha Coefficient values has been shown in the Table 4.6. The strength of the combination of variables based on reliability analysis is dependent on the range of alpha coefficients values. Hair (2015) suggested that an acceptable range of Cronbach's alpha coefficient result must be higher than 0.60.

Table 4.7: Cronbach's Alpha Reliability Test Result

Variables	Number of Items	Cronbach's Alpha	Strength
Continuance Usage Intention (DV)	3	0.803	Very Good
Effort Expectancy	6	0.841	Very Good
Food and Beverage Quality	4	0.733	Good
Performance Expectancy	3	0.737	Good
Price Saving	2	0.780	Good

Source: Developed from research

Table 4.7 shows the results of the reliability test where the value of the Cronbach's Alpha reliability coefficient for all variables was received through the analysis of the questionnaire data. For the dependent variable, which is the continuance usage intention section, there are three questions that have been tested for analysis. Cronbach's alpha value for this part of the question is 0.803. This indicates that the coefficient values obtained for this variable are considered reliable.

Next, for the independent variable, which is effort expectancy, there are six questions in the questionnaire that have been tested through analysis. The result of Cronbach's alpha value from this section is 0.841. Therefore, the coefficient value obtained from the question can be considered as reliable. Then, the second independent variable, which is food and beverage quality, there are four questions that have been tested. The resulting Cronbach's alpha value for this section is approximately 0.733.

In measuring third independent variable, which is performance expectancy in the questionnaire, there are three questions that have been used and the Cronbach's alpha value for this variable is 0.737. Thus, both coefficient values obtained from the variables are also

considered as reliable. The last independent variable, which is price saving, there are two questions that have been tested. The Cronbach's Alpha value for this variable is 0.780.

Overall, all independent and dependent variables have shown good reliability and have a high strength of relationship with each other.

4.5.1.2   R Square Analysis

Table 4.8: R Square Analysis

	R Square	R Square Adjusted
Continuance Usage Intention	0.404	0.387

Source: Developed from research

According to Table 4.8, the coefficient of determination, R2, is 0.404 for continued use of the Food Delivery Application. As a result, the four independent variables effort expectancy, food and beverage quality, performance expectancy, and price saving have accounted for 40.4% of the variance in the intention to continue using the meal delivery application, with an adjusted R2 of 0.387. This finding demonstrates how the dependent variable, University Malaysia Kelantan Students' intention to continue using the Food Delivery Application, is influenced by effort expectation, food and beverage quality, performance expectancy, and prce savings.

Independent Variables   Dependent Variable
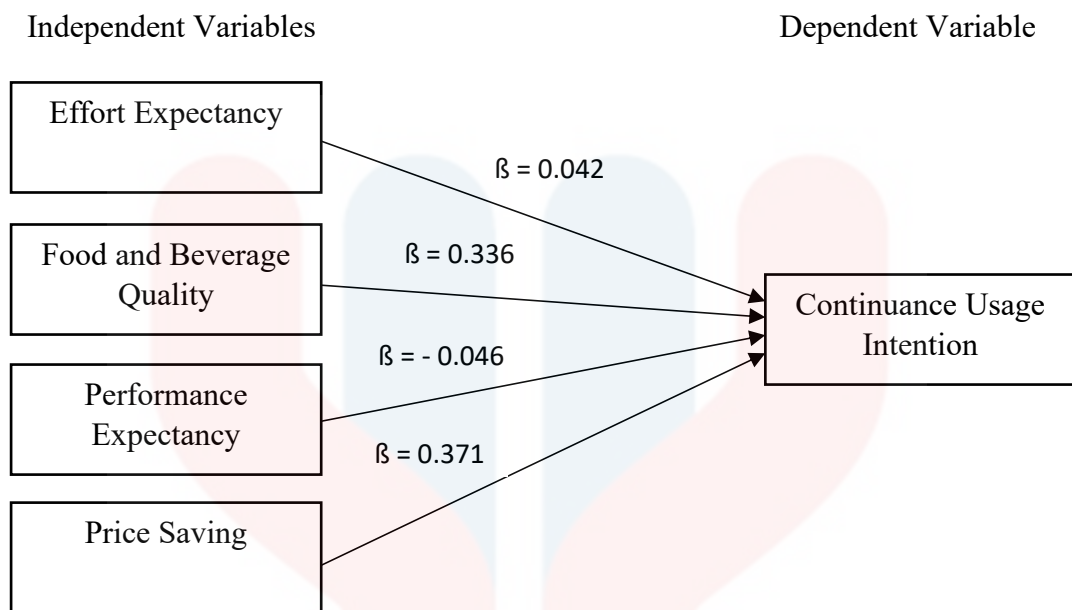
Figure 4.1 The Beta Coefficient and R Square among Independent Variables towards

Dependent Variable.

Table 4.9 Beta Coefficient, T Statistics and P-Value among Independent Variables

and Dependent Variable

	Beta Coefficient	P-Value	Significant
Effort Expectancy to Continuance Usage Intention	0.042	0.757	Not Supported
Food and Beverage Quality to Continuance Usage Intention	0.336	0.000	Supported
Performance Expectancy to Continuance Usage Intention	-0.046	0.721	Not Supported
Price Saving to Continuance Usage Intention	0.371	0.004	Supported

Source: Developed from research

43

For the Beta Coefficient, based on Table 4.9 price saving has the highest effect on continuance usage intention in the Food Delivery Application which is 0.371 followed by food and beverage quality which is 0.336. Meanwhile, effort expectancy is 0.042 and performance expectancy is -0.046. Therefore, there is a significant relationship between food and beverage quality, and price saving with continuance usage intention.

Next, for the p-value, there will be significant among the variables if the value is lower than 0.05. By referring to Table 4.9, there is an independent variable that is food and beverage quality that has a significant relationship with continuance usage intention with a p-value is 0.000. Besides that, price saving also has a significant relationship with continuance usage intention with p-value is 0.004. Whereas effort expectancy and performance expectancy have not statistically significance relationship with continuance usage intention with p-value is 0.757 and 0.721 respectively. This is because the p-value is higher than 0.05.
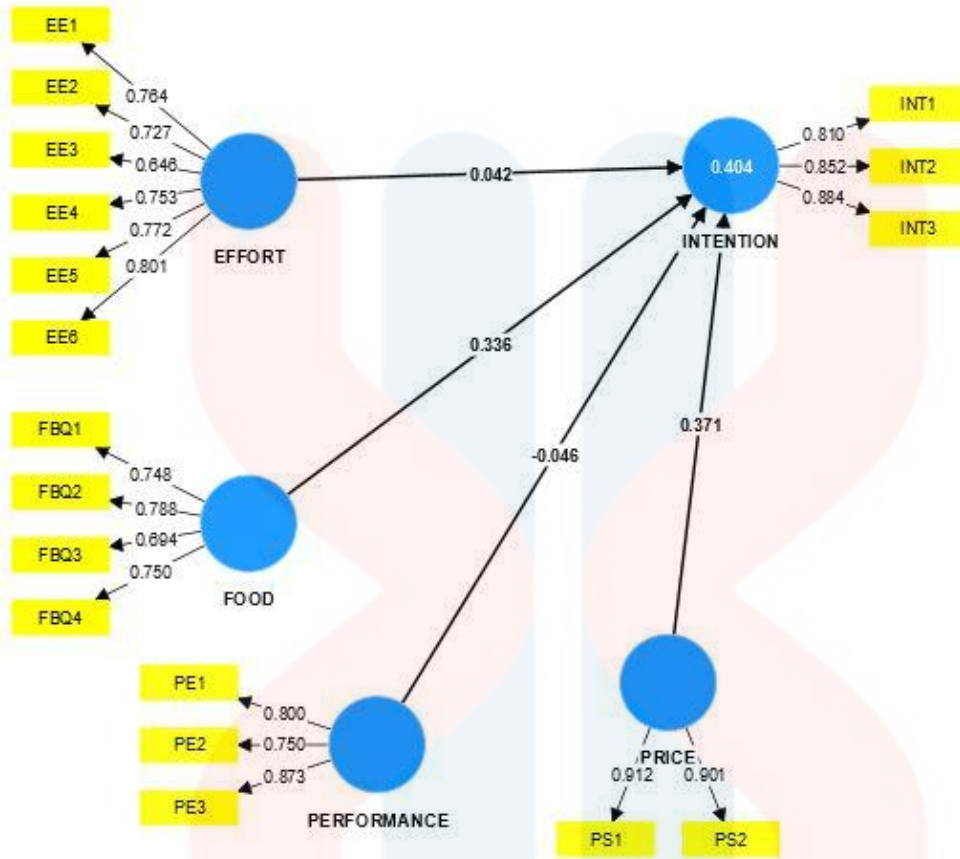
Figure 4.2 The Path Coefficient Diagram

4.6 Normality Test

By applying the Kolmogorov-Smirnov or Shapiro-Wilks tests, normality can be asserted and tested. When there are less than 50 respondents in the sample, the Shapiro-Wilks analysis is performed to determine whether the data are normal, whereas the Kolmogorov-Smirnov test is applied when there are more respondents. The null hypothesis is accepted and it is known that the data are usually distributed when P is less than 0.05. This study's sample size is greater than 50, hence the Kolmogorov-Smirnov test will be applied.

Table 4.10: Normality Test Result

	Kolmogorov-Smirnov[a]			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
MEAN_DV	.269	143	.000	.883	143	.000
MEAN_IV1	.208	143	.000	.904	143	.000
MEAN_IV2	.226	143	.000	.894	143	.000
MEAN_IV3	.264	143	.000	.827	143	.000
MEAN_IV4	.255	143	.000	.886	143	.000

a. Lilliefors Significance Correction

Table 4.10 Above shows the results of Kolmogorov-Smirnov and Shapiro-Wilks tests. The Kolmogorov-Smirnov test will be used since the data has more than 50 respondents. The test statistic for Entrepreneurial Curriculum is D (143) p=0.269 for Mean DV. For Mean IV1 is D

(143) p=0.208, while for Mean IV2 is D (143) p=0.226. Plus, the data for Mean IV3 is D (143) p=0.264. Lastly, for Mean IV4 is D (143) p=0.255.

4.7   Hypothesis Testing

In statistics, the process of hypothesis testing involves putting an analyst's presumption about a population parameter to the test. Using sample data, hypothesis testing is done to determine whether a claim is plausible. The test offers proof that the hypothesis is plausible in light of the available data. A random sample of the population being studied is measured and examined by statistical analysts in order to test a hypothesis.
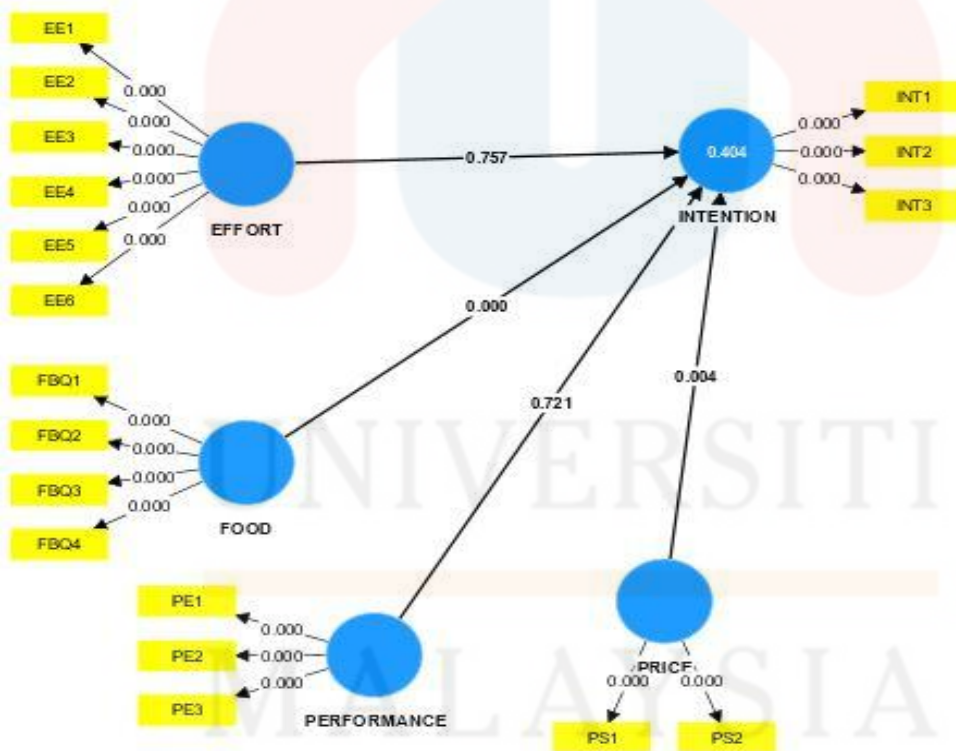
Figure 4.3: PLS Output
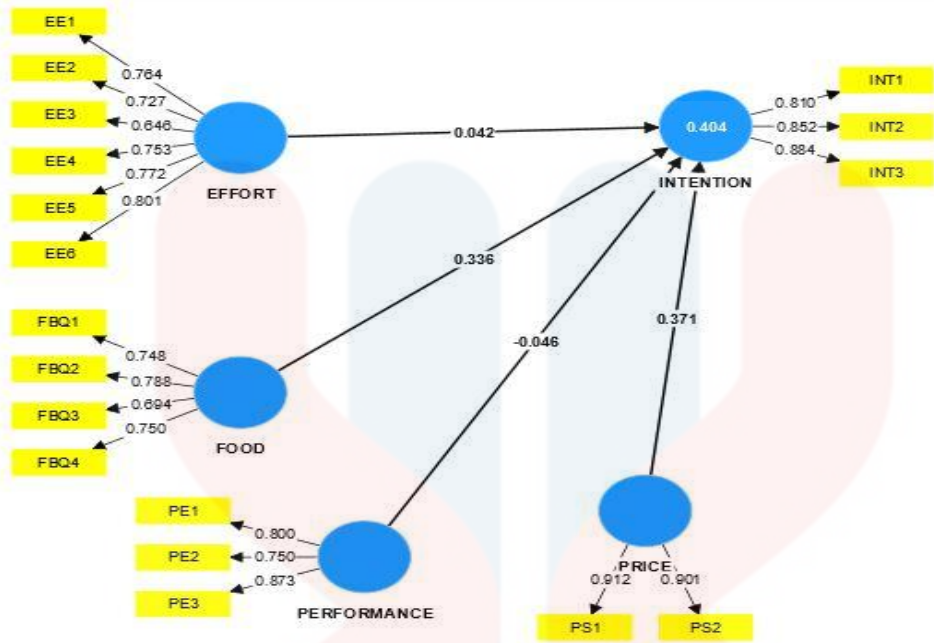
Figure 4.4: Bootstrap of SMART PLS

Table 4.11: P-value and Beta Coefficient

	EFFORT	FOOD	PERFORMANCE	PRICE
P-Value	0.757	0.000	0.721	0.004
Beta Coefficient	0.042	0.336	-0.046	0.371

4.7.1 Hypothesis 1

As the first Independent Variable which is Effort Expectancy as shown in Table 4.11, the relationship between Effort Expectancy and Continuance Usage Intention is non significant because the P-value is higher than 0.05 which is 0.757 with strength of the relationship state in Beta Coefficient is 0.42.

4.7.2 Hypothesis 2

In the second Independent Variable which is Food and Beverage Quality as shown in Table 4.11, the relationship between Food and Beverage Quality and Continuance Usage Intention

is significant because the P-value is below than 0.05 which is 0.000 with strength of the relationship state in Beta Coefficient is 0.336.

4.7.3   Hypothesis 3

Third Independent Variable which is Performance Expectancy as shown in Table 4.11, the relationship between Performance Expectancy and Continuance Usage Intention is significant because the P-value is higher than 0.05 which is 0.721 with strength of the relationship state in Beta Coefficient is 0.046.

4.7.4   Hypothesis 4

As the first Independent Variable which is Price Saving as shown in Table 4.11, the relationship between Price Saving and Continuance Usage Intention is significant because the P-value is below than 0.05 which is 0.004 with strength of the relationship state in Beta Coefficient is 0.371.

4.8   Conclusion

The data gathered through a questionnaire were subjected to data analysis in this chapter. To evaluate the instrument's data validity and stability, a data quality and reliability test study was conducted. The outcome demonstrated that every variable in this investigation was trustworthy and acceptable. The associations between independent variables and dependent variables in this study were then verified using a hypothesis test utilising SMART PLS. According to the findings, two independent variables exhibited a significant relationship with the dependent variable. The other two independent factors, however, did not significantly interact with the dependent variable. Additionally, a descriptive study of the demographic profile and answers to the item under investigation was conducted. The study's hypotheses were also put to the test at the end of this chapter.

CHAPTER 5

DISCUSSION AND CONCLUSION

5.1 Introduction

The study's findings addressing the associations between effort expectancy, food and beverage quality, performance expectancy, cost-savings, and desire to continue using the service among UMK students in Kelantan are summarised in this chapter. The findings are summarised in Section 5.2. The research questions that contributed to the study are described in Section 5.3. The implications and restrictions are discussed in Sections 5.4 and 5.5. The link between effort expectancy, food and beverage quality, performance expectancy, price sacings, and FDA intention is thus the subject of recommendations in Section 5.6 for future research. The study's overall conclusions are covered in Section 5.7.

5.2 Findings

Findings, or what the research project suggested, revealed, or indicated, are the main outcomes of a research endeavour. Instead of the conclusions or suggestions derived from them, this typically refers to the entire set of results. This study aims to see the factors that influence the intention of continuous use of food delivery applications during the COVID-19 quarantine among UMK students. This study is also intended to identify whether expectations of effort, quality of food and beverages, performance expectations, and price savings can influence the intention of continued use of food delivery applications during COVID-19 among UMK students. This questionnaire consists of three main parts that must be filled in by the respondent. The target respondents for this study are UMK students who have been quarantined and use food delivery applications as their main medium to get food. Before the researcher conducts the complete study, the researcher has done a pilot study on it to determine the reliability of the study. A total of 40 responses were collected through a pilot

51

study that was conducted. The validity value of this pilot study dependent variable which is continuance usage intention is 0.639. For independent variables, the validity value of effort expectancy, food and beverage quality, performance expectancy, and price saving are recorded as 0.758, 0.616, 0.625 and 0.810 respectively.

A complete study was conducted to collect 143 respondents to answer the questionnaire that had been given. The validity value of study dependent variable which is continuance usage intention is 0.808. For independent variables, the validity value of effort expectancy, food and beverage quality, performance expectancy, and price saving are recorded as 0.842, 0.735, 0.741   and 0.783 respectively. Based on the data collected from this study, there are 40 male students and 103 female students. The majority of these respondents are of the age group 23 to 24 years old and are students of the year 4. There are 30 students who indicate how often they use food delivery applications, and 113 students who indicate that they use food delivery applications less during the COVID-19 quarantine. Based on the response shown by this data, the majority of respondents said that they used the food delivery application as much as possible 2 to 5 times a week which is 122.

In addition, this study examined four hypotheses based on information gathered from respondents. P-Value analysis has been implemented by using Smart Partial Least Square 4 (SMART PLS 4) system in this study to determine significant or not significant. P-Value for effort expectancy is 0.757 which is more than 0.05 while the value of beta coefficient is 0.042 means that there is positive relationship between effort expectancy and continuance usage intention toward food delivery application during COVID-19 quarantine among UMK students. P-Value for food and beverage quality is 0.000 which is less than 0.05 and value of beta coefficient is 0.336 it shows the positive relationship between food and beverage quality and continuance usage intention toward food delivery application during COVID-19

quarantine among UMK students. P-Value for performance expectancy is 0.721 which is more than 0.05 and value of beta coefficient is -0.046 that shows the positive relationship between performance expectancy and continuance usage intention toward food delivery application during COVID-19 quarantine among UMK students. P-Value for price saving is 0.004 which is more than 0.05 and value of beta coefficient is 0.371 that shows the positive relationship between price saving and continuance usage intention toward food delivery application during COVID-19 quarantine among UMK students.

5.3   Discussion

5.3.1   Hypothesis 1

H1: The relationship between effort expectancy and continuance usage intention toward food delivery application during COVID-19 quarantine among University Malaysia Kelantan students.

This study aims to identify the relationship between effort expectancy and continuance usage intention toward food delivery applications during the COVID-19 quarantine among UMK students. The relationship between effort expectancy and continuance usage intention toward food delivery apps during the COVID-19 quarantine among UMK students is not significant. This is because the p-value is higher than 0.05, namely 0.721. The results show that factors related to effort expectancy do not influence respondents to agree. This is because the system used by this food delivery application is an application that is less accepted by users. However, this factor has been an important aspect influencing the buyer's decision i.e. the organizational structure of the food delivery app as well as its efforts to control the user's food orders made online promptly and effectively (Gunden et al., 2020; Saad, 2020).

5.3.2 Hypothesis 2

H2: The relationship between food and beverage quality and continuance usage intention toward food delivery application during COVID-19 quarantine among University Malaysia Kelantan students.

This study aims to identify the relationship between food and beverage quality and intention to continue using food delivery applications during the COVID-19 quarantine among MSE students. The relationship between food and beverage quality and intention to continue using food delivery apps during the COVID-19 quarantine among UMK students is significant. So, the p-value for food and beverage quality is less than 0.05, namely 0.000. The results show that factors related to the quality of food and beverages have influenced respondents to agree. This is because, in food delivery application services it is important to achieve uniformity of food quality procedures, from purchasing to preparation and transportation, to improve the overall quality of food delivered (Maimaiti et al., 2018).

5.3.3 Hypothesis 3

H3: The relationship between performance expectancy and continuance usage intention toward food delivery application during COVID-19 quarantine among University Malaysia Kelantan students.

This study aims to identify the relationship between performance expectancy and continuance usage intention toward food delivery apps during the COVID-19 quarantine among UMK students. The relationship between performance expectancy and continuance usage intention toward food delivery apps during the COVID-19 quarantine among UMK students is not significant. So the p-value for the performance expectancy factor is higher than 0.05, which is 0.721. The results show that the factor related to performance expectancy has influenced respondents to make the decision not to agree. This is because the relationship between performance expectancy and intention to continue using this food delivery app did

not influence respondents to agree. However, based on the study Alalwan (2020) has formulated that the compliance of performance expectations of food delivery apps is the most influential factor that predicts both mobile satisfaction and intention to continue using it.

5.3.4   Hypothesis 4

H4: The relationship between price saving and continuance usage intention toward food delivery application during COVID-19 quarantine among University Malaysia Kelantan students.

This study aims to identify the relationship between price saving and continuance usage intention toward food delivery apps during the COVID-19 quarantine among UMK students. The relationship between price saving and continuance usage intention toward food delivery apps during the COVID-19 quarantine among UMK students is significant. Accordingly, the p-value for the price savings factor is lower than 0.05, that is, 0.004. The results show that the factor related to price saving has gained a majority of agreement. This is because the relationship between price saving and continuance usage intention toward food delivery app has influenced the respondents to agree. Regarding price value, Alalwan (2020) argues that FDA does not represent any monetary cost; there is no additional price to pay by adding a free app (Shaw and Sergueeva, 2019); however, customers can earn significant financial savings through loyalty programs or discounts that are perceived as benefits (Koiri et al., 2019; Tomacruz and Flor, 2018).

5.4   Implication of The Study

Food delivery applications had a significant impact on all people worldwide during the deployment of MCO by the Malaysian government to stop the spread of the Covid-19 virus since they were listed as an essential service that may be used. The adoption of digital applications and cellphones to place food and beverage orders means that food delivery apps

are not a new market segment at this time. Therefore, during Movement Control Order (MCO) and Covid-19, food delivery applications were said to have had a considerable surge.

Firstly, study on effort expectancy among UMK students during MCO has indicated a positive association between effort expectancy and continuance usage intention. Expected effort has a beneficial impact on consumers' intention to continue using mobile apps (Kang ,2014 and Fang ,2016). This has been demonstrated using FDAS (Ray et al.,2019). However, past studies have used UTAUT to incorporate effort expectancy in order to explain the continued use of information technology. The adoption of Food Delivery Applications was found to be significantly impacted by effort expectancy. Because people have the ability to order their meals through a smartphone app, they are thus more likely to do so while inside the Covid-19 quarantine.This result that they are more frequently to use food delivery application. Therefore, effort expectancy is "the level of ease associated with system use. Therefore, it is anticipated that effort expectancy will have a significant impact on UMK students' inclinations to continue using mobile meal delivery programmes.

Additionally, the performance expectations in this recent study indicated a favourable link with the intention of UMK students to continue using the food delivery application. It is concluded that many consumers thought FDAs were more useful and had more of an inclination to keep using them (Mun et al.,2017; Yeo et al.,2017; and Park, 2019). Therefore, performance expectations have a considerable impact on whether FDAs will be used going forward. It believes that meal delivery applications are advantageous to all UMK students since they increase their likelihood of continuing to use mobile food delivery services. This is so that FDAs can simply follow their food order and determine where it is in the process. Therefore, performance expectancy is a key factor in determining whether someone will use an online meal delivery service.

56

However, food quality emphasizes its attributes, such as freshness, superior cooking, and presentation, which are important for customers to be satisfied and decide whether to buy and repurchase from FDAs. (2015) (Kedah et al). Therefore, it demonstrates that UMK students' intentions to continue using food and beverages during the Covid-19 quarantine were good. This is because the high-quality food has surpassed the anticipations raised by the data provided in the application, demonstrating the significance of high-quality food and drink. In this study, the food and beverage quality aspect that may have an impact on customers' behaviour intentions when using FDA services in COVID-19.Delivering high-quality food is crucial for meeting consumer expectations and influencing the decision-making process for online food orders (Saad, 2020). Elvamdari et al. (2018) claim that a key factor that favorably affects customers' decision to continue using FDA services is the quality of delivery with regard to meal presentation.

Last but not least, according to table 4.4, the performance expectancy variable has the highest mean value, 4.1981, indicating that respondents agree more with this variable, while the price saving variable has the lowest mean value, 4.0664. As a result, it is believed that the independent variable in the study has a reasonably high score. As a result, the price reductions have been positively correlated with the intention of UMK students to continue using the product throughout quarantine. Additionally, it demonstrates a strong favourable correlation between usage intentions and intention to continue usage among UMK students during Covid-19 quarantine. This is as a result of restaurants offering more promotions to all consumers who use meal delivery services, such as discounts, rewards, and cashback offers. Additionally, during the Covid-19 quarantine, the app promotion in the price of delivery service has increased food delivery app orders. Discount fares, signals and price variations, the availability of comparative prices, and simplicity of choice are among the FDA's

variables responsible for processing demand (Jain et al, 2020). According to Market Watch (2019), FDAs' popularity is boosted by alluring discount, reward, and cashback programmes.

5.5   Limitation Of The Study

In completing this research ,here are a few limitation of current research that should be featured for future research. To begin with,the present investigation constrained to 100 respondents that be estimated as little market in Kelantan. In spite of the fact that as noted through Krejcie and Morgan (1970) that the sum should be adequate and appropriate ,bigger and example size could be utilized to systematize a huge number of customers or consumers of Food Delivery Apps.

A part from that, the present research just distinguish four dimensions such as effort expectancy , food and beverage quality , performance expectancy, price saving that have been used in this research but there are not very focus and influence the Continuance usage intention among UMK students Kelantan.

Nevertheless, this research data was conducted and collected in limited area such as City Campus, Bachok, and Jeli branches and targeted student UMK for answer questionnaire only.Therefore, it was not represent the whole relationship of effort expectancy , food and beverage quality , performance expectancy, price saving to whole of continuance usage intention in Kelantan.This shows that it only cover small geographic in Kelantan and small targeted of people. Hence,this study may not relevant for future analysts as it was just shrouded a state of Malaysia and not to summed up and targeted the customer's continuance usage intention in entire Malaysia.

Last but not least, the last confinement was as far the study develops of this research.In this research, it was just used a few independent variable to do which is effort expectancy , food and beverage quality , performance expectancy, price saving. There were just (4)

58

autonomous factors to be inspected in this research. Beside that, there were other outside factors which could be utilized to clarify dependent variable (continuance usage intention) as well.

5.6   Suggestion for Future Research

This study examines the variables that affect consumers' decisions to continue utilizing food delivery services while under quarantine for the COVID-19 virus among students at University Malaysia Kelantan. The next researcher should choose a larger population to acquire higher-quality data and more respondents to complete the prepared survey, it is suggested. Additionally, this survey question needs to be inclusive so that respondents who don't frequently use this app while in quarantine can respond. This is so that survey participants who have a lot of expertise with this meal delivery service would have a chance to provide thoughtful responses. Review of user experience-focused evaluations in visualization that go beyond usability and performance (Saket, 2016)

Recommendations to the next researcher for more practical and understandable research methods and questions in a larger population group. Next, the researcher needs to form a target group of respondents so that the study can be understood more clearly. This is because young respondents are more open to appreciating and learning about new technological facilities that can complement all the factors that have been stated in this study, such as food delivery applications (GrabFood, Food Panda, Dahmakan, etc.), raw material buying applications (HappyFresh, Jaya Grocer, Redtick, etc.).

5.7   Overall Conclusion Of The Study

In conclusion, since the Movement Control Order (MCO) was in place, the use of food delivery services has greatly increased. Since everyone is under quarantine, MCO has

made a demand for more. The association between effort expectancy, food and beverage quality, performance expectancy, cost savings, and intention to continue using the service among UMK students in Kelantan has been further clarified by this study. The limitations that were encountered during the research process were also covered in this paper, along with suggestions for future researchers. By considering the literature and assessing the data according to a per-determined research approach, the entire study topic was answered.

According to the SPSS analysis, the price savings and food and beverage quality were substantially correlated with the intention to continue using the product. On the other hand, with p-values of 0.757 and 0.721, respectively, effort expectancy and performance expectancy do not show a statistically significant relationship with continued usage intention. The p-value being higher than 0.05 is the cause of this.

In addition, the Smart Partial Least Square 4 (SMART PLS 4) system has been used in this study's P-Value analysis to determine whether a result is significant or not. The positive correlation between effort expectancy, performance expectancy, price savings, and continuance usage intention toward food delivery application during COVID-19 quarantine among UMK students is shown by the P-Value for both independent variables, which are more than 0.05, as well as the value of the correlation coefficient. However, the results also revealed that effort expectancy and food and beverage quality, two independent variables, showed a strong correlation with continued usage intention in Kelantan.

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APPENDIX A: DRAFT OF QUESTIONNAIRE

A study of factors that influence consumer intention of food delivery applications during COVID-19 quarantine among University Malaysia Kelantan students.

Dear respondents,

The researcher is an undergraduate student of the Faculty of Entrepreneurship and Business at University Malaysia Kelantan. This questionnaire aims to examine aspects related to the intention of continuous use of food delivery applications throughout the period of the COVID-19 quarantine among students at University Malaysia Kelantan. Among the aspects that determine the intention to continue using food delivery applications during the COVID-19 quarantine are performance expectations, effort expectations, price-saving orientation, and food and beverage quality.

Below are the criteria of the target respondents in this study:

*Having experience using Food delivery applications during the COVID-19 quarantine

*Undergraduate UMK student

The answer session is around 10 to 15 minutes. All answers are confidential and for educational purposes only. Respondents must answer each question in all sections.

Thank you for your participation.

SECTION A: RESPONDENT'S DEMOGRAPHIC INFORMATION

INSTRUCTION: Please specify your answer by tick (   ) on the relevant answer provided.

1. Gender

● Male

- Female

2. Aged

- 20-24 years old

- 25-28 years old

- 29-33 years old

- 34-38 years old

- 39 years old and above

3. Years of study

- Year 1

- Year 2

- Year 3

- Year 4

4. Frequency of using Food Delivery Application

- Constantly / Berterusan

- Rarely / Jarang

5. Number of orders during quarantine / Bilangan pesanan semasa kuarantin

- 2-5 times for a week / kali selama seminggu

- 6-9 times for a week / kali selama seminggu

- 10-12 times for a week / kali selama seminggu

- 12 times and above / kali dan ke atas

SECTION B: Dependent Variable / *SEKSYEN B: Pembolehubah Bersandar*

Based on your opinion, please indicate the most appropriate response with the scale given

below. You can tick (   ) your sincere response anyway between 1 and 5.

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	2	3	4	5

Factors that related continuance usage intention on food delivery applications during

COVID-19 quarantine among students of Universiti Malaysia Kelantan.

No.	Statement	1	2	3	4	5
1.	I intend to use the food delivery application continuously throughout the COVID-19 quarantine.					
2.	I plan to use the food delivery application continuously throughout the Covid-19 quarantine.					
3.	I predict I would use the food delivery application continously throughout the Covid-19 quarantine.					

SECTION C: Independent variables

Based on your opinion, please indicate the most appropriate response with the scale given

below. You can tick (   ) your sincere response anyway between 1 and 5.

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	2	3	4	5

Effort expectancy and level of convenience to use the food delivery application system.

No.	Statement / *Kenyataan*	1	2	3	4	5
1.	Is it easy to track my food order? / *Ia mudah untuk mengesan pesanan saya?*					
2.	I can find out the stage of my order (stage of preparation, order pickup or delivery) / *Saya boleh mengetahui peringkat pesanan saya (peringkat penyediaan, pengambilan pesanan atau penghantaran)*					
3.	There are various restaurants listed in this application, as an option for me. / *Terdapat pelbagai restoran yang disenaraikan dalam aplikasi ini, sebagai pilihan untuk saya.*					
4.	This application makes it easy for me to make payment options. /					

		1	2	3	4	5
	Aplikasi ini memudahkan saya membuat pilihan pembayaran.					
5.	The delivery person can find my location without difficulty / *Orang penghantar makanan boleh mencari lokasi saya tanpa kesukaran.*					
6.	This navigation system makes it easy for me to check and choose my order. / *Navigasi aplikasi ini mudah untuk menyemak pilihan dan pemilihan makanan.*					

Food and beverage quality

No. / *Bil*	Statement / *Kenyataan*	1	2	3	4	5
1.	The good presentation of food and beverages / *Persembahan makanan dan minuman yang baik.*					
2.	The quality of the food must meet the expectations generated by the information presented in the application. / *Kualiti makanan*					

No.	Statement / *Kenyataan*	1	2	3	4	5
	mesti memenuhi jangkaan yang dihasilkan oleh maklumat yang dibentangkan dalam aplikasi					
3.	The quality of food and beverages is important. / *Kualiti makanan dan minuman adalah penting.*					
4.	The quality of the delivery should be the same as the quality of the meals that are consumed when visiting the restaurant./ *Kualiti makanan yang dihantar hendaklah sama dengan kualiti hidangan yang dimakan semasa mengunjungi restoren.*					

Performance expectancy or systems that help achieve gains in task performance

| No. / *Bil*	Statement / *Kenyataan*	1	2	3	4	5
1.	Save effort in meal preparation. / *Jimat usaha dalam penyediaan hidangan.*					
2.	Save time and not have to leave my home or office. / *Jimat masa dan tidak perlu keluar rumah atau pejabat.*					

3.	Due to the health contingency, delivery apps are convenient to maintain quarantine and social distance / *Disebabkan kontingensi kesihatan, aplikasi penghantaran adalah mudah untuk mengekalkan kuarantin dan jarak sosial.*					

Chain price savings for loyal customers

No. / *Bil*	Statement / *Kenyataan*	1	2	3	4	5
1.	Restaurants' promotions in the app (2xl, discounts, etc). / *Promosi restoran dalam apl (2xl, diskaun, dll).*					
2.	This app promotion in the price of delivery service has increased food delivery app orders during the COVID-19 quarantine. / *Promosi apl dalam harga perkhidmatan penghantaran ini telah meningkatkan pesanan apl penghantaran makanan semasa kuarantin COVID-19.*					

APPENDIX B: Gantt Chart

DATE / TASK	Oct 20	Oct 21 - 26	Oct 27	Oct 28-Nov 1	Nov 2	Nov 3-10	Nov 11 - 26	Nov 27-Dec 7	Dec 8	14 Dec	16 Dec	19 Dec	23 Dec	31 Dec	14 Jan	19 Jan
First meeting with our supervisor	■															
Identify research title		■														
Finding 3 main articles		■														
Briefing with our SV related to research project			■													
State IV and DV, then present to our SV			■													
Start writing chapter 1				■												
Group Meeting					■											
Present our research objective, and conceptual						■										
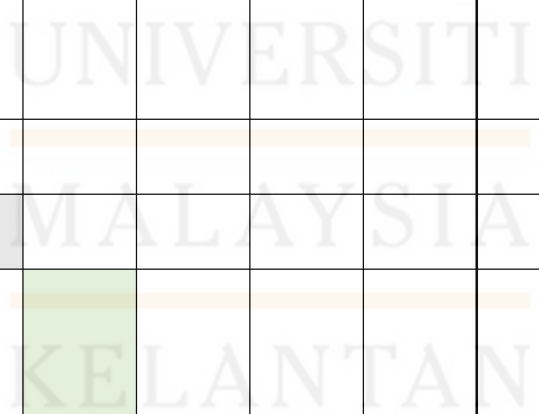
framework to our SV																	
Start writing for chapter 2																	
Group Meeting																	
Start writing for chapter 3																	
Group Submit to Azri to compile																	
Report Correction																	
Submission of full proposal research report																	
Meet SV to run Pilot Test																	
Submit SV Pilot Test Result																	
Spread the questionaire																	
Run SPSS																	
Meet SV to run SMART PLS																	
Start Writing chapter 4 and																	

5																■		
Compile full report																	■	
Start poster and video presentations																	■	
Submission Final Year Project																		■

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