FACULTY OF ENTREPRENEURSHIP AND BUSINESS

PROPOSAL OF FINAL YEAR RESEARCH PROJECT

FACTORS AFFECTING CUSTOMER SATISFACTION ON ONLINE FOOD DELIVERY SERVICES TOWARDS KELANTANESE

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Date	4th December 2022

UNIVERSITI MALAYSIA KELANTAN

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RESEARCH PROPOSAL

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A report submitted in partial fulfilment of the requirement for the degree of Bachelor of Business Administration (Logistics and Distributive Trade) with Honors

Faculty of Entrepreneurship and Business
UNIVERSITI MALAYSIA KELANTAN

2022

ASSESSMENT FORM FOR RESEARCH PROJECT I

ASSESSMENT RUBRICS FOR RESEARCH PROJECT I: REFLECTIVE NOTE

(Weight 20%)

NO.	CRITERIA	PERFORMANCE LEVELS				Weight	TOTAL
		POOR (1 MARK)	FAIR (2 MARKS)	GOOD (3 MARKS)	EXCELLENT (4 MARKS)		
1.	Determination (CLO1; C1, A3: CS/CT/TS)	Is not determined and does not put in any effort in completing the research report in group	Is determined but puts in little effort in completing the research report in group	Is determined and puts in reasonable effort in completing the research report in group	Is very determined and puts in maximum effort in completing the research report in group	____ x 1 (Max: 4)	
2.	Commitment (CLO1; C1, A3: CS/CT/TS)	Is not committed and does not aim to complete on time and/ or according to the requirements	Is committed but makes little effort to complete according to the requirements	Is committed and makes reasonable effort in fulfilling some of the requirements	Is very committed and makes very good effort in fulfilling all the requirements, without fail.	____ x 1 (Max: 4)	

3.	Frequency in meeting supervisor (CLO1; C1, A3: CS/CT/TS)	Has not met the supervisor at all	Has met the supervisor but less than five times	Has met the supervisor for at least five times	Has met the supervisor for more than five times	_____ x 1 (Max: 4)	
4.	Take corrective measures according to supervisor's advice (CLO1; C1, A3: CS/CT/TS)	Has not taken any corrective action according to supervisor's advice	Has taken some corrective actions but not according to supervisor's advice, or with many mistakes	Has taken some corrective actions and most are according to supervisor's advice, with some mistakes	Has taken corrective actions all according to supervisor's advice with few mistakes	_____ x 1 (Max: 4)	
5.	Initiative (CLO1; C1, A3: CS/CT/TS)	Does not make any initiative to work in group	Makes the initiative to work in group but requires consistent monitoring	Makes the initiative to work in group with minimal monitoring required	Makes very good initiative to work in group with very little monitoring required	_____ x 1 (Max: 4)	
	TOTAL						**/20**

ASSESSMENT RUBRICS FOR RESEARCH PROJECT I: PRESENTATION (Weight 20%)

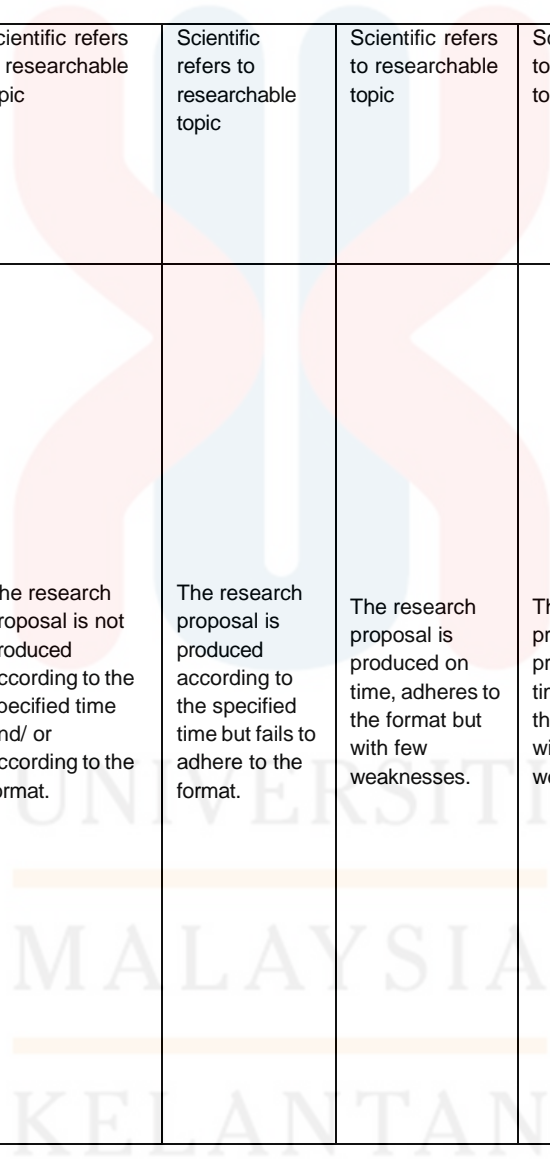| NO.	CRITERIA	PERFORMANCE LEVEL				Weight	TOTAL
		POOR (1 MARK)	FAIR (2 MARKS)	GOOD (3 MARKS)	EXCELLENT (4 MARKS)		
1.	Teamwork (CLO2; A3/TS)	Is not committed to work in a group	Is committed but make little effort to complete the research report in group	Is committed and make reasonable effort in completing the research report	Is very committed and make very good effort in completing the research report	____ x 1 (Max: 4)	
2.	Non-verbal Communication (CLO2; A3/CS)	Exhibits very poor body language. Does not have any eye contact with the audience and appears to avoid the audience.	Makes eye contact with the audience at times. But the behavior is not consistent.	Makes good eye contact with the audience. The body language is good.	Makes excellent eye contact with the audience. The body language is pleasing. .	____ x 1 (Max: 4)	

3.	Appropriate use of visual aid (CLO2; A3/CS)	Uses visual aids very poorly and the use interferes with the presentation	Uses visual aids but not very effective in aiding the presentation. The usage distorts the presentation at times.	Uses visual aids effectively. The usage of technology flows with the presentation.	Uses visual aids very effectively. The usage enhances the quality of presentation.	_____ x 1 (Max: 4)	
4.	Appearance (CLO2; A3/CS)	Has a very poor sense of attire and appearance does not reflect a "business appearance".	Is well groomed and the appearance is acceptable for research report presentations.	Is well groomed and has a good "business appearance.	Is very well groomed and has a very pleasing and professional appearance.	_____ x 1 (Max: 4)	

5.	Confidence and Ability to Answer Questions (CLO2; A3/CT)	Exhibits a very low level of confidence and appears visibly 'shaky'. Finds it difficult to answer questions.	Exhibits low level of confidence at times. Does not appear to be confident in answering questions	Exhibits a high level confidence. Does a good job in answering questions.	Exhibits a very high level of confidence. Is perfectly at ease while answering questions.	_____ x 1 (Max: 4)	
	TOTAL						**/20**

ASSESSMENT RUBRICS FOR RESEARCH PROJECT I: RESEARCH REPORT

(Weight 60%)

NO.	CRITERIA	PERFORMANCE LEVEL				Weight	TOTAL
		POOR (1 MARK)	FAIR (2 MARKS)	GOOD (3 MARKS)	EXCELLENT (4 MARKS)		
1.	Introduction (CLO1; C1, A3)	Background of study, Problem Statement, Research Objective and Research Question is lack of clarity and focus	Background of study, Problem Statement, Research Objective and Research Question is written but with inconsistent focus.	Clearly written of Background of study, Problem Statement, Research Objective and Research Question with good facts.	Very clear of Background of study, Problem Statement, Research Objective and Research Question with very good facts.	_____x 2.5 (Max: 10)	
		Background of study, Problem Statement, Research Objective and Research Question is written unsystematic and unscientific.	Background of study, Problem Statement, Research Objective and Research Question is written less systematic and less scientific.	Background of study, Problem Statement, Research Objective and Research Question is written systematic and scientific.	Background of study, Problem Statement, Research Objective and Research Question is written very systematic and scientific.	_____x 1.25 (Max: 5)	

			Scientific refers to researchable topic	Scientific refers to researchable topic	Scientific refers to researchable topic	Scientific refers to researchable topic		
2.	Overall Proposal Format (CLO2; C2, A3)	Submit according to the deadline and adhere to the required format	The research proposal is not produced according to the specified time and/ or according to the format.	The research proposal is produced according to the specified time but fails to adhere to the format.	The research proposal is produced on time, adheres to the format but with few weaknesses.	The research proposal is produced on time, adheres to the format without any weaknesses.	____x 0.25 (Max: 1)	

	Overall Proposal Format (CLO2; C2, A3)							

Criteria	Poor	Adequate	Good	Excellent	Weight
Writing style (clarity, expression of ideas and coherence)	The proposal is poorly written and difficult to read. Many points are not explained well. Flow of ideas is incoherent.	The proposal is adequately written; Some points lack clarity. Flow of ideas is less coherent.	The proposal is well written and easy to read; Majority of the points are well explained and flow of ideas is coherent.	The proposal is written in an excellent manner and easy to read. All of the points made are crystal clear with coherent argument.	___ x 0.25 (Max: 1)
Technicality (Grammar, theory, logic and reasoning)	The report is grammatically, theoretically, technically and logically incorrect.	There are many errors in the report, grammatically, theoretically, technically and logically.	The report is grammatically, theoretically, technically and logically correct in most of the chapters with few weaknesses.	The report is grammatically, theoretically, technically, and logically perfect in all chapters without any weaknesses.	___ x 0.25 (Max: 1)
Reference list (APA Format)	No or incomplete reference list	Incomplete reference list and/ or is not according to the format	Complete reference list with few mistakes in format adherence	Complete reference list according to format	___ x 0.25 (Max: 1)
Format organizing (cover page, spacing, alignment, format structure,	Writing is disorganized and underdeveloped with no transitions or closure.	Writing is confused and loosely organized. Transitions are weak and closure is ineffective.	Uses correct writing format. Incorporates a coherent closure.	Writing includes a strong, beginning, middle, and end with clear transitions and a focused closure.	___ x 0.25

No.	Criteria						
	etc.)					(Max: 1)	
3.	Literature review (CLO2; C2, A3)	• Does a poor job in summarizing the relevant literature review	• Weak in summarizing the literature review	• Critically analyzes but does not summarize effectively	• Critically analyzes and summarizes effectively	__ x 1 (Max: 4)	
		• Does not provide adequate reference of literature review	• Provide some reference of literature review	• Provide adequate reference of literature review	• Provide strong reference of literature review	__ x 1 (Max: 4)	
		• Weak research framework	• Adequate research framework	• Feasible research framework	• Sound research framework	___ x 0.75 (Max: 3)	
		• Framework is not link with the literature and the research	• Framework has a weak link with the	• Framework has a good link with the	• Framework has a strong link with the literature and the	___	

		issues	literature and the research issues but some major weaknesses exist	literature and the research issues but some minor weaknesses exist	research issues	x 1 (Max: 4)	
4.	Research method (CLO3; C3, P3, A3)	• Research methodology is designed poorly	• Research methodology is adequately designed	• Research methodology is good and can address most of the research issues	• The methodology is sound and can address all of the research issues	⎯⎯ x 1.75 (Max: 7)	
		• Unable to clearly identify the type of research (Quantitative/ Qualitative)	• Able to identify the type of research (Quantitative/ Qualitative)	• Clearly identify the type of research (Quantitative/ Qualitative)	• Clearly identify the type of research with good support (Quantitative/ Qualitative)	⎯⎯ x 1.5 (Max: 6)	
		• There is no data collection method specified	• Data collection method used are not appropriate	• Data collection method used are appropriate with some explanations	• Data collection method used are appropriate with good explanations	⎯⎯ x 1.5 (Max: 6)	
		• Wrong interpretation of Research Tools	• Lack interpretation of Research Tools and	• Good interpretation of Research Tools and	• Very good and clear interpretation of Research	⎯⎯	

		and Analysis	Analysis	Analysis	Tools and Analysis	x 1.5 (Max: 6)	
TOTAL							**/60**

TOTAL MARKING SCHEME

Assessment	Marks Given By Supervisor	Marks Given By Examiner	Total
(A) Reflective Note (20%)			
(B) Oral Presentation (20%)			/ 2 =
(C) Research Report (60%)			/ 2 =
Grand Total			

DECLARATION

I hereby certify that the work embodied in this thesis is the result of the original research and has notbeen submitted for a higher degree to any other University or Institution.

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i

ACKNOWLEDGEMENT

TABLE OF CONTENTS

CHAPTER 5: DISCUSSION AND CONCLUSION

TABLE OF LIST

LIST OF FIGURE

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MALAYSIA

KELANTAN

ABSTRAK

Kajian ini bertujuan untuk mengkaji faktor-faktor yang mempengaruhi kepuasan pelanggan terhadap perkhidmatan penghantaran makanan dalam talian terhadap rakyat Kelantan. Kaedah kuantitatif digunakan dalam menyempurnakan penyelidikan ini. Persampelan rawak mudah digunakan untuk mengumpul data, dan soal selidik berstruktur direka bentuk untuk mengumpul data daripada 389 responden dari Pengkalan Chepa, Kelantan. Pakej statistik untuk Sains Sosial (SPSS) versi 28 digunakan untuk analisis data. Hasil kajian merumuskan bahawa pembolehubah bebas kepelbagaian produk, kualiti produk dan perkhidmatan penghantaran mempunyai hubungan yang signifikan dengan kepuasan pelanggan di Kelantan. Batasan kajian dan cadangan ini disertakan dalam kajian ini bagi memberi gambaran yang lebih baik kepada pengkaji akan datang berkaitan dengan kajian yang melibatkan kepuasan pelanggan di Kelantan.

ABSTRACT

This research aims to study the factors affecting customer satisfaction on Online Food Delivery Services towards Kelantanese. A quantitative method is used in completing this research. A simple random sampling is used to collect data and the structure questionnaire was designed to collect data from 389 respondents from Pengkalan Chepa, Kelantan. The statistical Package for Science (SPSS) version 28 was used for data analysis. The result concluded that the independent variables of product variety, product quality, and delivery services has a significant relationship with the customer satisfaction in Kelantan. Limitations of this study and recommendation are included in this to give a better idea for future researchers related to studies that involving customer satisfaction in Kelantan

CHAPTER 1

INTRODUCTION

This chapter explains the research background, the problem statement, the research objectives, the research questions, the scope of the study, and its relevance of study regarding the factors affecting customer satisfaction on online food delivery towards Kelantanese.

1.1 Research Background

Online food delivery services are a brand-new trend that is beginning to emerge in Malaysia's food and beverage industry. Many Malaysian meal delivery businesses provide online food delivery services. The first delivery service in Malaysia that began operating is Food Panda. Additional companies are accessible. Examples of this include Deliver Eat, Uber Eats, Honestbee, Running Man Delivery, FoodTime, Dahmakan, Mammam, and Shogun2U.

According to Cho et al., online meal delivery services provide a novel approach for customers to purchase a variety of foods online (2019). Online meal delivery services receive orders from customers and send them to the restaurants and delivery staff (Troise et al., 2021). Businesses who provide clients the convenience of food delivery to their homes will have a new chance to expand their customer base and increase revenue.

The proliferation of online food delivery businesses and the growth of urban clientele may be connected. More than any other factor, the need for quick and convenient meals during or after a busy workday appears to have been the driving force behind these cutomers' use of online food delivery services.

Using food delivery services is now widespread due to how dramatically they have affected customer's behaviour, especially among metropolitan customers. Food delivery has grown in popularity over the past few years because of how quickly modern life moves along and the chance it gives to travel to new places. For many city dwellers who lead busy lives, online food delivery services are a viable option. Since it allows them to carry on with their daily activities while having access to fresh and healthy meals at their homes or places of employment, many individuals prefer this option for food delivery. Unquestionably, because customers can make purchases without leaving their homes or offices, online food delivery services save their customers a large amount of time and offer a high level of convenience.

1.2 Problem Statement

This study aims to identify the factors affecting customer satisfaction on online food delivery services towards Kelantanese. To save time and effort when looking for necessary information, customers pick user-friendly apps for online meal delivery services that offer a direct navigation interface (Jung, 2017; Tan etal.,2018).

The first factor is the product variety. The broad categories of products that a company offers to satisfy the needs and wants of its customers are referred to as its product variety. Szymanski and Hise assert that when online shopping provides a large assortment of goods, customers may be lured in and their satisfaction will be better (Guo et al., 2012). Due to the huge selection of products available to online buyers, they have many possibilities for selecting things that suit their needs, preferences, or tastes. Because the business can meet the many customer requests through the online store, having a large selection would further boost customer satisfaction. A large selection of products being offered has a positive effect on customer

2

satisfaction in the online shopping environment, according to earlier studies by Alam and Yasin (2010), Liu et al. (2008), Lin et al. (2011), Guo et al. (2012), and Ziaullah et al. (2014). This suggests that the business will increase customer satisfaction by providing a wider selection of goods.

The next factor is product quality. One of the primary positioning strategies used by marketers is product quality. Customer value and satisfaction are strongly correlated with quality. The ability of a product to satisfy either explicit or implicit customer needs is referred to as product quality (P. Kotler & G. Armstrong, 2012). Online motorbike taxis' presentation, menu diversity, selection of wholesome foods, flavour, freshness, and temperature are all signs of their great quality (Nofriyanto, 2018). One factor that increases consumer value is product quality, which then stimulates customer satisfaction, which in turn fosters customer loyalty (Griffin J, 2016).

The last factor is delivery services. Online food delivery services significantly and significantly affect the customer's experience. Customer satisfaction was influenced by a variety of factors, including meal availability, customer's feedback, payment alternatives, and interpersonal interaction (Kwong & Shiun-Yi, 2017). Maximum customer happiness, not just financial gain, should be the overriding goal of food delivery services. In order to achieve this, service providers must prioritize providing high-quality services (Nicolaides, 2008).

Hence, there are many factors that affect customer satisfaction on online food delivery services towards Kelantanese. The first factor is product variety. Besides that, the second factor is product quality. Finally, the last factor is delivery services.

1.3 Research Question

1) Is there any significant relationship between product variety and customer satisfaction on online food delivery services towards Kelantanese?

2) Is there any significant relationship between product quality and customer satisfaction on online food delivery services towards Kelantanese?

3) Is there any significant relationship between delivery services and customer satisfaction on online food delivery services towards Kelantanese?

1.4 Research Objectives

1) To examine the relationship between product variety and customer satisfaction on online food delivery services towards Kelantanese.

2) To examine the relationship between product quality and customer satisfaction on online food delivery services towards Kelantanese.

3) To examine the relationship between delivery services and customer satisfaction on online food delivery services towards Kelantanese.

1.5 Research Scope

The satisfaction of Kelantanese customers with regard to the ordering and delivery of foods through the internet is the focuses of this study. Besides, the participants of the research had to be from Kelantanese who were experienced and knowledgeable about ordering foods online and having it delivered to their home. This indicates that any persons in the age range of 15 to 64 years old who purchase foods via online delivery are eligible to participate in this research. Furthermore, the purpose of this study was to identify the factors that influence the level of satisfaction experienced by customers who order foods online for delivery. The data collection for this research is predicated on the usage of questionnaires, which will serve both as references and surveys for this research.

1.6 Significance of Research

This study is conducted based on several significant factors. The most important, significant factor focuses on Online Food Delivery services. One of them is, the online food delivery application has a lot of positive impact on both the users and the message recipient, and also the sender that has been mentioned (M. Keeble, 2020). However, the way and how these applications are used should be systematic and correct.

On the theoretical side, this study helps to enrich the existing collection of literature by filling in the gaps identified. Besides, the thesis fills this gap, with the indirectly exposed society to the technology used in this era. As well as awareness of the issues that will arise if consumers use this service as an alternative to their daily lives like the suggestion provided by (L. Chai, 2019).

However, with this service, the number of road accidents decreases, and road users feel safer. Other than that, it is also one of the advancements that Malaysia can be proud of in the world.

This study also brings significant contributions on the practical side. Specifically, this study provides an initiative for the sender to send the orders just on time when sending orders to customers. This study could also reference upcoming studies that could help them as a reviewer on the issue of online food delivery services in the future.

1.7 Operational Definitions Of Key Terms

The terms in this research is product variety, product quality, delivery services also customer satisfaction. Below are the operational definitions of the thesis.

1.7.1 Product variety

Various definitions of product variety may be found in the literature. Ulrich and Randall (2001) defined product variety as the number of variants of a product that a company offers at a given moment. Fisher et al. (1999) noted that product variety may be characterised in two dimensions, the breadth of the goods a company sells at a given moment and the pace at which the company replaces old products with new ones.

1.7.2 Product Quality

Although the term "quality" is widely used by practitioners and academics, there is no generally acknowledged definition of it, as different definitions of quality are applicable in different contexts (Sebastianelli and Tamimi, 2002; Ojasalo, 2006). In fact, quality has been defined as excellence (Tuchman, 1980), value (Feigenbaum, 1951), conformance to specifications (Shewhart, 1931; Levitt, 1972), conformance to requirements (Crosby, 1979), fitness for use (Juran, 1974; 1988), product desirable attributes (Leffler, 1982), loss avoidance kojey (Taguchi, 1987), and customer satisfaction (Ryall and Kruithof, 2001; ISO 9000, 2005). There is no commonly agreed definition of quality for a number of reasons. For instance, it is difficult to operationalize broad concepts, such as satisfying expectations or achieving excellence. While limited definitions such as conformity to requirements and loss avoidance may not adequately represent the depth and diversity of the idea (Reeves and Bednar, 1995). In the context of this research, we regard quality to be the product's value.

1.7.3 Delivery Services

According to (F. Walumbwa, 2019), this online food delivery concept is based on food delivery to the customer's front door. This concept is implemented to make it easier for customers to accept online bookings. Malaysia's unemployment rate has also decreased indirectly. This is due to the fact that the service (OFDs) requires a large crew of members to be successful. This online food delivery service (OFDs) is a process that provides and delivers food ordered by customers online. Customers can also make payments online or in cash at the time of delivery (COD). Uber, Food Panda, Grab Food, and other services have also supported this service.

1.7.4 Customer Satisfaction

Based on theory, found that it was likely that customers would buy again as a result of such excellent service support. The purpose of customer service is a measure that will determine customer satisfaction and enjoyment of the product or service provided. Customer satisfaction, including surveys and evaluations, can help a company determine the best way to improve or change its products and services. Companies need to provide the best service to achieve customer satisfaction. This explains that there are services that provide a strong relationship with the service. The research found that habit has the greatest inspiration for relentless consumption intentions, followed by possible performance and social impact (Lee, 2019). Customer satisfaction is also related to customer loyalty. The simultaneous relationship between perceived service quality and customer satisfaction and its relationship with customer loyalty has attracted the attention of scholars (Makanyeza C,2020)

1.8 Organization of Thesis

This thesis is organized into five chapters. **Chapter One** provides the background of study, research problems, literature gap, research objectives, and research questions. There is also the scope and significance of study. Finally, definitions of terms are presented.

Next, **Chapter Two** covers the main body of literature regarding. The literature review of this study focuses on previous researcher's discussions of earlier study. All of the factors will be highlighted and discussed in depth in this chapter. The independent variables and dependent variable of this study have been defined. The related literature on level of information sharing, quality of information sharing, customer relationship with riders and customer satisfaction in

online food delivery towards Malaysian consumers have been reviewed in this chapter. This chapter also covered hypothesis construction by relating the dependent variable and independent variables.

Chapter Three presents the research methodology of the present study. The research methodology being used to carry out this study which are target population, sample size, sampling method, data collection, research instrument, data analysis and will be closed by the summary of this chapter.

The results and data analysis are presented in **Chapter Four**, particularly reliability analysis , demographic characteristic of respondents, descriptive analysis and Pearson's coefficient analysis. Furthermore, this chapter discusses and summarizes the results and the findings of present study. In short, this chapter gives an explanation of the results relating to each hypothesis, with detailed explanations. Also, it contains the answers of research objectives developed in Chapter One.

Then, **Chapter Five** continues with a conclusion derived from the analysis in the previous chapter. It points out the implications of the findings for the theory and literature on factors affecting customer satisfaction on online food delivery services towards Malaysian consumers. This chapter will discuss the reconciliation of study, the finding, and also discussion about the level of information sharing, quality of information sharing, customers satisfaction in Online Food Delivery and customers relationship with riders. Furthermore, this chapter also deliberated the limitations of the study and suggested several recommendations for next future study.

1.9 Summary

This introduction chapter presents research background and statements of problems associated with customer satisfaction on online food delivery services towards Malaysian consumer issues which guide the development of research questions and objectives. Next, research scope is explained, followed by the significance of current study to be conducted. Subsequently, each operational definition of key terms is outlined and finally the organization of the thesis is briefly introduced. The next chapter will highlight the underpinning theory of this research, together with detailed explanations for all variables utilized in this study.

CHAPTER 2

LITERATURE REVIEW

2.1 Introduction

Both the independent variable and the dependent variable will be discussed in this chapter. In this research, the factors that are considered independent variables are the product variety, product quality, and delivery service. Besides, the contentment of the customer satisfaction as the dependent variable in this study. The variable that has an effect on the variable that is being dependently described. In addition, we go into greater depth regarding the independent variable and the dependent variable based on the researcher's framework, which is the effect of product variety, product quality, and delivery service. Specifically, we look at how these three factors interact with one another.

2.2 Online Food Delivery

Consumers are able to place orders for food and have it sent to their homes by means of a kind of service that is based on the Internet and known as online food delivery services (Ray et al., 2019). There are two different kinds of online meal delivery which is platform-to-consumer delivery and delivery from the restaurant directly to the customer. Direct delivery of orders to customers by the relevant restaurant is an example of restaurant-to-consumer delivery, while platform-to-consumer delivery refers to the use of online delivery services supplied by partner restaurants (Li et al., 2020). When food is delivered directly from a restaurant to a customer, the business may handle the delivery process itself. When food is delivered directly from a platform to a customer, however, the platform, such as Uber Eats, is responsible for the delivery process.

The food delivery service that operates online provides an easy method for placing orders and getting them delivered in any situation.

2.2.1 Online food delivery in Kelantanese

The shifting preferences of urban residents may explain the rise of online food delivery businesses. There are several reasons why people utilise food delivery services, but the most prevalent one is probably the desire to have a quick and easy dinner during or after a long day at work. Whether a customer is planning to cook at home, eat out at a restaurant, or pick up takeout to eat at the workplace or at home, the availability of food delivery services removes the burden of meal planning and preparation from their shoulders.

Using OFD services has been the norm for many people, especially those living in Kelantanese, as a result of the widespread availability of such services. The current scenario, the hectic pace of life, and the possibility to try new restaurants are all contributing factors in the rise in popularity of meal delivery in recent years. The OFD services were a helpful amenity for the city's working Kelantanese population. The convenience of having freshly prepared, nutritious meals delivered to their homes or workplaces without interrupting their productivity is a major draw for many people.

The Kelantanese can use OFD services to avoid spending time waiting for food, travelling great distances for food, or returning home to cook after a full day of work, all of which are disadvantages. Customers can save time and effort by using OFD services, which allow them to buy food without leaving their homes or places of business. With the possibility for expansion, increased worker productivity, precise order delivery, and the creation of a valuable client database, OFD services in Kelantan are having a noticeable effect on the food and beverage sector (Moriarty, 2016).

2.3 Malaysian Adult (Kelantanese Behaviour)

An individual's perception of easy or difficult behaviour is being described in a study as behaviour control awareness (or perceived behavioural control) (Ajzen, 1991). Instead of the outcome of behaviour, it shows the degree of control over behaviour. According to Weltevreden, J.W.J. (2008), customers are increasingly likely to use services that deliver goods straight to their homes, which would make the process of online purchasing more appealing. According to one study, convenience is more relevant than it ever has been due to the modern era of technological growth, which helps to support the behaviour effect of people opting to purchase online these days. Due to today's hectic lifestyle, ordering and paying for goods has become easier and faster as the delivery will occur as a result (Le-Hoang, Phuong Viet,2020).

Customer behaviour can be described as the actions individuals do to plan, purchase, and use goods and services (Rodrguez-Torrico et al., 2017). Emotional and physical behaviours are both involved in this. Going to a store and trying the goods or services are some of the examples related to physical tasks. Customer behaviour includes experimenting people's preferences, reasons in choosing one product over the other, as well as their habits of consuming various products and services (Orji et al., 2017).

Based on the results of previous studies, it can be deduced that Kelatanese behaviour has a strong relationship with the factors affecting customer satisfaction on online food delivery services.

2.4 Customer Satisfaction

According to Hung et al. (2015) and Pandey and Chawla (2018), customer satisfaction is one of the most significant factors determining consumer loyalty. Additionally, satisfaction is a crucial indicator of future purchase (Frasquet and Miquel, 2017; Nair, 2018; Menidjel et al., 2019). On the other hand, there are studies that demonstrate a more significant beneficial influence of customer satisfaction on loyalty towards a merchant in the case of online acquisitions, in comparison to the cases of offline purchases (Hult et al., 2019). "an assessment of numerous comparable purchase experiences with a business or brand" (Djelassiet al., 2018, p. 1157) is the definition of satisfaction. Satisfaction is a sense of quality in both the offline and online environments (Bobalca, 2015).

2.5 Underpining Theory

2.5.1 Expectancy Disconfirmation Theory (EDT)

The continuity of information systems (IS) is typically explained using the expectancy disconfirmation theory (EDT) (Bhattacherjee, 2001; Roca et al., 2006). Customer satisfaction, which is measured as the gap between levels of perceived quality and expectations, has an impact on users' intentions to keep using IS. As a result, customer satisfaction positively affects referrals and repurchase intentions.

According to EDT, the gap between what customers expect from the things they buy and the actual quality of those products determines customer satisfaction (Athiyaman, 1997; Bitner, 1990; Chong and Wong, 2005; Hill, 1995; Maxham, 2001; Zhao and Lu, 2012). To put it another way,

customers are content if the recommended goods live up to or even surpass their high criteria for quality.

2.5.2 Customer Satisfaction Theory

Marketing by word-of-mouth is a form of loyalty. According to the literature on marketing and consumer behaviour, studies have employed the structure of perceived service quality, satisfaction, and loyalty in several industries (e.g., Bakti and Sumaedi 2013; Widianti et al., 2015; Kondasani and Panda, 2015; Tsoukatos and Rand, 2006). In-depth reasons for perceived service quality and satisfaction were supplied by the literature on service and marketing (Yusoff and Ismail, 2008; Gallo, 2011).

A customer's emotional (feeling) state because of their assessment of the gap between their expectations and the service provider's performance is referred to as being "satisfied" (Sumaedi et al., 2016). Unlike perceived service quality, which is the result of a superficial analysis, satisfaction is the result of a complete evaluation that considers both the intrinsic and extrinsic qualities of a service, including image, pricing, and other factors.

2.6 Previous Studies

There are explanation about previous study.

2.6.1 Product Variety

Product variety has been a topic of discussion in operations management and marketing literature for a considerable amount of time (Wan et al., 2012). There are two basic streams that may be found in the literature on operations management. The first study looks at the many

15

strategies, such as product breadth and depth, that may be used to expand a company's customer base, hence boosting sales and, in turn, financial success (Boada-Collado and Martnez-de-Albeniz, 2019). The second investigates the operational challenges that develop for businesses as a result of the implementation of product proliferation strategies (Wan et al., 2012).

Ton and Raman (2010) are just a few examples of practitioners and academics who have advocated for a long time that businesses may boost their sales by offering a variety of products. According to the basic concepts of marketing theory, merchants are able to add depth and/or breadth to an existing product offering in order to provide consumers additional choices. This attracts variety-seeking clienteles that want to pick from a large number of possibilities (Kahn, 1998). According to Hamilton (2016), variety seeking behavior entails selecting diverse options throughout the course of time in order to prevent satiation. It is believed that businesses can also use a product variety strategy to boost sales by increasing the probability that customers will identify and purchase a substitute product when their preferred item is out of stock (Mahajan and van Ryzin, 2001; Zinn and Liu, 2001).

This strategy is believed to work because it increases the likelihood that customers will identify and purchase a substitute product. According to Arens and Hamilton (2016), on page 306, "Substitution in its most fundamental form entails tradeoffs between the alternative to which the customer is committed and prospective replacements." When a company's principal product is temporarily unavailable, they may protect themselves from losing revenue by offering customers an alternative product that is functionally equivalent (Campo et al., 2000).

2.6.2 Product Quality

Product quality attempts to bring together elements that will meet customer challenges, demands, and loyalty by improving goods, such as products, and make them free from any inadequacies or faults. The goal of food delivery services, according to Park and Kim (2001), is to reduce transaction costs and risk by improving customer pleasure. This can be achieved by improving the product's quality, the packing's quality, and customers' perceptions of security.

Except when being associated with a certain capacity or potential item, product quality is not particularly significant. To produce high-quality products, Taguchi (1982) addressed the significance of product design and process control. Additionally, one way to integrate quality control in online food delivery services is by passing through product quality. The competitiveness, efficacy, and flexibility of customer satisfaction in food delivery services can become more improve by focusing on product quality. In essence, it's a plan for organising, arranging, and comprehending the customers. Product quality, brand diversity, and shopping experience all have a positive impact towards online shoppers' satisfaction, according to (Zamri, 2014).

According to Lin, Wu, and Chang (2010), delivery quality, product quality, service quality, system quality, and a sizeable degree of perceived cost are the factors that have the greatest impact on online customers' satisfaction. The objective is to constantly improve product performance to help ensure customer satisfaction (Zairi & Sinclair, 1995). When it comes to online food delivery services, product quality is interwoven with customer satisfaction and its continuous improvement.

2.6.3 Delivery Services

The term "delivery" refers to the time it takes for a package to go from the warehouse to the final destination (Christian & France, 2005). Logistics and after-sale support have an impact on customer satisfaction. In the world of online meal delivery businesses, problems with deliveries are a typical occurrence. Not only is there a lag in the delivery of goods in the e-commerce environment because consumption is divorced from manufacturing, but also because things must be provided to clients before consumption.

Having access to a delivery service that may connect customers with a company that has the means to supply the facilities they need or need is crucial. The delivery service is a natural extension of a restaurant's business model because it increases income and is more lucrative than walk-in customers.

Thus, there is little risk that customers will not receive their food orders when ordering it online. Satisfaction drops precipitously when shipping is late (Liu et al., 2008). The success of delivery services relied heavily on technological advancements that allowed them to cater to their clients' preferences. For their 2010 research, Syed and Norjaya analysed the aspects most important to customers who use online delivery services. The results of this study showed that the quality of the delivery service had a major impact on customers' overall happiness with their online purchases.

2.6.4 Factors Affecting Customer Satisfaction

Customer satisfaction is critical in business. This is due to the increased customer loyalty. To achieve customer satisfaction, they must provide the best service possible. They must treat the customer as if he or she is a king. Pandey and Chawla (2018) agree with this statement, citing customer satisfaction as one of the most important factors influencing consumer loyalty. Furthermore, satisfaction is a strong predictor of future purchases (Frasquet and Miquel, 2017; Nair, 2018; Menidjel et al., 2019). Furthermore, in order to achieve maximum customer satisfaction, service providers should prioritize product variety, product quality, and delivery

18

services. They should not only have the highest levels of customer satisfaction and profitability, but they should also be the most profitable. As a result, it is clear that the three factors investigated, namely product variety, product quality, and delivery service, influence customer satisfaction with online food delivery services.

2.7 Conceptual Framework

Figure 2.1 illustrates the conceptual model for the present study via diagrammatic representation of the relationship between all constructs and their order of influence.
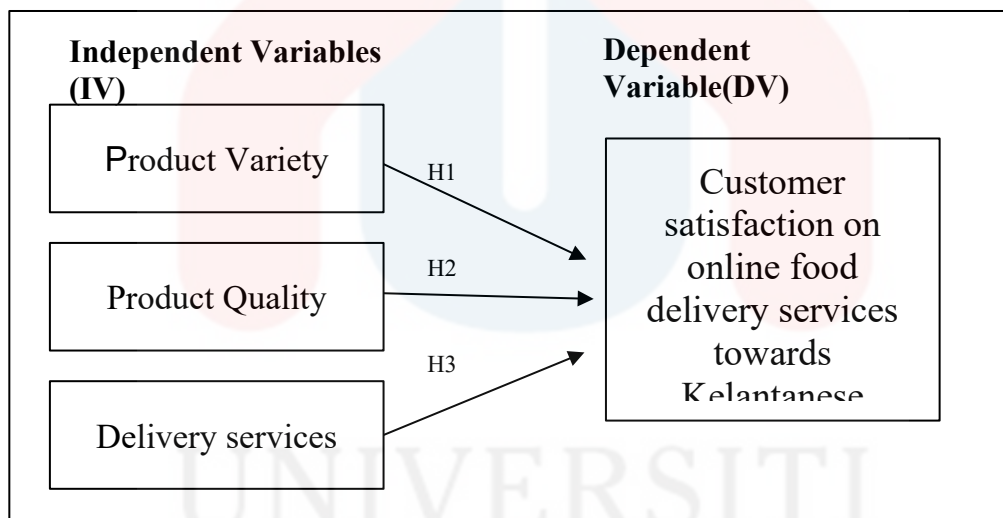
Figure:2.1. The Conceptual Framework of the

2.8 Hypothesis Statement

From this broad conceptual framework specific hypotheses related to each relationship and construct could be derived for testing. There are three relationships proposed in the conceptual framework:

H1: There is positive relationship between product variety and customer satisfaction on

online food delivery services towards Kelantanese.

H2: There is positive relationship between product quality and customer satisfaction on online food delivery services towards Kelantanese.

H3: There is positive relationship between delivery service and customer satisfaction on online food delivery services towards Kelantanese.

Research objectives	Research questions	Research hypotheses
1. To examine the relationship between product variety and customer satisfaction on online food delivery services towards Kelantanese.	1. Is there any significant relationship between product variety and customer satisfaction on online food delivery services towards Kelantanese?	H1: There is positive relationship between product variety and customer satisfaction on online food delivery services towards Kelantanese.
2. To examine the relationship between product quality and customer satisfaction on online food delivery services towards Kelantanese.	2. Is there any significant relationship between product quality and customer satisfaction on online food delivery services towards Kelantanese?	H2: There is positive relationship between product quality and customer satisfaction on online food delivery services towards Kelantanese.
3. To examine the relationship between delivery services and customer satisfaction on online food delivery services towards Kelantanese.	3. Is there any significant relationship between delivery and customer satisfaction on online food delivery services towards Kelantanese?	H3: There is positive relationship between customer satisfaction on online food delivery services towards Kelantanese.

Table 2.1. Represents the summary of research objectives, research questions and hypotheses employed in this study.

2.9 Summary

The Online Food Delivery Service provides a clear sales channel for restaurants. For the result, customers may use the website or restaurant's app to browse the menu item, choose what they want to buy, place an order and lastly make a payment. Right after receiving the customers order, the restaurant will prepare the food and continue to deliver to the customers from their selected location. Online Food Delivery Service is also a method for customers to take advantage of promotions and limited time specials, as well as to be reliable and handy. In other hand, apps that are well designed provide positive customer experience and also excellent performance.

CHAPTER 3
METHODOLOGY

3.1 Introduction

In this chapter, in addition to the statistical techniques used to analyse the statistics, a finding was discovered. The important ideas that are defined in this chapter include the study design, population, sample, sample technique, data collection method, research instruments, method of data analysis, and chapter summary. This investigation was carried out as individually. Online surveys are being performed to find out Kelantanese residents' thoughts on the factors affecting customer satisfaction on online food delivery services.

3.2 Research Design

The researcher's plan in finding the solutions to the primary research question is called the research design. Individual research that uses quantitative data is what this study is. To improve customer satisfaction with online food delivery services, this study is being conducted. The survey's objective is to gain information regarding the quantitative method. In describing and understanding the phenomena that those observations are reflecting; quantitative studies involve the numerical illustration and manipulation of observations. This research explains how online food delivery services are affecting consumer satisfaction.

3.3 Data Collection Method

In this study, the researcher will use a quantitative approach to gather information and data that will influence the variables by analyzing the responses from the respondents. Following that, the statistical analysis of the data focuses on the hypotheses in order to develop and provide evidence for the conclusion. The data collection method refers to the process of gathering data for the desired variables in an organizational technique.

3.3.1 Primary data

Primary data are original data collected by researchers. In this case, researchers will conduct research to obtain data that has been obtained by anyone. In this research, data derived from responses to questionnaires distributed to respondents towards Kelantanese. In addition, according to (Van Khuc, Tran) primary data is information that has not previously been published and was gathered from first-hand experiences. It is significantly more accurate, genuine, and impartial. This indicates that this specific type of data was obtained from the data source. However, the researcher will use quantitative data collection methods based on statistical and analysis approaches, such as mean, closed-ended questions, correlation and regression methods, mode and median questionnaires, and others, for primary data collection. The data gathered by an online survey, also known as an online questionnaire, created with Google Form and related to the study's goal.

3.3.1.1 Questionnaire

In this research, researchers used a questionnaire to be distributed to Kelantanese. Questionnaires will be administered using the Google Form platform and distributed to Kelantanese via social media platforms such as WhatsApp, Instagram, Telegram, and Facebook.

3.4 Research Instrument Development

The research instrument used for collecting trough in this research was a questionnaire. Questionnaires will be administered using the Google Form platform and distributed to Kelantanese via social media platforms such as WhatsApp, Instagram, Telegram, and Facebook. Furthermore, researchers refer to measuring tools, such as surveys or checklists, as "instruments." It is used to quantify the variables in the research. In a research study, variables must be captured according to their conceptual or theoretical definitions (Polit & Beck, 2012). This instrument is significant because it allows the researcher to obtain information more precisely and quickly. In this study, the researcher must select questionnaires as one of the measurement tools to obtain the information that is collected in an efficient manner.

Furthermore, questionnaires will be distributed to respondents, with the researcher focusing on customer satisfaction on online food delivery services for Kelantanese, making it easier for respondents to complete the scaling and ranking provided. To avoid any difficulties and to make it easier for respondents to understand all of the questions, this questionnaire will be designed and distributed in two languages which is English and Malay.In this study, one type of closed-ended questionnaire included likert scale questions.Each quation's scale was ranked from

1 for "strongly disagree" to 5 "strongly agree". The questionnaire will be divided into three parts which is Part A, Part B also Part C and will contain a total of 17 questions.

1	2	3	4	5
Strongly Disagree / Sangat Tidak Setuju	Disagree / Tidak Setuju	Neutral / Neutral	Agree / Setuju	Strongly Agree / Sangat Setuju

Table 3.1: Five-point Likert Scale

Section	Dimensions	Number of questions
Section A	**Demographic Profile**	8
Section B	**Independent Variables** Product Variety	3
	Product Quality	3
	Delivery services	3
Section C	**Dependent Variables** Customer Satisfaction	3

Table 3.2: Questionnaire composition

26

3.4.1 Measurement of the variables.

As constructs and scales that have been tested and accepted in previous studies, the thesis used measurement scales that were developed, used, and proven (Hair et al,2006) This questionnaire is divided into three sections: part A for general information, part B for questions about independent variables such as product variety, product quality, and delivery services. Furthermore, in Part C, the questionnaire addresses the dependent variable of customer satisfaction. In a study, variables are measured at four levels.The type of analysis that can be performed is determined by measurement. Each variable is determined and classified using measurement scales. The most common measurement scales are nominal, ordinal, interval, and ratio. However, the scales of measurement that will be used in this study are nominal and ordinal.

A nominal scale is a type of measurement scale that is related to the category or group of a subject. The responses are only named or categorized when this scale is present. On variables with a nominal scale, subtraction, summation, multiplication, and other mathematical operations are not possible. In this study, the nominal scale is used in the questionnaire for part A, which is related to the demographic profile of the respondents, with gender,age,race, monthly income, and experience all being measured for the analysis of target respondents.

Besides, an ordinal scale is a measurement scale used in research to distinguish data that includes aspects of ranking, degree, or level based on a specific study. The evaluation may include objectivity, subjectivity, or a combination of the two. Ordinal scales are useful because they include levels for measuring things like loyalty, connections, motivation, product or service

quality, success, added value, and so on. The questionnaire in this study uses a five-point Likert scale [strongly disagree (1), disagree (2), natural (3), agree (4), and strongly agree (5)] to help measure the level of satisfaction or dissatisfaction with the statements for the variables studied.

3.4.1.1 Section A: Demographic Profile

Consist of general information such as gender, age, race, monthly income, experience using online food delivery.

Question number	General information
1	Gender ● Male ● Female
2	Age ● 15 - 24 years old ● 25 - 34 years old ● 35 - 44 years old ● 45 - 54 years old ● 55 - 64 years old
3	Race ● Malay ● Chinese ● Indian ● Others

4	Monthly income ● Below RM 1,000 ● RM 1,000 - RM 2,000 ● RM 2,001 - RM 3,000 ● RM 3,001 - RM 4,000 ● More than RM 4,001
5	What kind of items are often bought using online shopping? ● Food ● Groceries ● Others
6	How often visit online shopping? ● Everyday ● Weekly ● Monthly ● Once within several month ● Never
7	How often purchase online? ● Everyday ● Weekly ● Monthly ● Once within several month ● Never
8	Which shopping online platform used the most? ● Amazon ● Carousell ● Lazada ● Mudah.com ● Shopee

Table 3.3: Demographic profile information

3.4.1.2 Section B: Factors Influencing the Customer Satisfaction Toward Online Food

Delivery

Consists of questions about factors influencing customer satisfaction with online delivery. This section includes questions from three independent variables: product variety, product quality, and delivery services. Each independent variable (iv) would have three questions that the respondent would have to answer.

1. Product variety	1	2	3	4	5
Most of the goods I need can be found at this website					
There are more choices for goods of a particular type at this website					
The product is delivered by the time promised by the company					

Table 3.4: Product Variety Questions

2. Product Quality	1	2	3	4	5
The products of the website meet my needs and expectations regarding quality					
I am satisfied with the product quality provided by the website					
The product range of this website is complete					

Table 3.5: Product Quality Questions

3. Delivery Services	1	2	3	4	5
The items sent by the website are well packaged and perfectly sound					
I am satisfied with the delivery mode of the website (post, express delivery, home delivery)					

If I had to do it over again, I'd make my most recent online purchase at this website					

Table 3.6: Delivery Services Questions

3.4.1.3 Section C: Customer Satisfaction toward Online Food Delivery

Consist of questions regarding customer satisfaction toward online food delivery. There would be three questions that use, and the respondent must answer.

1. Satisfaction Using Online Food Delivery	1	2	3	4	5
My choice to purchase from this website was a wise one					
I have truly enjoyed purchasing from this website					
I am satisfied with my most recent decision to purchase from this website					

Table 3.7: Satisfaction Using Online Food Delivery Question

3.5 Population And Sampling

This study aims to identify the factors that may influence consumer satisfaction with online food delivery services catering to Kelantanese. According to Neeru (2012), a population is any collection of individuals or observation that contains all probable members of a category. A population is often described as "all members of any well-defined class of individuals, events, or things." For this population research, the term population refers to the total number of respondents from whom data will be collected.

This study will concentrate on the Kelantanese people. The purpose of concentrating on the Kelantanese is to determine the level of online food delivery use. Aside from that, the purpose of this study is to identify the growth of online food delivery use among Kelantanese and to

31

increase confidence in respondent satisfaction with online food delivery, particularly among Kelantanese. According to city population statistics, the Kelantanese population is 1,792,501. As a precautionary step to safeguard the gathered data, the population will be 1,000,000 and the sample size will be 384.

The sample size refers to the total number of individual samples measured, or observations made during a survey. According to Neeru (2012), a "sample" is a subset of a larger population that is picked to collect information about the broader population as a whole. Several qualitative elements, like the distribution of the data or the variety of the population, the degree of confidence or the precision of the estimations, the error margin, and the number of subgroups, may influence the sample size (Ahmad & Halim, 2017).

For this study's sample size, the researcher concentrated on the Kelantanese. The sample population consists of Kelantanese who are presumably skilled with or frequent users of online food delivery services. The population statistics needed to compute the sample size are shown in the table below by Krejci and Morgan (1970). The chart indicates that there will be 384 respondents for this survey.

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

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

Source: Krejcie & Morgan, 1970

Table 3.8: Krejcie and Morgan Table

Data collecting is also a methodical procedure of acquiring and assessing particular information in order to answer pertinent questions and evaluate the results of the data collection process. This data collection might also comprise all-encompassing information. The collected data must also be utilized to evaluate the premise of the research in order to interpret the results.

Generally, the main source of data collection is the source itself. For the sake of research projects requiring specialized data, researchers devise innovative data random techniques. In addition, qualitative and quantitative data collecting procedures have been split into two distinct groups. A qualitative analysis approach does not need the use of statistics or mathematics while gathering data. Consider the uncountable component, such as the researcher's uncountable sensations and emotions. Quantitative analysis is sometimes characterized as the use of mathematics to derive numbers. In surveys, closed-ended questions are also employed to collect data that may be assessed analytically. The methodologies include correlation, regression, mode, median, and means, among others.

In this study, the researchers are using a quantitative way of data random to get superior outcomes. Using Google form surveys, a survey method with a collection of closed or multiple-choice questions that are given to a sample is selected. This review questionnaire has three sections. As stated by Rajasekar et al., Section A established a demographic profile consisting of age, gender, and educational attainment (2021). Section B includes the three independent variables of product selection, product quality and delivery services. The last question in Section C pertains to a dependent variable, which is customer satisfaction.

3.6 Data Analysis Method

Gathering, cleansing, and organising data are only some of the many steps in the data analysis process. These steps, which typically involve the use of data analysis software, are essential in getting the information ready for use in commercial settings. Data analysis can be done in primarily two ways: qualitatively and quantitatively. Leaders and decision-makers in any industry can benefit from employing either method of data analysis alone or in tandem with the other to glean actionable insights from a wide variety of data sources.

3.6.1 Descriptive Data Analysis

The goal of descriptive analysis is to explain, display, or summarise data points in a constructive manner, allowing for the emergence of patterns that satisfy all conditions in the data. It's the first and foremost requirement of any statistical study. It allows one to draw conclusions about the data's distribution, spot outliers and typos, and find commonalities across different variables. Moreover, it was prefabricated for the purpose of additional statistical investigation.

Data mining and data aggregation are two methods that can be used for descriptive analysis. Descriptive analysis relied heavily on these two methods to generate historical information. When aggregating data, it is common practise to collect all relevant information and then classify it into manageable groups.

Measures of frequency, central tendency, dispersion or variation, and position are the four categories into which descriptive analysis can be broken down. When dealing with a single variable at a time, four different strategies emerge as the most effective. Knowing the likelihood of occurrence was crucial in descriptive analysis. This is the primary function of percentage and counting systems.

Lastly, descriptive analysis also involves pinpointing where one value or answer falls in relation to others. Percentiles and quartiles, among other measures, become quite helpful in this field of study.

3.6.2 Pearson Correlation

For numerical variables, the Pearson correlation is the most popular technique since it uses a sign between -1 and 1, where 0 indicates no association, 1 indicates perfect positivity, and -1 indicates perfect negativity. A value of 0.7 for a correlation coefficient between two variables indicates the existence of a statistically significant and positively trending relationship between those variables. If the value of variable A grows, then the value of variable B will also increase; conversely, if the value of A increases, then the value of B will decrease.

For purposes of simplicity, assume that the Pearson correlation coefficient between the ages and heights of a group of high school students is larger than zero but less than one. One would reflect an impossibly perfect correlation. It stands to reason that there would be a robust positive association between the two factors of "age" and "salary," such that as people get older, they tend to earn more. Therefore, a result greater than 0.7 can be expected from the age-income correlation.

3.7 Chapter Summary

This chapter gives an explanation of the conclusions and inferences that may be taken from the questionnaire-based data analysis done in this study. Utilizing the gathered information, the analysis was conducted. This investigation included determining dependability, doing descriptive analysis, and deriving conclusions from the descriptive analysis. This study will teach the researcher how to use the study design in the thesis as well as how to employ other components such as the target population, sample size, sampling strategies, data collection, research instruments, and data analysis. Moreover, the researcher will learn how to implement the study design in the thesis. The researcher will also get the opportunity to learn how to integrate the study design in the thesis. In this chapter, we will describe how the questionnaire was administered, as well as how it may be utilized in future study and in the future. In addition, we will examine potential future applications of the questionnaire. In addition, the researcher elaborated on the significance of each question as well as the intended applications for it. At the end of this chapter, we expect to be able to utilize all of the data from this study to guide future research, both close and distan

CHAPTER 4
DATA ANALYSIS AND FINDINGS

4.1 Introduction

In this chapter, describes the findings and results from the data taken. There are several processes carried out in chapter four. Among them are preliminary analysis, descriptive analysis, validity and reliability test, normality test, pearson correlation also framework analysis. This chapter answers the questions posed in chapter 2 and reinforces the objective statements listed in chapter 1.However, in this chapter, the researcher presents the findings of the research based on data analysis. The researchers used the Statistical Package for Social Sciences to record and evaluate 384 responses (SPSS). SPSS is a data management and analysis programme designed to perform statistical procedures such as analysis, including descriptive statistics and sophisticated inferential statistical procedures.

4.2 Preliminary Analysis

A pilot test was organized to evaluate the survey's reliability and validity to confirm that it may be used for the research. The research used Goggle Form to appropriate surveys for the pilot test and collected 389 respondents as information.

Variables	Cronbach Alpha	Number of Item
Product Variety	0.969	3
Product Quality	0.906	3
Delivery Services	0.917	3

Customer Satisfaction on Online Food Delivery Services Towards Kelantanese	0.899	3

Table 4.1: Result of Reliability Test for Independent Variable and Dependent Variable

As shown by Table 4.1, each poll component's value is sufficient if it is more than 0.800 according to Cronbach Alpha. The survey in Section B equates to a Cronbach Alpha value of 0.969, whereas the survey in Section C corresponds to a Cronbach Alpha value of 0.899. The survey is trustworthy and can be used in this research since the overall Cronbach Alpha value for all variables is 0.969, which is around astonishingly high correlation that is gratifying.

4.3 Demographic Profile of Respondents

In this study, eight questions on respondent demographic section were asked. This includes gender, age, race, and monthly income; what kinds of items are often bought using online shopping; how often visit online shopping, how often purchase online, and which online shopping platform used the most. The demographic profiles of the 389 responses to the previously disseminated Google Form are included in this section. The frequency and rate for each aspect of the respondents' profiles were then displayed using tables and revised diagrams, which provided a description regarding the respondents' profiles.

4.3.1 Gender

		Frequency	Percent	Valid percent	Cumulative percent
Valid	**Male**	83	21.3	21.3	21.3
	Female	306	78.7	78.7	100.0
	Total	389	100.0	100.0	

Table 4.2: Gender of respondents
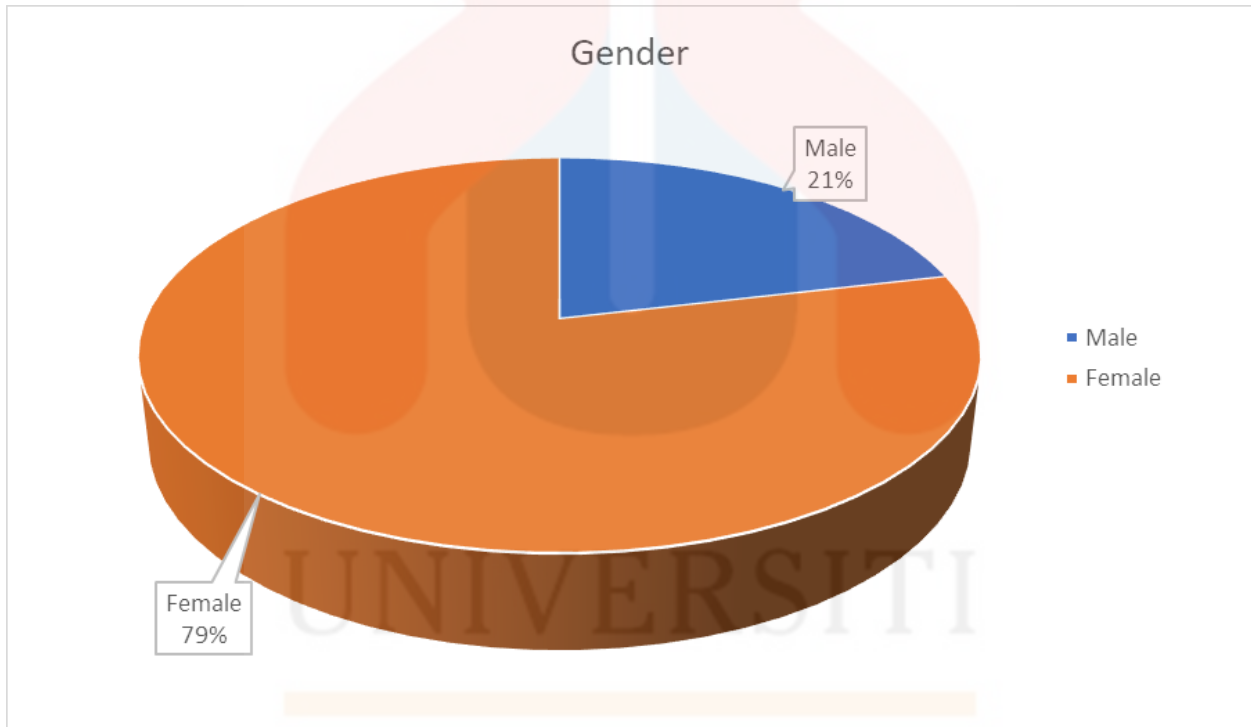
Figure 4.2: Gender of respondents

According to this, 79% of the sample consists of female respondents, while 21% are male. Table 4.2 and Figure 4.2 both had this.306 female respondents from the total sample had been examined. The balance are the 83 male respondents.

4.3.2 Age

		Frequency	Percent	Valid percent	Cumulative percent
Valid	**15-24 years old**	283	72.8	72.8	72.8
	25-34 years old	83	21.3	21.3	94.1
	35-44 years old	11	2.8	2.8	96.9
	45-54 years old	10	2.6	2.6	99.5
	55-64 years old	2	.5	.5	100.0

Table 4.3: Age of respondents
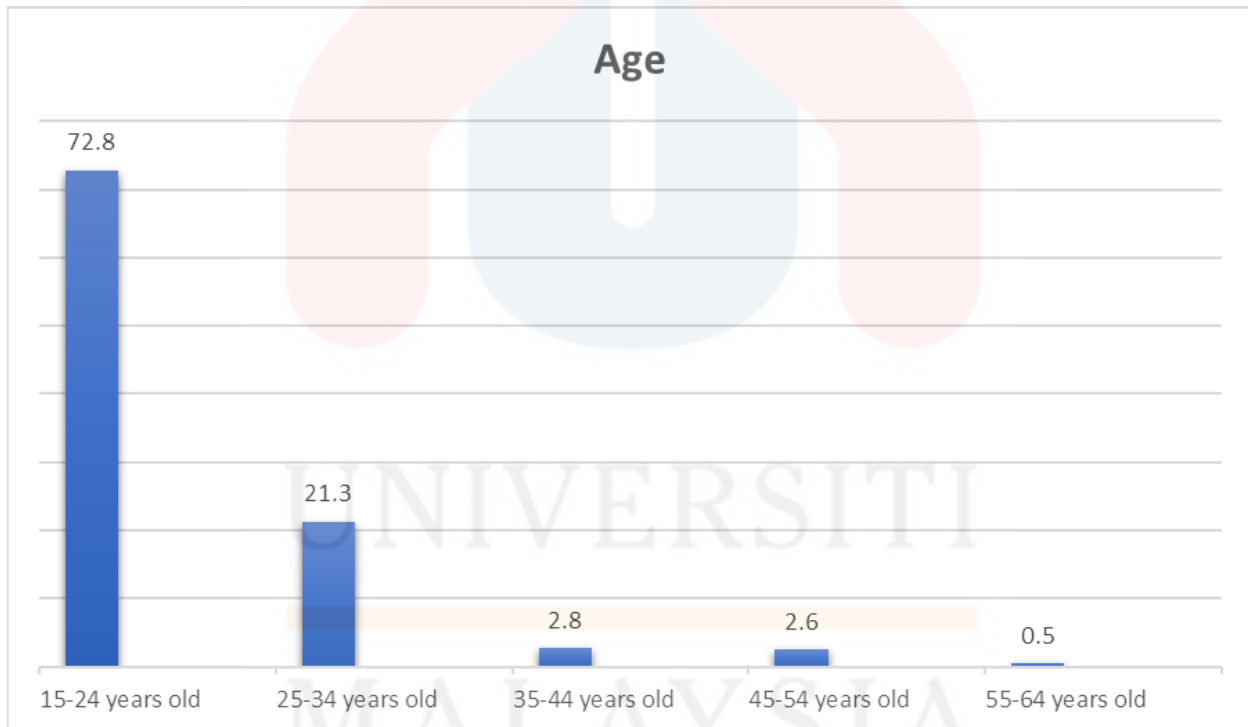
Figure 4.3: Age of respondents

Based on table 4.3 and figure 4.3, 283 respondents or 72.8% of had been categorized as being between the ages of 15 and 24. In addition, 83 respondent or 21.3% had identified their age range as being between 25 and 34. Besides that , 11.8% or 11 respondents, identified themselves

40

as being between the ages of 35 and 44. Next, the age range of the next 10 responders or 2.6%, is

45 to 54 years old. Finally, 0.5% of respondents, which is two in total had been identified as being

between 55 and 64 years old.

4.3.3 Race

		Frequency	Percent	Valid percent	Cumulative percent
Valid	**Malay**	305	78.4	78.4	78.4
	Chinese	51	13.1	13.1	91.5
	Indian	33	8.5	8.5	100.0
	Total	389	100.0	100.0	

Table 4.4: Race of respondents
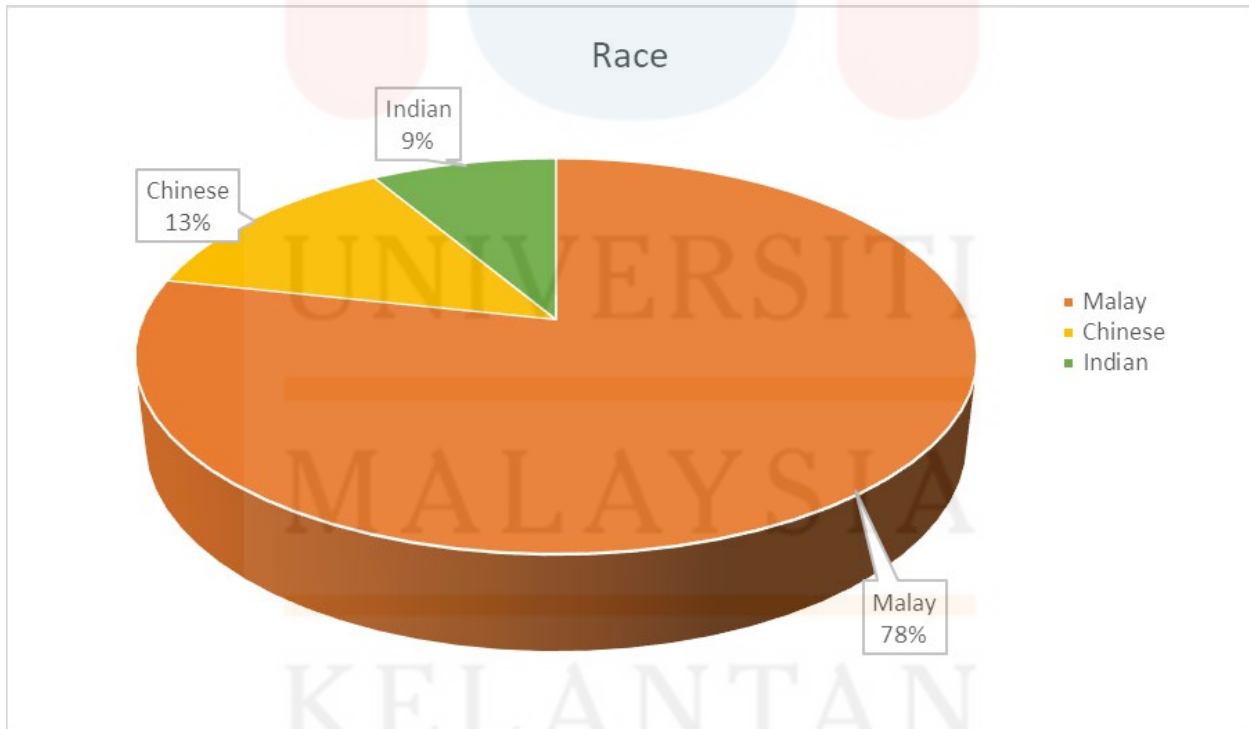
Figure 4.4: Race of respondents

41

This study examined the race. Both image 4.4 and table 4.4 show this. 78% of the 305 respondents, or most of the respondents, had been identified as Malay. Besides that, 51 responses or 13% of the total, were Chinese. Finally, 33 respondents or 9% of the total were from the Indian community.

4.3.4 Monthly Income

		Frequency	Percent	Valid percent	Cumulative percent
Valid	**Below RM1,000**	257	66.1	66.1	66.1
	RM1,000-RM2,000	89	22.9	22.9	88.9
	RM2,001-RM3,000	30	7.7	7.7	96.7
	RM3,001-RM4,000	9	2.3	2.3	99.0
	More than RM4,100	4	1.0	1.0	100.0
	Total	389	100.0	100.0	

Table 4.5: Monthly income
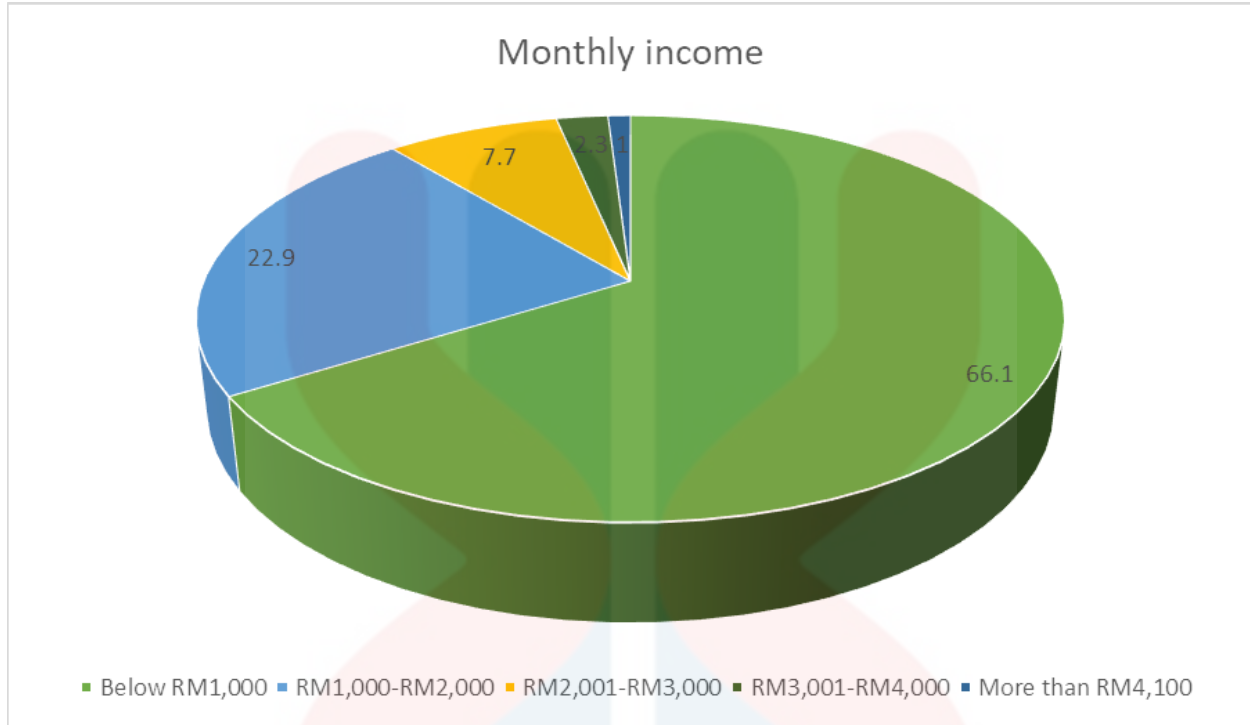
Figure 4.5: Monthly income

In this study, table 4.5 and figure 4.5 looked at the respondents' monthly income. 257 respondents had reported monthly incomes of less than RM1,000. According to the findings., 89 respondents or 22.9% make between RM1,000 and RM2,000 per month. In addition, 30 respondents or 7.7%, reported having a monthly income of RM2,000 to RM3,000. Nine respondents or 2.3% earned between RM3,001 and RM4,000. Finally, only four respondents or 0.1% have monthly incomes more than RM4,100.

4.3.5 What kind of items are often bought using online shopping

		Frequency	Percent	Valid percent	Cumulative percent
Valid	**Food**	149	38.3	38.3	38.3
	Groceries	214	55.0	55.0	93.3
	Other	26	6.7	6.7	100.0
	Total	389	100.0	100.0	

Table 4.6: What kinds of items are often bought using online shopping.
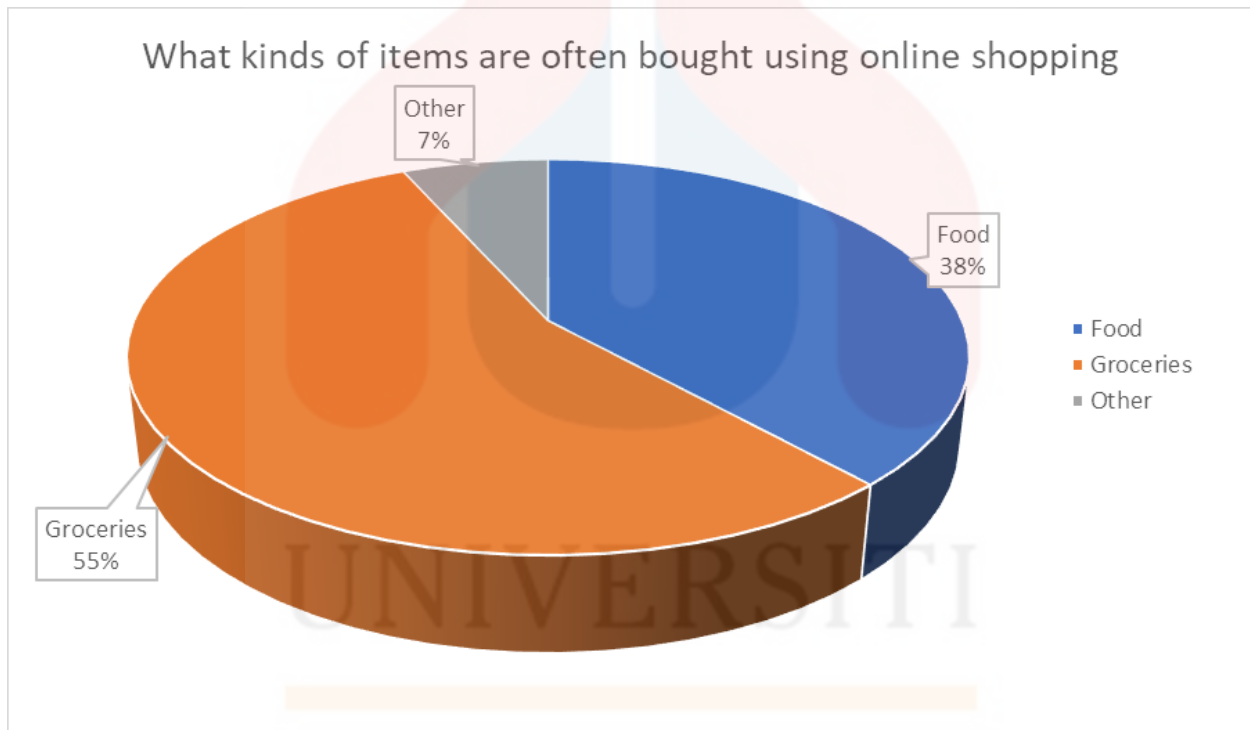
Figure 4.6: What kinds of items are often bought using online shopping

Table 4.6 and Figure 4.6 depict the kinds of items that are often bought using online shopping online. The results show that 38% of the 149 respondents prefer to buy food online. Besides that, 214 respondents or 55%, state that they prefer to buy their groceries online. Finally, 26 respondents or around 7% said they felt better comfort making other purchases online.

4.3.6 How often visit online shopping

		Frequency	Percent	Valid percent	Cumulative percent
Valid	**Everyday**	1	.3	.3	.3
	Weekly	2	.5	.5	.8
	Monthly	22	5.7	5.7	6.4
	Once within several month	81	20.8	20.8	27.2
	Never	283	72.8	72.8	100.0
	Total	389	100.0	100.0	

Table 4.7: How often visit online shopping.
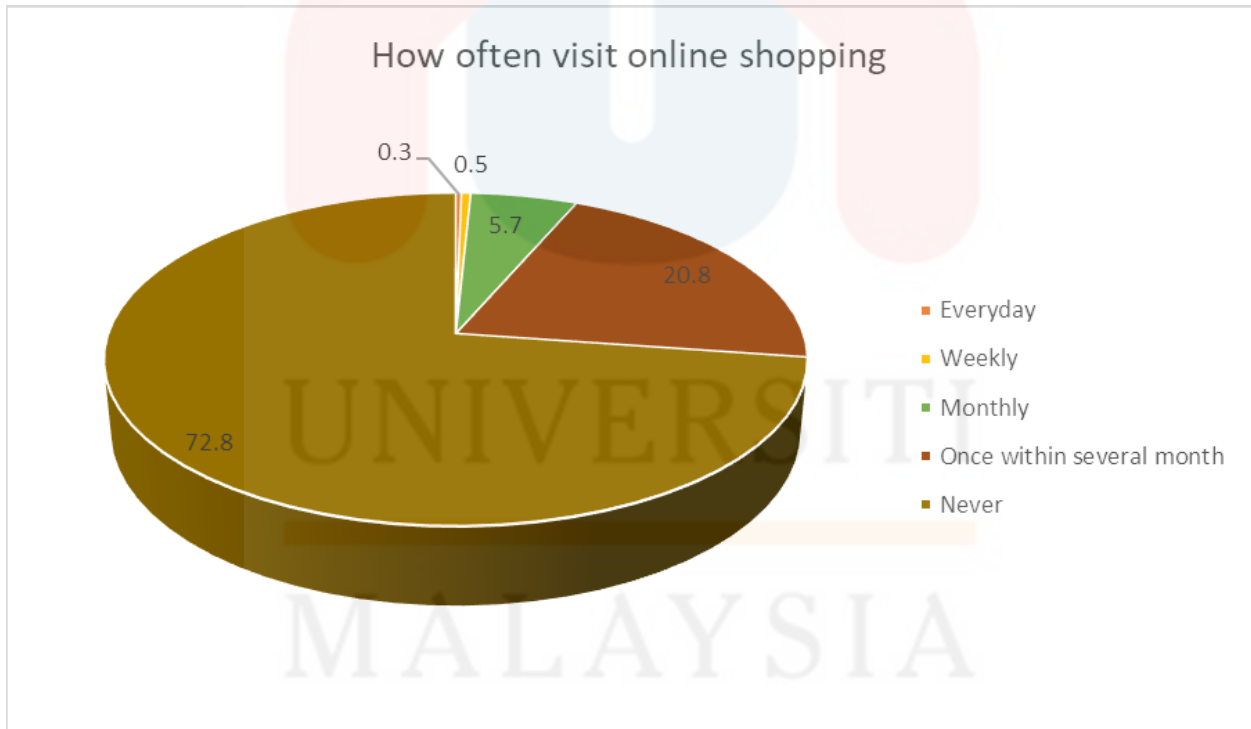
Figure 4.7: How often visit online shopping

Figure 4.7 and Table 4.7 show how frequently people shop online. With a response rate of just 0.3%, only one respondent mentioned for everyday online shopping. In addition, 0.5% or two respondents claimed they regularly shop online. Besides that, 22 respondents or 5.7% said they shop online monthly. Next, 81 respondents or 20.8% stated visited online shopping once within several month. Finally, 283 respondents or 72.8% said they have never visit online shopping.

4.3.7 How often purchase online

		Frequency	Percent	Valid percent	Cumulative percent
Valid	**Everyday**	1	.3	.3	.3
	Weekly	1	.3	.3	.5
	Monthly	23	5.9	5.9	6.4
	Once within several month	83	21.3	21.3	27.8
	Never	281	72.2	72.2	100.0
	Total	389	100.0	100.0	

Table 4.8: How often purchase online
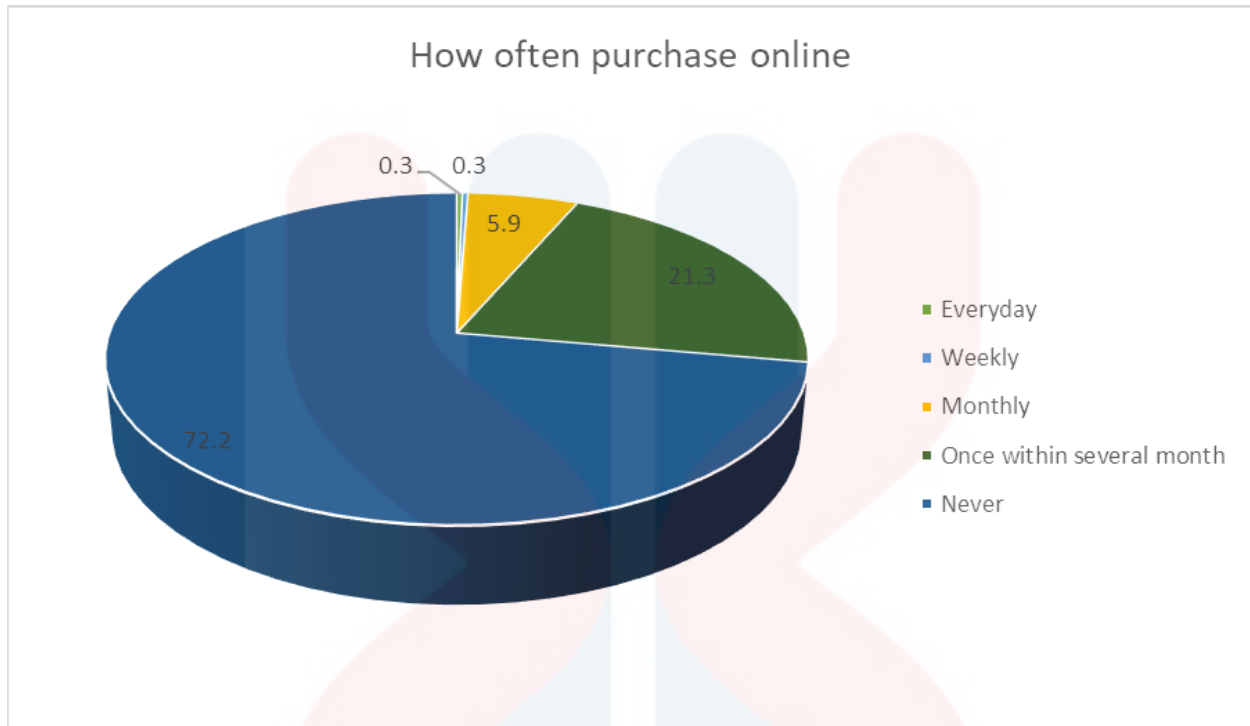
Figure 4.8: How often purchase online

Figure 4.8 and Table 4.8 display how often purchase online. Only one responder, or 0.3% of all respondents, made online purchasing daily. One other respondent, who contributed 0.3%, made weekly purchases online. Besides that, 23 respondents or 5.9%, claimed to make monthly online purchases. Next, 83 respondents or 21.3%, made an online purchase at least once within several month. Finally, 281 respondents or approximately 72.2%, stated they never purchased items online.

4.3.8 Which online platform used the most

		Frequency	Percent	Valid percent	Cumulative percent
Valid	**Amazon**	1	.3	.3	.3
	Carousell	5	1.3	1.3	1.5
	Lazada	37	9.5	9.5	11.1
	Mudah.com	100	25.7	25.7	36.8
	Shoppee	246	63.2	63.2	100.0
	Total	389	100.0	100.0	

Table 4.9: Which online shopping platform used the most
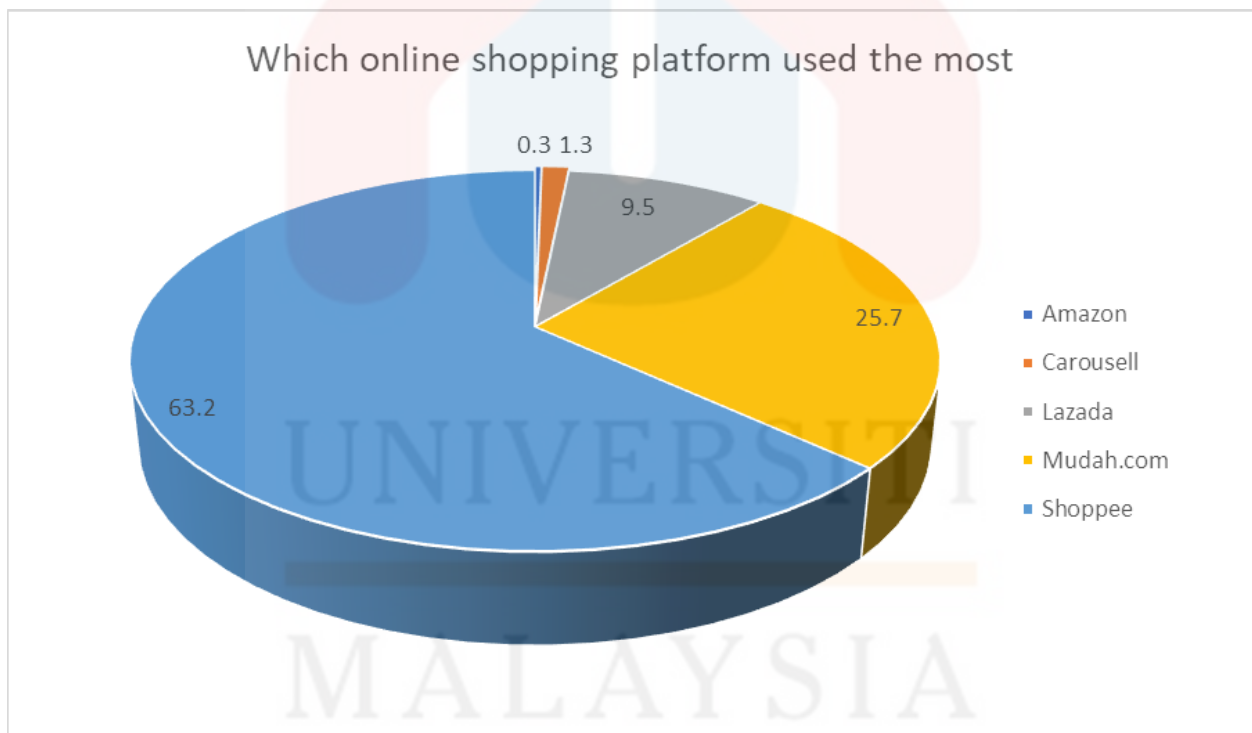
Figure 4.9: Which online shopping used the most

Figure 4.9 and Table 4.9 shows which online shopping used the most. 0.3% of respondents, or one, preferred to shop on Amazon.com. In addition, five respondents or 1.3% of the total, likes the

idea of using Carousell app. Besides that, 37 respondents, or 9.5%, stated they preferred to shop online at Lazada. Next, 100 respondents, or 25.7%, enjoy shopping online at Mudah.com Finally, Shoppee is the online shopping of choice for 63.2% of 257 respondents.

4.4 Descriptive Analysis

Descriptive statistics are used to describe the fundamental characteristics of data in a study. It provides concise summaries of the sample and measures. They form the foundation of almost every quantitative data analysis, along with simple graphics analysis (Bush,2020). The statistic below is derived from research conducted by the researcher.

4.4.1 Descriptive statistic for independent variable (Product Variety)

PRODUCT VARIETY					
	N	Minimum	Maximum	Mean	Std. Deviation
Most of the goods I need can be found at this website	389	1	5	4.54	.740
There are more choices for goods of a particular type at this website	389	1	5	4.52	.734
The product is delivered by the time promised by the company	389	1	5	4.53	.694
Valid N (listwise)	389				

Table 4.10: Descriptive statistic for independent variable (Product Variety)

49

Based on table 4.10, it shows the data for means and standard deviation for independent variable for factors of product variety in affecting customer satisfaction on online food delivery services towards Kelantanese. The range of mean from 4.52 to 4.54 while range for standard deviation is from 0.694 to 0.740. Derived from above reports, the highest means is 4.54 on most of the goods I need can be found at this website which indicated the respondents that they can find their needed on the website. In the other side, the lowest value of means is for item there are more choices for goods of a particular type at this website with 4.52.

4.4.2 Descriptive statistic for independent variable (Product Quality)

PRODUCT QUALITY					
	N	Minimum	Maximum	Mean	Std. Deviation
The products of the website meet my needs and expectations regarding quality	389	1	5	4.55	.715
I am satisfied with the product quality provided by the website	389	1	5	4.56	.711
The product range of this website is complete	389	1	5	4.58	.690
Valid N (listwise)	389				

Table 4.11: Descriptive statistic for independent variable (Product Quality)

According to the data above, descriptive analysis was performed by using the SPSS to find the value of mean and standard deviation. The range for mean is between 4.55 to 4.58 while for

standard deviation is between 0.690 to 0.715. As indicated from the table 4.4.2, the highest mean belong to the product range of this website is complete. Meanwhile, the lowest mean is 4.55 for the products of the website meet my needs and expectations regarding quality. From that, it is shows that majority of the respondent is agree with all the element that involve in the factor of product quality in affecting the customers satisfaction to use online food delivery services.

4.4.3 Descriptive statistic for independent variable (Delivery Services)

DELIVERY SERVICES					
	N	Minimum	Maximum	Mean	Std. Deviation
The items sent by the website are well packaged and perfectly sound	389	1	5	4.59	.711
I am satisfied with the delivery mode of the website (post, express delivery, home delivery)	389	1	5	4.60	.664
If I had to do it over again, I'd make my most recent online purchase at this website	389	1	5	4.61	.697
Valid N (listwise)	389				

Table 4.12: Descriptive statistic for independent variable (Delivery Services)

Table 4.12 above illustrates the value of mean and standard deviation for security as factor in using online food delivery among respondents. The range for means is from 4.59 to 4.61 and

the range for standard deviation is from 0.664 to 0.711. The highest mean score is 4.61, as shown in the table above which is because if I had to do it over again, I'd make my most recent online purchase at this website. Meanwhile, the lowest mean score is 4.59 which means the items sent by the website are well packaged and perfectly sound. It shows that the respondent believe that risk is low if using online food delivery.

4.4.4 Descriptive statistic for dependent variable (Customer Satisfaction)

CUSTOMER SATISFACTION					
	N	Minimum	Maximum	Mean	Std. Deviation
My choice to purchase from this website was a wise one	389	1	5	4.54	.744
I have truly enjoyed purchasing from this website	389	1	5	4.57	.702
I am satisfied with my most recent decision to purchase from this website	389	1	5	4.56	.735
Valid N (listwise)	389				

Table 4.13: Descriptive statistic for dependent variable (Customer Satisfaction)

According to the table 4.13 above, it shows the mean and standard deviation of the online food delivery usage variable. The mean of the customer satisfaction result is in range from 4.54 to 4.57 whereas the standard deviation is in range from 0.702 to 0.744. From the highest mean score results, respondent have truly enjoyed purchasing from this website with the value 4.57. It can

interpret that majority of the respondents did enjoy use online food delivery. While the lowest mean score is 4.54 for choice to purchase from this website was a wise one.

4.5   Validity and Reliability Test

Validity Test

Two forms of validity exist. The first is internal validity and the second is external validity, both of which investigated the experimental design setting. While there are three forms of validity used to test the instrument's own validity: consent validity, criterion-related validity, and construct validity (Sekaran & Bougie, 2016). In this study, the researchers only use consent validity, also known as face validity. According to Stoner et al. (2011), "facial validity" refers to the expert's fast appraisal of the instrument and conclusion that it is acceptable for measuring the predefined domain in a research without additional investigation. Therefore, in order to achieve validity, the researcher conducted face validity by obtaining permission from the experts, who were the lecturers. The pilot test was then undertaken to evaluate the instruments' dependability. As shown by a Cronbach alpha value greater than 0.8, the pilot test results indicate that all variables are of high quality. It demonstrates that the variables are very trustworthy and usable for study.

Reliability test

The measure's reliability reflects the degree to which it is devoid of bias (error) and so provides consistent measurement throughout time and across all of its components. Consistency and stability testing is necessary for establishing dependability. Cronbach's alpha is a reliability coefficient that measures how strongly connected items in a collection are. It is computed by averaging the intercorrelations of the items used to measure the idea. In a nutshell, the reliability of a measuring instrument is the consistency with which it measures the idea being measured. The

greater the reliability of internal consistency, the closer Cronbach's alpha is to 1 (Sekaran & Bougie ,2016). According to study by Shahidah and Umasugi (2021), the Cronbach Alpha value is shown in the table below.

Cronbach's Alpha Coefficient Range	Strength of Association
0.91 – 1.00	Excellent
0.81 – 0.90	Good
0.71 – 0.80	Good and Acceptable
0.61 – 0.70	Acceptable
0.01 – 0.60	Unacceptable

Table 4.14: Descriptive statistic for dependent variable (Customer Satisfaction)

	Reliability Statistics		
	Cronbach's Alpha	Strength of Association	N of Items
Product Variety	0.969	Excellent	3
Product Quality	0.906	Excellent	3
Delivery Services	0.917	Excellent	3

Table 4.15: Reliability Statistic for Independent Variable

The reliability statistics for independent variables product variety, product quality, and delivery services are shown in Table 4.15. The table displays the Cronbach alpha value for each independent variable. From SPSS, Cronbach alpha source values vary between 0.906 and 0.969. Initially, the alpha value of the reliability analysis for the independent variable product variety is

0.969. Product quality has the greatest Cronbach alpha value compared to all other independent factors. In addition, the Cronbach alpha value for product quality is 0.906. The value of independent variables, product quality, corresponds to the lowest Cronbach alpha value. Currently, independent delivery services have a value of 0.917. According to the association strength, the value is great since it falls between the range of 0.91 and 1.00.

The Cronbach's Alpha value is interpreted as having good reliability when compared to the table of The Alpha Cronbach Value (Konting et al., 2009), as the values of all the independent variables product variety, product quality, and delivery services fall within the range of 0.91 and 1.00, indicating that it is outstanding. This indicates that the aforementioned independent variables are reliable and have a high likelihood of being implemented.

	Reliability Statistics		
	Cronbach's Alpha	Strength of Association	N of Items
Customer Satisfaction	0.899	Good	3

Table 4.16: Reliability Statistic for Dependent Variable

According to the table 4.16 above, it is showing the value of Cronbach alpha for online food delivery services. The value is 0.899. As being suggested by Konting et al, (2009), the value whose in the range of 0.81 – 0.90 is considered as good. In a simple word, the reliability of dependent variable, internet banking usage is acceptable with 0.676. In overall, the researcher can conclude that, the reliability of all the item of variables is acceptable.

4.6   Normality Test

Tests of Normality						
	Kolmogorov-Smirnova			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Most of the goods I need can be found at this website	.400	389	.000	.657	389	.000
There are more choices for goods of a particular type at this website	.380	389	.000	.675	389	.000
The product is delivered by the time promised by the company	.386	389	.000	.677	389	.000
The products of the website meet my needs and expectations regarding quality	.392	389	.000	.657	389	.000
I am satisfied with the product quality provided by the website	.392	389	.000	.651	389	.000
The product range of this website is complete	.403	389	.000	.639	389	.000
The items sent by the website are well packaged and perfectly sound	.419	389	.000	.626	389	.000
I am satisfied with the	.413	389	.000	.629	389	.000

delivery mode of the website (post, express delivery, home delivery)						
If I had to do it over again, I'd make my most recent online purchase at this website	.432	389	.000	.606	389	.000
My choice to purchase from this website was a wise one	.392	389	.000	.647	389	.000
I have truly enjoyed purchasing from this website	.394	389	.000	.638	389	.000
I am satisfied with my most recent decision to purchase from this website	.403	389	.000	.633	389	.000
a. Lilliefors Significance Correction						

Table 4.17: Normality Test for Independent Variable and Dependent Variable

Table 4.17 shows the normality test for the question of all variables. Normality test consists of two types of test which is Kolmogorov-Smirnov[a] and Shapiro-Wilk. The significant value or p-value indicates the normality of the data. If the significant value or p-value is less than 0.05, then it is consider as non-probability sampling and if above 0.05 then it is consider as probability sampling. Based on the normality in this study, Kolmogorov-Smirnov[a] and Shapiro-Wilk shows p-value below <0.05 where data is not normality distributed and the null hypothesis for each variable is rejected.

4.7 Pearson Correlation

Pearson's Correlation Analysis is a test statistic that evaluates the statistical association or relationship between two continuous variables. If a relationship is found, the researcher must determine the strength of the correlation between the variables. The correlation coefficient test determines whether a hypothesis should be accepted or rejected. According to Schober, the relationship between variables can be classified as "moderate" or "strong" (2018). However, according to Deborah et al. (2016), assesses the degree and direction of a linear link between two variables on a scatter plot. r is always between +1 and 1. A perfect uphill (positive) linear connection has an R-value of exactly +1, whereas a perfect downhill (negative) linear relationship has an R-value of exactly -1.

Strength of Association	Coefficient Range (r)
Very high positive/ negative correlation	(0.90 to 1.00) or (-0.90 to -1.00)
High positive/ negative correlation	(0.70 to 0.90) or (-0.70 to -0.90)
Moderate positive/ negative correlation	(0.50 to 0.70) or (-0.50to -0.70)
Low positive / negative correlation	(0.30 to 0.50) or (-0.30 to -0.50)
Little if any correlation	(0.1 to 0.30) or (-0.1 to -0.30)

4.18:Table of Pearson Correlation

Correlations						
		Customer Satisfaction	Product Variety	Product Quality	Delivery Services
Customer Satisfaction	Pearson Correlation	1	0.750	0.725	0.731
	Sig. (2-tailed)		0.000	0.000	0.000
	N	389	389	389	389
Product Variety	Pearson Correlation	0.750	1	0.818	0.676
	Sig. (2-tailed)	0.000		0.000	.000
	N	389	389	389	389
Product Quality	Pearson Correlation	0.725	0.818	1	0.661
	Sig. (2-tailed)	0.000	0.000		0.000
	N	389	389	389	389
delivery Services	Pearson Correlation	0.731	0.676	0.661	1
	Sig. (2-tailed)	0.000	0.000	0.000	
	N	389	389	389	389

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

4.19 Table of correlation

Table 4.19 shows Pearson's Correlation Coefficient between independent variables (Product Variety, Product Quality also Delivery Services) and dependent variable (Customer Satisfaction on online food delivery services towards Kelantanese).

From the pearson correlation table we found that there is significant relationship between product variety and customer satisfaction on online food delivery services towards Kelantanese because the $p =$ value is 0.000which is less than 0.05. The pearson's correlation coefficient value is $r = 0.750$ which explains a high positive relationship between product variety and customer satisfaction on food delivery services towards Kelantanese. Therefore the hypothesis 1 (H1) was accepted because the value was between 0.70 until 0.90.

However, there is significant relationship between product quality and customer satisfaction on online food delivery services towards Kelantanese because the $p =$ value is 0.000 which is less than 0.05. The pearson's correlation coefficient value is $r = 0.725$ which explains a high positive relationship between product quality and customer satisfaction on food delivery services towards Kelantanese. Therefore the hypothesis 2 (H2) was accepted because the value was between 0.70 until 0.90.

Furthermore, there is significant relationship between delivery services and customer satisfaction on online food delivery services towards Kelantanese because the $p =$ value is 0.000 which is less than 0.05. The pearson's correlation coefficient value is $r = 0.731$ which explains a high positive relationship between delivery services and customer satisfaction on food delivery

services towards Kelantanese. Therefore, the hypothesis 2 (H2) was accepted because the value was between 0.70 until 0.90.
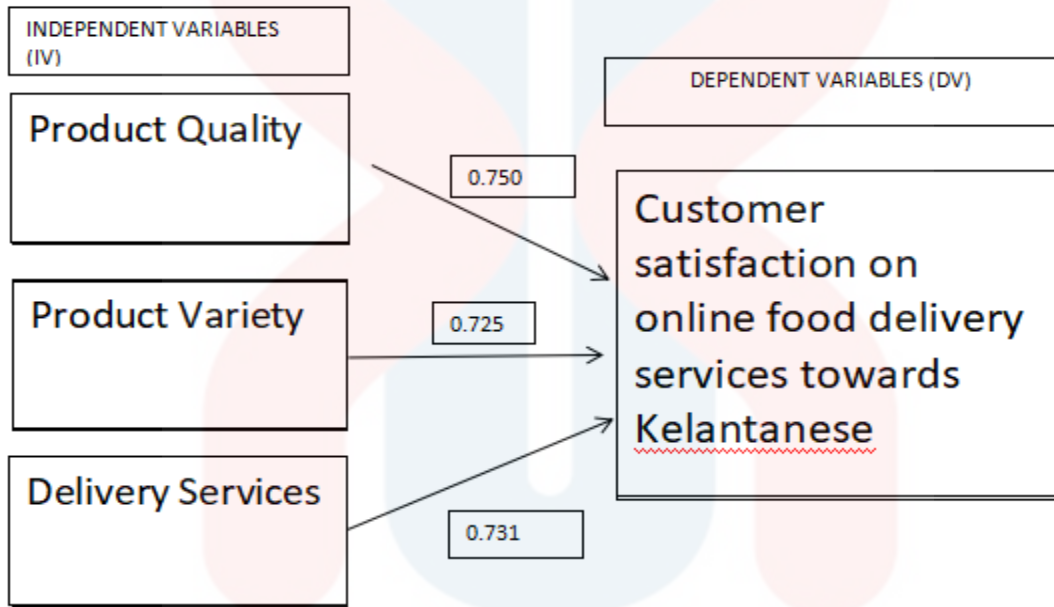
4.8 Framework Analysis

Figure 4.10: Framework Analysis

Research objective	Research question	Research hypothesis	Result
To examine the relationship between product variety and customer satisfaction on online food delivery services towards Kelantanese.	Is there any significant relationship between product variety and customer satisfaction on online food delivery services towards Kelantanese?	H1: There is positive relationship between product variety and customer satisfaction on online food delivery services towards Kelantanese.	Supported
To examine the relationship between product quality and customer satisfaction on online food delivery services towards Kelantanese.	Is there any significant relationship between product quality and customer satisfaction on online food delivery services towards Kelantanese?	H2: There is positive relationship between product quality and customer satisfaction on online food deliver services towards Kelantanese.	Supported
To examine the relationship between delivery services and customer satisfaction on online food delivery services towards Kelantanese	Is there any significant relationship between delivery and customer satisfaction on online food delivery services towards Kelantanese?	There is positive relationship between customer satisfaction on online food delivery services towards Kelantanese.	Supported

The figure 4.10 showed the framework with the data value for the significant independent variables to dependent variables. There was three independent variables which are product quality, product variety and delivery services had a significant relationship to the dependent variable which is the customer satisfaction towards Kelantanese. The highest Pearson correlation value is between product quality and delivery services which is, 0.750 and 0.731. Meanwhile, the Pearson correlation of product variety is 0.725. Therefore, there was only three independent variables included product quality, product variety, and delivery services that had significant relationship to the customer satisfaction on food online delivery towards Kelantanese.

4.9 Chapter Summary

As a conclusion, there were 389 respondents among Kelantanese who are staying in Pengkalan Chepa, Kelantan that are involved in this study. The data analysis was present in this chapter. The chapter started with the demographic profile of the respondents, reliability test followed by descriptive analysis. Reliability test helps to ensure the data reliable and Pearson correlation analysis was used to test the hypothesis, and the hypothesis is all accepted. To conclude, there is a significant relationship between product quality, product variety and delivery services with the customer satisfaction on online food delivery towards Kelantanese. The next chapter will discuss about the results and propose some recommendation.

CHAPTER 5
DISCUSSION AND CONCLUSION

5.1 Introduction

The study's findings were explained and discussed in this chapter using the Pearson correlation coefficient analysis presented in Chapter 4. The rundown is influenced by the issues discussed in part 2. Furthermore, the researcher has discussed hypothesis testing and whether or not the research hypothesis is accepted. Overall, this chapter will discuss the findings of the previous chapter, which includes the following sections: interpretation of results and hypothesis, limitations, recommendations, and study conclusion.

5.2 Key Findings

The researcher conducted a study on 389 Kelantan respondents to determine the customer satisfaction on online food delivery services towards Kelantanese. Data was extracted from a distributed online survey (Google Form) and processed using IBM SPSS Statistics.

The previous study's findings show demographics, or respondent information such as gender, age, race, monthly income, and the types of items that are frequently purchased through online shopping. According to the findings of the study, the most frequent respondents to the survey were females aged 15 to 24 years old, Malay, with an income of less than RM1000, and who consumed food. In terms of the descriptive part, the mean for delivery services (4.5998) is the highest, while the mean for product quality (4.5296) is the lowest. The mean gap of the variables, on the other hand, does not show a significant difference between them.

Following that, the researcher discovered that the reliability statistics show that all four variables are very reliable, with Cronbach's Alpha for product variety (0.969), product quality (0.906), delivery services (0.917), and customer satisfaction on online food delivery service towards Kelantanese being (0.899). The researcher used Kolmogorov-Smirnov to test the normality of the four variables, and the result is significant ($p < 0.05$). As a result, Pearson's Correlation was used by the researcher to examine the relationship between DV (customer satisfaction with online food delivery service towards Kelantanese) and IV (product variety, product quality and delivery services). According to the findings, product variety, product quality, and delivery services all have a positive relationship with customer satisfaction when using an online food delivery service towards Kelantanese. The findings show all the variables have the significant positive relationship with customer satisfaction on online food delivery services towards Kelantanese. All the hypothesis proposed were accepted.

Hypothesis	Correlation	Result
H1	Product Variety has a high positive correlation with customer satisfaction when using an online food delivery service towards Kelantanese. $r = 0.750, p = 0.000$	Accepted
H2	Product Quality has a high positive correlation with customer satisfaction when using an online food delivery service towards Kelantanese. $r = 0.725, p = 0.000$	Accepted
H3	Delivery Services has a high positive correlation with customer satisfaction when using an online food delivery service towards Kelantanese. $r = 0.731, p = 0.000$	Accepted

Table 5.2 Summary of Hypothesis Testing

5.3 Discussion

Research Question 1: Is there any significant relationship between product variety and customer satisfaction on online food delivery services towards Kelantanese?

This study's objective is to investigate the significant relationship between product variety and customer satisfaction on online food delivery services towards Kelantanese. Table 4.19's findings show that the independent variable (product variety) and dependent variable (customer satisfaction on online food delivery services towards Kelantanese) have a marginally significant correlation of 0.750 and a p=value of 0.000 (p0.05) respectively. The results show a high positive correlation between product varietyvnd customer satisfaction on online food delivery services towards Kelantanese. The availability of a wide range of products in online food delivery services aimed at Kelantanese significantly affects customer satisfaction. As a result, the hypothesis (H1) is accepted.

Research Question 2: Is there any significant relationship between product quality and customer satisfaction on online food delivery services towards Kelantanese?

The second objective is to investigate any significant relationships between customer satisfaction and product quality on online food delivery services towards Kelantanese. Using Pearson's correlation, it was determined how well product quality affected Kelantanese customers' satisfaction with online food delivery services. According to Table 4.19, where the correlation coefficient is 0.725 and the p-value is 0.000 ($p<0.05$), there is a significant relationship between the independent variable 2 (product quality) and the dependent variable (customer satisfaction on online food delivery services towards Kelantanese). The findings show that product quality

and customer satisfaction on online food delivery services towards Kelantanese are highly positive. This supports hypothesis (H2) as well.

Research Question 3: Is there any significant relationship between delivery services and customer satisfaction on online food delivery services towards Kelantanese?

The third research objecitve to ascertain the significant relationship between delivery services and customer satisfaction on online delivery services towards Kelantanese. Pearson's correlation was utilised to ascertain whether delivery services have a significant relationship with customer satisfaction on online food delivery services towards Kelantanese. Based on the finding in Table 4.19 above, there is a modestly significant relationship between the independent variable (delivery services) and dependent variable (customer satisfaction on online food delivery services), with a value of 0.731 and a p-value of 0.000 (p<0.05). The results show a high positive correlation between delivery services and customer satisfaction on online food delivery services to Kelantanese. Consequently, hypothesis (H3) is supported.

5.4   Implications of the Study

The consequences of the study will be reviewed by the researcher as part of the research process. There is because the outcomes of the research should help the relevant parties, preventing this study from being ineffective. As a result of this study, the researchers determined that the variables impacting consumer satisfaction on online food delivery services for Kelantanese are elements that need more research so that online food delivery becomes more prevalent and

embraced by all demographics. This study is also essential for gauging Kelantanese acceptability of the online food delivery services they use on a regular basis.

This study results reveal that the hypothesis has a substantial association with the use of online food delivery services. It indicates that respondents are concerned with product variety, product quality and delivery services. The offered information may be valuable in the delivery industry for enhancing online food delivery services. The outcomes of this research will aid in the comprehension of consumer requirements and customer happiness, hence enhancing the advantages of online food delivery. If used, this information will assist delivery management establish plans for enhancing the supply of online food delivery services.

In addition, this research demonstrates that service quality has significant correlations in which the correlation coefficient value surpasses other variables. Consequently, this research demonstrated that service quality is crucial to guaranteeing that online food delivery becomes one of the most essential applications in society in the future. This indicates that the majority of online food delivery consumers feel that the industry service quality will encourage them to continue using the service.

To guarantee that online food delivery remains a popular option for the general public, the delivery industry must offer exceptional services that are able to win the hearts of all current users and future users who will utilise online food delivery services. Customers are happy when they have a favourable opinion of and confidence in a food delivery service and therefore perceive an institutionalised value-based service delivery that provides them with excellent service. Therefore, it is evident that service quality has a significant impact on the use of online food delivery.

Moreover, service quality is essential for constructing an accurate evaluation of a delivery industry. In fact, a solid valuation provides a delivery industry with a robust ability to compete in the delivery market. Lastly, service quality may be used to demonstrate that the utilisation of online food delivery is determined by the quality of the service provided. This may be used as a suggestion for a plan that managers can use to boost the number of customers that utilise online food delivery services.

5.5 Limitations of the study

This section aims to talk about the limitations faced in doing the research. It must be known that when doing research, they must be certain obstacles or barriers faced in completing the research. By knowing the limitations faced, research made can be smoother in the upcoming future. This is because the limitations faced can be neutralized.

The first limitation is application of data collection methods in research. Without proper experience, flaws will be present. If this happens, the data gained will not be accurate enough to put in the research. To overcome this, it is crucial to learn and understand data collection method. Hence, application of data collection methods in research is the first limitation.

Next limitation is the sample sizes. In quantitative studies such as this research, sample size has a greater impact. A small sample size can make it harder for statiscal test to identify the significant relationship and connetion with the given data set. To overcome this, researchers need to increase the number of sample size so that it is easier for statiscal test to identify the relationship and connection with the given data set. Thus, sample sizes are the next limitation in this study.

The final limitation is the absence of previous studies in the chosen field. If a selected study is new and never been done, the probability for other research materials regarding the selected

study maybe hard to be found. For example, the research that is being done, which is titled "Customer Satisfaction on Online Food Delivery Services Towards Kelantanese". They aren't much research being done on the people of Kelantan regarding their customer satisfaction on online food delivery services. So, it is hard for us to use other research as guidelines to support our research. Hence, the absence of previous studies in the chosen field is the last limitation that have to be overcomed

In conclusion, they are many limitations faced in doing this research. The first limitation is application of data collection methods in research. Besides that, sample sizes are the next limitation. Lastly, the final limitation is there are no previous studies in the chosen field.

5.6 RECOMMENDATION OF STUDY

There are some suggestions for the further researcher after looking at the study's limitations. In order to get the high reliability of the feedback, the researchers may implement the research in all the population in Malaysia and this may help to avoid bias in future research.

Besides that, the future researcher may also increase the test sample size. This is because there are only 389 respondents who are Kelantanese that considered in the present research. The future researcher can expand the sample size, it may be easy for the researcher to identify the reliability. Thus, the opinion of Kelantanese can be presented well in further research.

In addition, the future researchers are encouraged to use the Theory of Planned Behavior in their research as the theory to investigate the relationship between its components (product quality, product variety and delivery services) and entrepreneurial intention. Most of the

researchers used the same questionnaire questions of Linan & Chen (2009) in their research. The future researcher can redesign the questions to match with their research objectives.

Moreover, the present research use the questionnaire as the survey method. The future researcher may do the research with other survey methods, which is interview the respondents. The researcher will have more feedback from their target respondents. In general, there is a smaller percentage for the respondents to failed to understand the questions, as the interviewer will clarify to interviewee in depth.

Lastly, there are only three variables (product quality, product variety, and delivery services) are tested in the research. Future researchers may have the additional variables such as convenience, timeless, consumer experience and others in the future research to get the better research outcomes.

5.7 OVERALL CONCLUSION OF THIS STUDY

This research provides the better understanding for the researcher on the relationship between product quality, product variety and delivery services towards customer satisfaction on online food delivery among Kelantanese. The findings of the discussion showed that there is significantly positive relationship of product quality, product variety and delivery services towards customer satisfaction. The present research also offers implications for 1 million population of Kelantanese to increase the satisfaction of online food delivery and entrepreneurial spirit in their perception. Limitations and recommendations also stated by the researcher for the future research.

The researcher hopes that this research may provide the beneficial information for the future research to promote the entrepreneurial intention.
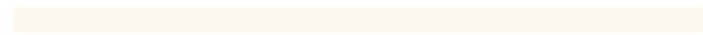
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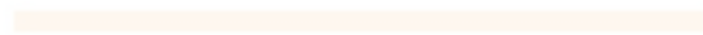
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APPENDIX A – Draft of Questionnaire

FACTORS AFFECTING CUSTOMER SATISFACTION ON ONLINE FOOD DELIVERY SERVICES TOWARDS KELANTANESE

Assalamualaikum dan salam sejahtera.

Dear respondents:

We are final year students of Bachelor of Entrepreneurship (Logistics and Business Distribution) with Honours from Faculty of Entrepreneurship and Business, University Malaysia Kelantan. We are conducting a study on the tittle "FACTORS AFFECTING CUSTOMER SATISFACTION ON ONLINE FOOD DELIVERY SERVICES TOWARDS KELANTANESE". Your participation in this research is greatly appreciated. The questionnaire will take about 5 to 10 minutes of your valuable time. Your personal information will be strictly confidential. The data collected are only used for the purpose of academic research. Your kind participation to this study is greatly appreciated. Kindly provide your valuable responses to all the statement listed in this questionnaire. All responses will be kept CONFIDENTIAL. There are no correct or incorrect responses to the statements.

Responden yang dihormati:

Kami merupakan pelajar tahun akhir Ijazah Sarjana Muda Keusahawanan (Logistik dan Pengagihan Perniagaan) dengan Kepujian daripada Fakulti Keusahawanan dan Perniagaan, Universiti Malaysia Kelantan. Kami sedang menjalankan kajian mengenai tajuk "FAKTOR-FAKTOR YANG MEMPENGARUHI KEPUASAN PELANGGAN TERHADAP PERKHIDMATAN PENGHANTARAN MAKANAN DALAM TALIAN TERHADAP PENDUDUK KELANTAN". Penyertaan anda dalam penyelidikan ini amat kami hargai. Soal selidik akan mengambil masa kira-kira 5 hingga 10 minit masa berharga anda. Maklumat peribadi anda akan dirahsiakan sepenuhnya. Data yang dikumpul hanya digunakan untuk tujuan penyelidikan akademik.Penyertaan baik anda dalam kajian ini amat dihargai. Sila berikan jawapan anda yang berharga kepada semua pernyataan yang disenaraikan dalam soal selidik ini. Semua jawapan akan dirahsiakan. Tiada jawapan yang betul atau salah terhadap kenyataan tersebut.

For further details please contact/Untuk butiran lanjut sila hubungi:

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Section A: Demographic Profile. Fill in and mark in the space provided

Bahagian A: Profil Demografi. Isi dan tandakan pada ruangan yang disediakan

1. Gender / *Jantina*:

☐   Male / *Lelaki*

☐   Female / *Perempuan*

2. Age / *Umur*:

☐   18 – 20 years / *18 – 20 tahun*

☐   21 – 30 years old / *21– 30 tahun*

☐   31 – 40 years old / *31 – 40 tahun*

☐   41-50 years old/ *41-50 tahun*

☐   51 years old and above/ *51 tahun dan ke atas*

3. Race / *Bangsa*

☐   Malay / *Melayu*

☐   Chinese / *Cina*

☐   Indian / *India*

      Others / *Lain-lain:* _____

4. Monthly income / *Pendapatan bulanan* Below RM

- [ ] 1,000 / *RM 1,000 ke bawah*
- [ ] RM 1,000 - RM 2,000
- [ ] RM 2,001 - RM 3,000
- [ ] RM 3,001 - RM 4,000
- [ ] More than RM 4,001 / *RM 4,001 ke atas*

5. What kind of items are often bought using online shopping? / *Apakah jenis item yang sering dibeli menggunakan membeli-belah dalam talian?*

- [ ] Food/ *Makanan*
- [ ] Groceries/ *Barangan Runcit*
- [ ] Other/ *Lain-Lain*

6. How often visit online shopping? / *Berapa kerap melawat membeli-belah dalam talian?*

- [ ] Everyday/ *Setiap Hari*
- [ ] Weekly / *Setiap Minggu*
- [ ] Monthly/ *Setiap Bulan*
- [ ] Once within several month/ *Sekali dalam beberapa bulan*
- [ ] Never/ *Tak Pernah*

7.   How often purchase online? / *Berapa kerap membeli dalam talian?*

☐   Everyday/ *Setiap Hari*

☐   Weekly / *Setiap Minggu*

☐   Monthly/ *Setiap Bulan*

☐   Once within several month/ *Sekali dalam beberapa bulan*

☐   Never/ *Tak Pernah*

8.   Which shopping online platform used the most?/ *Platform dalam talian membeli-belah mana yang paling banyak digunakan?*

☐   Amazon

☐   Carousell

☐   Lazada

☐   Mudah.com

☐   Shoppee

SECTION B: Factors Influencing the Customer Satisfaction Toward Online Food Delivery

BAHAGIAN B*: Faktor-Faktor Yang Mempengaruhi Kepuasan Pelanggan*

Terhadap Penghantaran makanan dalam Talian

Instruction / Arahan: Please read the following statement carefully and answer according to the scale given. / *Sila baca dengan teliti pernyataan yang diberikan dan jawab mengikut skala yang diberikan.*

1	2	3	4	5
Strongly Disagree / *Sangat Tidak Setuju*	Disagree / *Tidak Setuju*	Neutral / *Neutral*	Agree / *Setuju*	Strongly Agree / *Sangat Setuju*

1. Product Variety/*Kepelbagaian Produk*

	1	2	3	4	5
Most of the goods I need can be found at this website / *Kebanyakan barangan yang saya perlukan boleh didapati di laman web ini*					
There are more choices for goods of a particular type at this website / *Terdapat lebih banyak pilihan untuk barangan jenis tertentu di tapak web ini*					
The product is delivered by the time promised by the company / *Produk dihantar mengikut masa yang dijanjikan oleh syarikat*					
The products of other similar websites can be found at this website / *Produk laman web lain yang serupa boleh didapati di laman web ini*					

You get what you ordered from this website / *Anda mendapat apa yang anda pesan dari laman web ini*					

2. Product Quality / *Kualiti Produk*

	1	2	3	4	5
The products of the website meet my needs and expectations regarding quality / *Produk laman web memenuhi keperluan dan jangkaan saya mengenai kualiti*					
I am satisfied with the product quality provided by the website / *Saya berpuas hati dengan kualiti produk yang disediakan oleh laman web*					
The product range of this website is complete / *Rangkaian produk laman web ini lengkap*					
The web is uncomplicated to operate / *Web tidak rumit untuk beroperasi*					
The web makes it easy to get anything / *Web memudahkan untuk mendapatkan apa sahaja*					

3. Delivery Services / *Perkhidmatan Penghantaran*

	1	2	3	4	5
The items sent by the website are well packaged and perfectly sound / *Item yang dihantar oleh laman web dibungkus dengan baik dan sempurna*					

I am satisfied with the delivery mode of the website (post, express delivery, home delivery) / *Saya berpuas hati dengan cara penghantaran laman web (pos, penghantaran ekspres, penghantaran ke rumah)*					
If I had to do it over again, I'd make my most recent online purchase at this website / *Jika saya perlu melakukannya sekali lagi, saya akan membuat pembelian dalam talian terbaru saya di tapak web ini*					
The delivering order is as promised / *Pesanan penghantaran adalah seperti dijanjikan*					
The web accurately inform the delivery promise / *Web dengan tepat memberitahu penghantaran yang dijanjikan.*					

SECTION C: Customer Satisfaction toward Online Food Delivery

BAHAGIAN C: *Kepuasan Pelanggan Ke Arah Penghantaran Makanan Dalam Talian*

1. Satisfaction Using Online Food Delivery / *Kepuasan Menggunakan Penghantaran makanan dalam talian*

	1	2	3	4	5
My choice to purchase from this website was a wise one / *Pilihan saya untuk membeli dari laman web ini adalah pilihan yang bijak*					
I have truly enjoyed purchasing from this website / *Saya benar-benar menikmati pembelian dari laman web ini*					

83

I am satisfied with my most recent decision to purchase from this website / *Saya berpuas hati dengan keputusan terbaru saya untuk membeli dari laman web ini*					
I found the various functions in this system were well integrated / *Saya dapati pelbagai fungsi dalam sistem ini disepadukan dengan baik*					
I felt very confident using the system / *Saya berasa sangat yakin menggunakan sistem*					

APPENDIX B-GANTT CHART

TASK	W-1	W-2	W-3	W-4	W-5	W-6	W-7	W-8	W-9	W-10	W-11	W-12	W-13	W-14	W-15
Identify research title	█														
Finding main articles	█														
State IV and DV	█														
Briefing with SV	█														
Start writing Chapter 1	█	█													
Chapter 1 submission		█													
Start wrting chapter 2			█												
Chapter 2 submission to SV				█											
Start writing Chapter 3					█	█	█								
Chapter 3 submission to SV							█								
Checking full research and turnitin							█								
Submission of full research report for FYP1							█								
Online presentation for FYP1							█								