

**FACTORS AFFECTING CUSTOMER ATTITUDES  
TOWARDS UTILIZATION OF ONLINE FOOD  
DELIVERY PLATFORMS AMONG YOUTH IN  
MALAYSIA**

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UNIVERSITI

MALAYSIA

DEGREE OF ENTREPRENEURSHIP (COMMERCE) WITH HONOURS

2024

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# Factors Affecting Customer Attitudes Towards Utilization of Online Food Delivery Platforms Among Youth in Malaysia

by

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A thesis submitted in fulfillment of the requirements for the degree of  
Entrepreneurship (Commerce) with Honours.

**Faculty of Entrepreneurship and Business  
UNIVERSITI MALAYSIA KELANTAN**

2024

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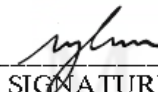
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## ACKNOWLEDGEMENT

Thank you, Allah SWT, for facilitating our final year project this semester. First and foremost, we would like to thank our Mentor, Madam Eni Noreni, who was a constant source of inspiration for us. She encouraged us to think creatively and to complete our homework without reluctance. Her great knowledge, considerable experience, and professional skill in research enabled us to complete this project effectively. This project would not have been accomplished without her assistance and oversight. We could not have had a better mentor in our studies. Without the involvement of each and every individual, this endeavor would not have been a success. We were always there to support one another, and that is what kept us together till the end.

We'd like to thank the University Malaysia Kelantan (UMK) Faculty of Entrepreneurship and Business for giving us the opportunity to work on this research project. We would like to thank our family, siblings, and friends for their tremendous help, and we are grateful to everyone who contributed to the successful completion of this project. Next, we'd like to thank all of our UMK friends, especially our SAK batch, who have always encouraged us to finish our research project. We would be unable to accomplish our final-year project without their assistance. Last but not least, we do not forget our wonderful responders who patiently answered all of the survey questions. We would be unable to conduct the research without their assistance. May Allah SWT accept us all as His Rahman.

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## LIST OF ABBREVIATIONS

F&B	Food and Beverage
OFD	Online Food Delivery
FD	Food Delivery
US	United State
SMEs	Small and Medium Enterprises
FDA	Food delivery App
TAM	Technology Acceptance Model's
PEOU	Perceived Ease of Use
PU	Perceived Usefulness
BI	Behavioral Intention
AU	Actual Use
H1, H2, H3	Hypotheses
IYRES	Institute for Youth Research
DOSM	Department of Statistic Malaysia
SD	Standard Deviation
P-P Plot	Probability-probability Plot
Q-Q Plot	Quantile-quantile Plot
UMK	University Malaysia Kelantan
FKP	Faculty of Entrepreneurship and Business
SPSS	Statistical Package for Social Sciences
IV	Independent Variable
DV	Dependent Variable

SD	Strongly Disagree
D	Disagree
N	Neutral
A	Agree
SA	Strongly Agree
SPM	Sijil Pelajaran Malaysia
STPM	Sijil Tinggi Pelajaran Malaysia
PHD	Doctorate of Philosophy
ANOVA	Analysis of Variance

## LIST OF SYMBOLS

a	Cronbach's Alpha
r	Correlation Coefficient
dF	Degrees of freedom
Sig.	Statistical Significance
%	Percent
>	Greater Than
≥	Greater Than or Equal To
P-value	Probability
et al.,	and others
e.g.,	exempli gratia/for example
n.d	no date
<i>n</i>	Sample size
N	Population size
<i>e</i>	Acceptable sampling error
$\chi^2$	chi-square of degree of freedom 1 and confidence 95%
<i>p</i>	proportion of population (if unknown, 0.5)



## ABSTRACT

Online food delivery platforms have grown in popularity among Malaysian young as the food service industry has rapidly digitized. This study investigates the factors that influence customer attitudes regarding the use of these platforms, with the goal of providing useful insights for practitioners and scholars in the fields of e-commerce and consumer behavior. Therefore, the objective of this study is to identify the factors affecting customer attitudes towards utilization of online food delivery platforms among youth in Malaysia. In the statistics website, it shows the percentage of the market based on the use of online food delivery according to the age of the youth, namely (18-24 years) and (25-35 years), where the percentage is 18.7% and 30.1% respectively. The quantitative technique was utilized in this study to collect data from respondents using a Google form and for a sampling method convenience was implemented to obtain respondents. SPSS software was used in data analysis. The results for this study show that the youth in Malaysia have a high influence on customer attitudes towards utilization of online food delivery platforms, and customer attitudes positively correlate with perceived usefulness, perceived ease of use, and trust. The findings from this study shows the relationship between customer attitudes to perceived usefulness, perceived ease of use and trust are positive. The study also examines demographic variables that may influence attitudes such as gender, age, race, educational level, and employment status. The preliminary analysis, descriptive statistics, reliability test, normalcy test, and Spearman's Correlation Coefficient were employed in the data analysis. This study has 400 participants, with the majority of them being students. Future research might broaden the scope of the study by delving deeper into customer opinions regarding the use of food delivery services online.

## ABSTRAK

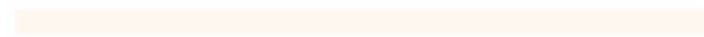
Platform penghantaran makanan dalam talian semakin popular di kalangan anak muda Malaysia kerana industri perkhidmatan makanan telah mendigitalkan dengan pantas. Kajian ini menyiasat faktor-faktor yang mempengaruhi sikap pelanggan mengenai penggunaan platform ini, dengan matlamat untuk memberikan pandangan berguna untuk pengamal dan sarjana dalam bidang e-dagang dan tingkah laku pengguna. Oleh itu, objektif kajian ini adalah untuk mengenal pasti faktor yang mempengaruhi sikap pelanggan terhadap penggunaan platform penghantaran makanan dalam talian dalam kalangan belia di Malaysia. Dalam laman web statistik menunjukkan peratusan pasaran berdasarkan penggunaan penghantaran makanan dalam talian mengikut umur belia iaitu (18-24 tahun) dan (25-35 tahun), di mana peratusannya ialah 18.7% dan 30.1% masing-masing. Teknik kuantitatif digunakan dalam kajian ini untuk mengumpul data daripada responden menggunakan borang Google dan untuk kemudahan kaedah persampelan dilaksanakan untuk mendapatkan responden. Perisian SPSS digunakan dalam analisis data. Keputusan untuk kajian ini menunjukkan bahawa belia di Malaysia mempunyai pengaruh yang tinggi terhadap sikap pelanggan terhadap penggunaan platform penghantaran makanan dalam talian, dan sikap pelanggan berkorelasi positif dengan persepsi kegunaan, persepsi kemudahan penggunaan, dan kepercayaan. Dapatan daripada kajian ini menunjukkan hubungan antara sikap pelanggan terhadap persepsi kebergunaan, persepsi kemudahan penggunaan dan kepercayaan adalah positif. Kajian juga mengkaji pembolehubah demografi yang mungkin mempengaruhi sikap seperti jantina, umur, bangsa, tahap pendidikan, dan status pekerjaan. Analisis awal, statistik deskriptif, ujian kebolehpercayaan, ujian normal, dan Pekali Korelasi Spearman digunakan dalam analisis data. Kajian ini mempunyai 400 orang peserta, dengan majoriti daripada mereka adalah pelajar.

Penyelidikan masa depan mungkin meluaskan skop kajian dengan mendalami pendapat pelanggan mengenai penggunaan perkhidmatan penghantaran makanan dalam talian.

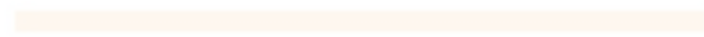
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## CHAPTER 1

### INTRODUCTION

#### 1.1 RESEARCH BACKGROUND

In recent years, online food delivery services have emerged as a major and innovative player in the food market, providing consumers with a convenient option to purchase meals and have them delivered straight to their homes. Food is obviously essential, and utilizing mobile apps to place food orders has greatly increased e-commerce, particularly among younger customers who are believed to be more committed to placing food orders and having them promptly delivered to their doors (Borgohain, 2019). Due to the increasing popularity of online meal delivery services, people's access to and enjoyment of their favorite meals have undergone considerable changes in recent years. An online food ordering system can enable your business to accept and handle online orders for delivery or takeaway. Customers use an app or website to place and pay for their meals online. They may also peruse a digital menu. After receiving the order data via their preferred online food ordering system, the venue will either prepare the dish for delivery or let patrons pick it up.

The fast growth of cellular technologies and the Internet has had a huge impact on online commerce. Due to the availability of more reasonably priced smart devices, the quick development of telecommunications infrastructure, the rise in purchasing power, the lack of time, and convenience, the food and beverage (F&B) industry has been forced to adjust and provide new offerings to meet the growing demands of consumers. Online shopping draws customers since it's more comfortable, and convenient, and allows them to purchase whenever they want (Jiang, Yang & Jun, 2013). Due to the availability of more alternatives, the ability to screen information, and

the ability to compare items, online shopping has allowed customers to make decisions more quickly (Alba, Lynch, Weitz, Janiszewski, Lutz, Sawyer & Wood, 1997). According to Das and Ghose's (2019) observations of these shifts in consumer behavior, the work-life culture of large cities has resulted in a reduction of time for the working population. Because customers are too busy to physically visit shopping malls, their hectic lifestyles play a part in the growth of online shopping. Likewise, meal delivery services and grocery delivery on-demand take off among urban workers.

The globe over, online meal delivery, or OFD, has become more and more popular over the past year. According to Cho, Boon and Li. (2019), OFD is a cutting-edge method that enables customers to buy a variety of food options via platform(s). Restaurants and delivery staff get order information from consumers using OFD systems (Troise, O'Driscoll, Tani & Prisco2021). This gives customers the convenience of having meals delivered right to their house and presents eateries with a new opportunity to reach a wider audience while also raising income. Previously, studies have mostly concentrated on traditional retail, e-commerce behaviours, and mobile application characteristics (Cho, Boon & Li 2019). There hasn't been much talk about OFD consumers (Yeo & Goh., 2017; Suhartanto et al., 2019), and even less on using mobile applications to place restaurant orders (Rodríguez-López, Alcantara-Pilar, Garcia & munoz-Leiva, 2020).

Due to rigorous lockdown orders in 2020 and 2021, OFD—which represents a big change from frequenting restaurants to ordering meals online—solidified itself as the most significant trend globally (Durai, 2020). The global OFD market is expected to be worth 107.44 billion US dollars in 2019 and is expected to grow to 154.34 billion US dollars by 2023, according to Statista (2021). Prior to the COVID-19 epidemic, most urban consumers were beginning to accept the idea of OFD. Nevertheless, there was a significant change in this pattern, with some areas reporting a

rise in OFD services: the Asia Pacific region saw an increase of 65%, North America saw a rise of 21%, Europe saw a rise of 23%, and Latin America saw a rise of 150% (Statista, 2021; Hussey, 2021). People have been compelled to develop new behaviors as a result of the epidemic, and these will likely be permanent adjustments that drastically alter how consumers behave. The current study has named this new trend "food delivery culture". The phrase "food delivery culture" refers to the trend among consumers to move away from traditional dining options (take-out or dine-in) and toward delivery services enabled by advances in technology. But despite the growth of the food delivery culture, not much is understood about this new way of behaving and thinking. These alterations were more noticeable when COVID-19 caused severe economic shocks that frequently upended decades-old customs among consumers and businesses globally. When a significant disruption occurs, it is vital to concentrate on changing the behaviour of both prospective and current OFD consumers in order to offset the uncertainty.

Global economies, companies across several industries, and human health have all suffered greatly as a result of the Covid-19 pandemic (Hu & Kee, 2022). Business communities have been impacted by the epidemic, particularly SMEs that are fighting for survival. There are two sides to the pandemic (Kee, Al-anesi, Chandran, elanggovan, nagendran, & mariappan, 2021). Malaysia is currently moving from the endemic phase. Due to the epidemic, SMEs are unable to run as efficiently as they did previously (Hu & Kee, 2021). Nonetheless, several industries are thriving despite the epidemic, like as food delivery and internet commerce. The industry for meal delivery services is expanding. According to Aryani, Nair, Hoo, Kee, Lim, Chandran, Chew, & Desai, (2021), a lot of customers have chosen to purchase online because of its many benefits. Furthermore, the majority of consumers favoured using food delivery services both during and following the COVID-19 epidemic.

Food delivery services include utilising a food delivery app (FDA) to compare menus and pricing between restaurants, look over business reviews, and pay online or with cash on delivery. In Malaysia, there are two popular meal delivery services: Grabfood and Foodpanda. A recent research (Tan, Lim, & Yeo, 2021) found that 6.86 million Malaysians used meal delivery services in 2020. A study by Rakuten Insight in Malaysia found that around 79% of participants used meal delivery services during the pandemic, mostly because dining in restaurants has been temporarily prohibited because of Covid-19 readings (Müller, 2022).

According to research already conducted, food delivery services are preferred during the epidemic for a number of reasons, such as time savings and previous online shopping experience (Hooi, Tang, & Lai, 2021). However, as Malaysia has entered the endemic phase, the study team wants to gather public perspectives in order to examine people's choices. The researcher will do the survey on youth in Malaysia. This is because of in Malaysia, smartphone users that can be used for online food delivery platforms are mostly, more than 50% of the youth (Rae, Tang, & Lai, 2021). Accordingly, the perceived usefulness, perceived ease of use, and trust in using meal delivery services will be the basis of this study's participants' opinions. In summary, the purpose of this research is to investigate if the characteristics above would affect people's decision to use meal delivery services when they have the option to buy food online, taking into account their prior usage of these services.

## **1.2 PROBLEM STATEMENT**

The emergence of food delivery platforms has significantly changed the food service industry, offering a convenient and efficient way for consumers to access a variety of food options. This transformation is particularly noticeable among the youth including university students, who often lead busy lives and rely on quick and easily accessible food solutions. Not only does using a

mobile application save time, but it's also convenient for customers. Additionally, because they can order food at any time and from any location, they feel in control of technology (Chetan Panse, Sharma & Dorji, 2019). Considering that the vast majority of people nowadays spend most of their day online. This creates a huge opportunity for the food industry and the number of people who choose to buy food from online restaurants is increasing dramatically (Ahuja, Chandra, Lord & Peens, 2020). Although the demand through online delivery is increasing, some problems prevent customers from choosing online food delivery apps.

The usefulness of online food delivery applications tends to influence the perception and attitude of consumers. Over the years, customers have experienced various obstacles regarding the food delivery system. User-unfriendly apps give customers a headache to place orders. Based on an article from Tovey. J (2021), many individuals are tired, stressed, or deceived by the usefulness highlighted by all the applications related to online food delivery, where extraordinary results are given, but the opposite is not very satisfactory. In addition, having too many options may confuse consumers, resulting in low purchase opportunities (Batra, 2022). Because the online food delivery application system is usually difficult to prepare orders in various dishes with one order and necessarily the interaction between the user and the restaurant owner is very necessary. So if this application is not friendly then there will be an order error which will cause the customer to regret this application. The online application needs to be accessible on all platforms to ensure that the order procedure runs smoothly, as customers expect to complete all search, order, and purchase operations in a few clicks (Cho et al., 2019).

Quality of service is a common problem associated with online food delivery applications. It is proven by the level of customer satisfaction either positively or negatively towards the service (Raj et al., 2021). This statement is related to the perceived ease of use. According to research



conducted by the Interactive Advertising Bureau and Viggle, almost 70% of customers buy food online using a mobile device. Ease of use of online food delivery applications is one of the features that every user is concerned about (Aryani et al., 2022). The application will certainly ensure that its customers can make seamless payments through various mediums, including online banking and cash on delivery. This can cause doubts among users to make payments because they are worried about a few online scammers. In addition, Obstacles such as long and severe Internet merchant website download time because the designed website design requires a large storage space in the mobile phone (Ramayah & Ignatius, 2005). Therefore, convenience ensures that the mobile application can be downloaded and used at any time and location that is convenient to evaluate its quality (Cho et al., 2019).

The problems that arise in the trust factor usually involve the rights and privacy of the user, where the application will require personal details in its use. Online food delivery usually collects a large amount of data from their users, including home addresses, phone numbers and even credit card information. The increase in privacy concerns can be largely referred to the increase in customer awareness of how businesses/applications use their personal information (Goswami, 2020). People's fear of data collection in these applications is increasing, which makes them less likely to share personal information (Whitney, 2021). At the same time, creating problems using this application. In the context of using online delivery applications, trust is a fundamental factor to start a transaction because customers feel that the level of risk in online transactions is higher than conventional means, in terms of payment, transaction information and product or service delivery. Therefore, online customers will prefer to make transactions with online applications that they trust more (Triyuni, 2021).

Finally, the goal is not only to unravel the problem but also to improve the online food delivery application to users in Malaysia, especially the youth. In the statistics website, it shows the percentage of the market based on the use of online food delivery according to the age of the youth, namely (18-24 years) and (25-35 years), where the percentage is 18.7% and 30.1% respectively, which is the highest of the other groups. According to a poll done by Rakuten Insight in 2021, Foodpanda, which is owned by the Berlin-based firm Delivery Hero SE, was the most popular food delivery app among Malaysian respondents aged 25 to 34 years old (Statista, 2021). In addition, according to Hasimi Muhamad (2020), the online food delivery service industry in Malaysia is expected to continue to increase by 17.9 percent or RM1.59 trillion by the year 2024 (Astro Awani, 2020). It might be an issue in Malaysia because more people use food delivery apps than stores or premises. By identifying and addressing factors such as usefulness, ease of use and trust that influence consumer attitudes, especially youth, food delivery service applications can create a more customized and effective system that meets the needs and preferences of the youth population. According to Jaroenwanit, Abbasi & Hongthong, (2022) Providers need to devise effective strategies to cater to the preferences of their customers in order to stay competitive and promote the use of online food delivery platforms in the future. In summary, the problem statement serves as a basis for research and highlights the relevance and importance of studying the factors that influence customer attitudes towards the use of food delivery platforms among youth in Malaysia.

### **1.3 RESEARCH QUESTIONS**

- i. What is the relationship between perceived usefulness and customer attitudes towards the utilization of online food delivery platforms?

- ii. What is the relationship between perceived ease of use and customer attitudes towards the utilization of online food delivery platforms?
- iii. What is the relationship between trust and customer attitudes toward using online food delivery platforms?

#### **1.4 RESEARCH OBJECTIVES**

- i. To determine the relationship between the perceived usefulness and customer attitudes toward the utilization of online food delivery platforms.
- ii. To determine the relationship between the perceived ease of use and customer attitudes towards using online food delivery platforms.
- iii. To determine the relationship between trust and customer attitudes toward the utilization of online food delivery platforms.

#### **1.5 SCOPE OF THE STUDY**

This study focuses on the youth in Malaysia about the factors that influence customer attitudes towards the utilization of food delivery platforms among the youth in Malaysia. The selection of this location is because the researcher found that Malaysia has seen a considerable growth in the development of online food delivery platforms, owing to reasons such as urbanization, changing consumer habits, and increasing internet accessibility. Major firms such as GrabFood, Foodpanda, and DeliverEat have had a significant impact on the market.

In Malaysia especially urban areas have a more significant presence of restaurants and residents with busier lifestyles, making food delivery an easy option. In addition, the level of technology use and internet penetration in Malaysia can influence the use of online food delivery services. These platforms have concentrated on developing strategic agreements with a vast range

of restaurants in order to provide consumers with a diversified range of culinary alternatives. Technological improvements, such as user-friendly mobile applications and websites, real-time tracking, and tailored suggestions, have improved the entire consumer experience. Food delivery applications, or 'apps', (FDA) function in the broader context of online FD as they enable food ordering through mobile applications (Thamaraiselvan, Jayadevan & Chandrasekar, 2019). Malaysian food is well known for its wide range of tastes, which are a reflection of the nation's multicultural past. The distinctiveness of Malaysian cuisine is found in the blending of indigenous, Chinese, Indian, and Malay flavors and textures. This influences researchers to conduct research in Malaysia.

The respondents consisted of young people aged from 15 to 30 years old (Normasiska Noor., 2023). In this study, youth in Malaysia are the most internet users. In the present study, youth in Malaysia are the largest users of the internet. Statista (2021) estimates that 87.61% of Malaysians used smartphones in 2020, and that number is expected to rise to 89% by 2025. This study applies the Technology Acceptance Model (TAM). The researcher will use a google form to conduct a questionnaire to the respondents. Through this study the researcher was able to identify this online food delivery platform which is useful, easy to use and reliable in making the right choice.

## **1.6 SIGNIFICANCE OF STUDY**

The factors influencing youth in Malaysia's opinions on online meal delivery services are the main subject of this study. Finding out how youth feel about online meal delivery services is the goal of the study. As everyone knows, internet meal delivery has been quite popular during the Covid-19 epidemic. and now, among the most used platforms in the community, particularly among youth, is this one.

Therefore, as a resource for future research, this study may help academics become more knowledgeable and comprehend the views towards online meal delivery platforms. The researcher believes that the people involved in this research, whether directly or indirectly, will benefit from it.

### **1.6.1 Researcher**

It is crucial for the researcher working on a study on youth in Malaysia's consumer attitudes about the use of online food delivery platforms to comprehend the importance of the research. This research will them to know youths' satisfaction, thoughts, perception, and culture toward OFD. Apart from that, the researcher will offer data and empirical evidence through this study that may be utilized to back up or refute current theories and models about consumer attitudes and e-commerce uptake.

### **1.6.2 Youth (Consumer)**

Research in this field may result in economical offers and reductions, guaranteeing that youth will have access to reasonably priced meals. In addition, online food delivery platforms provide a convenient way for youth to access a variety of food options without the need to cook or travel to restaurants. Other than that, online platforms offer a diverse range of cuisines and menu options from various restaurants. Youth can explore and enjoy a variety of food choices, including local, international, and specialty dishes, enhancing their dining experiences.

## **1.7 DEFINITION OF TERM**

### **1.7.1 Perceived Usefulness**

The phrase "perceived usefulness" refers to an individual's opinion of how technologies, or a specific technology, are intended to improve that individual's tasks or roles in terms of the

individual's level of efficiency and effectiveness. However, every person responds to new experiences and circumstances in their unique way. Sometimes, switching from how things have always been done to a new way of doing things takes a lot of work, (Bolodeoku, Igbino, Salau, Chukwudi & Idia., 2022).

### **1.7.2 Perceived Ease of Use**

Davis (1989) operationalized the idea of perceived ease of use as the degree to which an individual evaluates the effort required to operate a particular technology. Moreover, a similarity can be observed between the perceived ease of use and the complexity factor suggested in the literature on innovation dissemination. This similarity acts as a barrier to the widespread adoption of innovations. According to Mahajan (2010), innovation difficulty refers to how people perceive challenges in understanding and using a specific innovation.

### **1.7.3 Trust**

Research indicates trust is essential to understanding individual behavior in various contexts, including commercial connections and work-group interaction (McKnight, Charter & Clay, 2009). Gefen, Elena and Detmar, (2003) show that trust in a Web firm affects beliefs about Internet transactions. Trust is essential in any circumstance with a chance of unfavorable results or uncertainty (McKnight et al., 2009). Establishing trust in technology and the entities responsible for its development is vital for realizing an inclusive, supporting, and diversified internet that confers benefits upon all individuals (Executive Committee & Network Champions, 2020).

### **1.7.4 Customer Attitude**

Attitudes are one of the most significant purchasing decision indicators. Therefore, innovative companies are expected to attempt to figure out and affect their target consumers'

attitudes. Attitudes indicate positive or negative assessments made towards an "attitude object." When examining consumer behavior and marketing, the term "object" can refer to any element of consumption, including a product, brand, service, price, packaging, or advertisement. Their attitudes ultimately influence consumer behavior regarding specific products or brands (Duggal, 2019).

## **1.8 ORGANIZATION OF THE PROPOSAL**

For this proposal there are three chapters, the first chapter contains the background of the study, problem statement, research objectives, and research questions. The researcher also needs to state and emphasize the scope and depth of this study and everything about it. The researcher also needs to explain the definition of terms and the organization of the proposal in a clear and easy-to-understand manner. In this chapter, the researcher would like to conclude the study on the factors affecting customer attitudes towards utilization of online food delivery platforms.

In chapter two, the literature review of this study is usually about how other researchers study about previous studies. In this section, the researcher will discuss all the factors affecting customer attitudes towards utilization of online food delivery platforms. This explains the background and context for the research, facilitating an understanding of the importance and relevance of the topic under investigation. By summarizing and analyzing the existing literature, it can reveal gaps, inconsistencies, or areas that require further research. A well-constructed literature review can help justify research objectives and hypotheses by showing how they relate to previous work. In this study, it has been divided into two variables, namely the independent variable and the dependent variable. For the independent variable for this study is perceived usefulness, perceived ease of use, and trust while for the dependent variable is customer attitudes

towards utilization of online food delivery platforms. This chapter will also look at how to form a hypothesis by combining the dependent and independent variables.

For chapter three, the strategies and processes that researchers employ to carry out methodical studies, collect information, and respond to research inquiries or test hypotheses are referred to as research methods. These techniques offer a methodical and disciplined way to research, evaluate, and make conclusions regarding a specific issue or topic. The type of research and the field of study can have a big impact on the research methodologies used. In this study, the researcher used a quantitative approach with the aim of identifying variables that affecting customer attitudes towards utilization of online food delivery platforms. A quantitative technique also allows the researcher to ask closed questions to respondents and provide a list of possible answers.



## CHAPTER 2

### LITERATURE REVIEW

#### 2.1 INTRODUCTION

In this chapter, researchers will elaborate further on their research. The main objective of this study revolves around the identification and examination of the independent and dependent variables. The present study covers three independent variables: perceived usefulness, ease of use, and trust. These variables will be further discussed in the following section. The present study attempts to clarify the factors influencing customer attitudes towards online food delivery platforms among youth in Malaysia. In order to achieve this objective, the dependent variables will be explained. The second section will also provide a brief explanation of the Technology Acceptance Model's (TAM) theoretical foundation and critical elements that affect customers' attitudes toward the utilization of online food delivery services. The following step, which is planning the research project, will undoubtedly provide a resolution to the research questions. In addition, the research will be enhanced by the researchers' findings of facts from other similar research from previous studies. Most prior studies are believable and can be used as guidelines for our research. Before moving on to the next step in their research, researchers need to find out what the previous study found. This helps them plan their next steps. Researchers must understand the meaning of both the independent and dependent variables. In addition, a few previous studies have been included in this section to support the research. As a final stage, researchers will compile their findings to prepare for continuing their investigation.

## 2.2 UNDERPINNING THEORY

The researcher applies the Technology Acceptance Model (TAM) theory to this investigation. TAM is a robust and powerful theoretical framework of users' acceptance and usage of technology and has been widely used to identify how an individual accepts innovation (Chen, Hsu & Lin, 2007). TAM defines attitude towards utilizing a system as the impact of pleasant or negative emotions on individuals' behavior (Shroff, Deneen & Ng, 2011). This theory is used to study the relationship between independent and dependent variables. One well-known hypothesis that describes and forecasts how people will eventually learn to embrace and use new information technologies is the Technology Acceptance Model (TAM). Since its initial introduction by Fred Davis in 1986, it has been the subject of much research and development across a wide range of domains, most notably information systems and technology adoption. The theory posits that users' perceptions of technology's ease of use and usefulness are central factors influencing their acceptance and usage of the technology.

The basic components of the Technology Acceptance Model (TAM) include Perceived Ease of Use (PEOU), Perceived Usefulness (PU), Behavioral Intention (BI), and Actual Use (AU). For PEOU, This represents the user's perception of how easy or difficult a technology is to use. Factors affecting PEOU include the user interface, user-friendliness, clarity of instructions, and the learning curve associated with the technology. The more a user perceives a technology as easy to use, the more likely they are to accept and use it. PU refers to the user's conviction that utilizing the technology would improve their general well-being, productivity, or job performance. If users think a technology will help them in some concrete way, they are more inclined to adopt and use it. Functionality, features, and the value that technology brings to the user's life or business are some of the variables that affect PU. Next, BI is about the user's intention to use or adopt the

technology. It is influenced by both PEOU and PU. In other words, if a user believes that a technology is easy to use and that it will be useful, they are more likely to express an intention to use it. The last one is AU about the user's real-world usage of the technology. While behavioral intention is a strong predictor of actual use, various external factors may come into play that could influence whether users actually implement the technology in their daily lives or work.

The Technology Acceptance Model (TAM) is a useful tool for comprehending and forecasting technology adoption because of its many benefits. First, it can be easily applied in a variety of contexts due to its simplicity and clarity, which make it accessible to both scholars and practitioners. Second, a number of studies have shown the predictive potential of TAM, indicating that consumers' intentions to embrace and use technology are significantly influenced by perceived usefulness (PU) and ease of use (PEOU). For companies and designers looking to develop and commercialize technology successfully, this predictability is essential. Third, TAM is deeply based in the viewpoint of the user, emphasizing their attitudes and perceptions, which is consistent with the contemporary focus on user-centric design and user experience. Because of its quantitative character, which permits objective measurement, it is a useful instrument for gathering and analyzing data. Furthermore, TAM's versatility allows it to be used across multiple technologies and sectors, giving it a versatile framework for assessing consumer acceptability. Overall, TAM offers organisations with practical information, guides design and marketing strategies, and acts as the platform for future study and improvements in the field of technology adoption.

A conceptual framework known as "trust theory" is used in study to try and explain the dynamics of trust in a variety of contexts, from interpersonal interactions to organizational settings. Trust plays an important role in many organizational strategies involving information systems (IS) such as e-commerce (Gefen, Karahanna & Detmar, 2003), virtual teams (Kanawattanachai and

Yoo, 2002). Most past IS trust research has examined trust in humans or human organizations such as the e-commerce vendor, virtual team member, or trade partner. Fundamentally, trust is the ability of one person to be open to the activities of another, with the understanding that the other will act in a trustworthy, capable, and morally upright manner. The study of trust theory looks at a variety of elements, such as communication, competency, honesty, and prior experiences, that go into building and sustaining trust. Scholars across several disciplines, including psychology, sociology, and business, employ trust theory to examine the ways in which trust impacts cooperation, collaboration, and decision-making. Trust is a core value in a business. There should be trust between the business and its customers, suppliers and vendors. This trust is what binds the parties together (Kalogiannidis, 2020). The idea of trust is fundamental to social interactions, bargaining, and business dealings; it is a key factor in determining the dynamics of institutions and relationships. Trust theory provides a foundation for understanding the complexities of trust, as well as insights into techniques for creating and sustaining trust in a range of situations and social systems. As a result, trust is a necessary requirement for the effective adoption of unexpected, uncontrolled, "risky" and innovative technologies (Fukuyama, 1995).

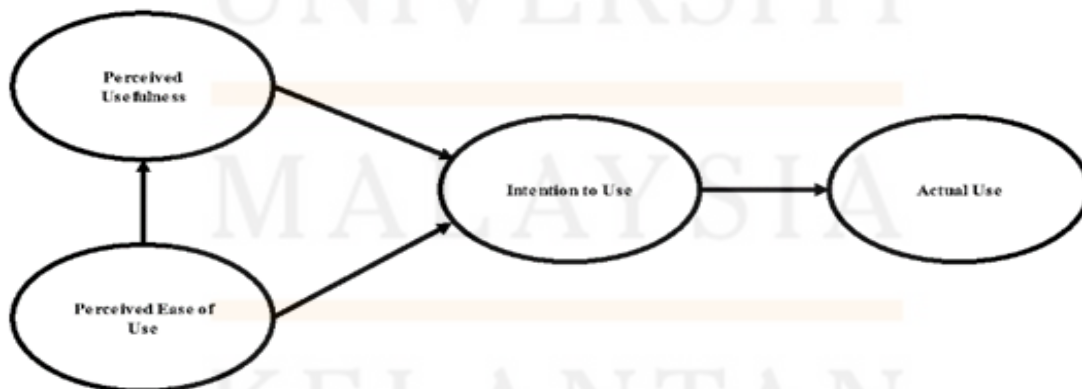


Figure 2.1: Technology Acceptance Model (TAM)

The diagram above shows the process in which TAM does the acceptance and use of information technology that can provide many benefits to its users. This study was conducted to examine the factors affecting customer attitudes towards utilization of online food delivery platforms. Every customer definitely expects a smooth service from this platform to make it easier for them to order food. The advent of such online meal delivery services may alter eating-out behavior (demand), merchant activity (supply), and consumer-merchant relations (Atasoy et al. 2019). These platforms provide a wide range of menu alternatives so that patrons can try out different cuisines and find new favorites. Another important benefit is customization, which allows consumers to add extra instructions or modify their orders to accommodate particular dietary requirements. In times of health emergency, contactless delivery choices have grown in significance as they offer a safer dining experience. Customer reviews and ratings help in making informed choices, and discounts and promotions often make ordering food cost-effective. Online food delivery is also ideal for group orders, family meals, and parties, with easy tracking of order progress and the convenience of cashless payments. Food delivery platforms make ordering food more attractive by reducing the perception of waiting time (Alalwan, 2020). In summary, online food delivery platforms streamline the dining experience, offering a convenient, diverse, and safe way to enjoy restaurant-quality meals without leaving the comfort of one's home.

## **2.3 PREVIOUS STUDIES**

### **2.3.1 Online Food Delivery Services**

The term "online food delivery (OFD)" means "the procedure through which consumer-ordered food is both prepared and delivered" (Li, Miroso & Bremer et al., 2020, p.3). Integration of OFD platforms, including Foodpanda, Grab Food, and Shopee Food, facilitated the expansion of OFD services. A customer pays for and receives an order from a variety of restaurant options

via an OFD service platform's mobile application or website; the restaurant then proceeds to prepare the ordered meal. Following this, the order is delivered to the customer by a delivery driver. App users can communicate with their couriers and monitor the status of their orders. Customers of OFD services receive a variety of advantages, such as the elimination of waiting in lines, the elimination of the need to travel for pick-up, the elimination of the frequent occurrence of order misunderstandings in restaurants and over the phone, and the receipt of discounts from daily offers (The Other Stream, 2017).

The number of people using online food delivery (OFD) has grown around the world over the past year. Cho et al. (2019) say that OFD is an inventive method for people to buy a lot of different kinds of food through platform(s). Consumers place orders on OFD platforms, which then send that information to restaurants and service staff (Troise, O'Driscoll, Tani, & Prisco, 2021). Offering food delivery to homes makes it easier for customers and gives restaurants a chance to reach new customers and make more money. Previous studies have primarily focused on conventional retail, online commerce, and the characteristics of mobile applications (Cho et al., 2019). There has been limited discussion regarding OFD consumers (Yeo, Goh & Rezaei, 2017; Suhartanto et al., 2019) and even less debate about the use of apps for food ordering from restaurants (Rodríguez-Lopez et al., 2020). In the context of an online food delivery (OFD) service, PU refers to the extent to which individuals perceive using an OFD service as a convenient means of placing meal orders. The study on OFD, similar to previous studies connected to technology, has demonstrated that PU significantly impacts the intention to use OFD. Yeo, Goh, and Rezaei, 2017 showed that PU has a favorable impact on people's intention to continue using OFD services. Similarly, the study conducted by Roh and Park (2019) found that perceived usefulness (PU) had the most significant impact on individuals' propensity to use online food delivery (OFD) services.

The OFD service is a comprehensive self-service platform that enables clients to effectively track their ordering rates and minimize the extent of personal interactions they encounter. According to Kimes (2011), perceived ease of use (PEOU) refers to a person's expectation of mental or physical barriers to adopting new technology. Numerous studies have indicated that PEOU has a significant impact on customers' inclinations to utilize a variety of technologies. The same positive relationship between PEOU and CIU has been observed in the OFD context (Ray, Dhir, Bala, & Kaur, 2019; Roh & Park, 2019; Won, Kong, & Kim, 2017). Empirical studies have demonstrated that a significant proportion of individuals, namely 50.8%, opt for food services due to their aversion to engaging in food preparation. This preference is attributed to the convenience offered by these services, as they enable consumers to have their meals delivered directly to their desired location, whether their residence or workplace, within a relatively short time frame. According to the NPD Group (2016), business owners assert that aligning with their business strategy enables them to maintain competitiveness in the market. Besides that, fast technological changes will keep driving customers to demand what dealers have to give. Provide immediate and real-time responses to requests and requirements. According to Salmon (2017), the market technology adoption rates are continually increasing, which indicates that the consumer rate will be characterized by the rate at which new technology is being applied more quickly than ever.

According to Hoffman et al. (2010), goods can be categorized into three main classifications, namely things, products, and applications or activities. As clients prioritize other enterprises above shopping, they have shifted to online purchasing due to greater convenience (Kumar & Kashyap, 2018). According to Pigatto et al. (2017), OFD services can be viewed as a market network since they handle orders, payments, and operations without handling food

preparation. According to Kimes (2011), perceived ease of use (PEOU) refers to a person's expectation of mental or physical barriers to adopting new technology. Numerous studies have indicated that PEOU has a significant impact on customers' inclinations to utilise a variety of technologies. The same positive relationship between PEOU and CIU has been observed in the OFD context (Ray, Dhir, Bala, & Kaur, 2019; Roh & Park, 2019; Won, Kong, & Kim, 2017). Consumers' perceived security against danger and uncertainty favorably influences their inclination to use technology (Shao, Zhang, & Li, 2019). Mobile applications and web-based networking tools like Text or Text messaging or businesses' websites, where customers may browse orders for access and position, replace face-to-face contact in online retail transactions (Cai & Jun 2003). According to Chen, Hsu, & Lin, (2010), creative distribution systems are being utilized as a novel means of enhancing consumer value.

Gronroos and Gummerus (2014) also said that the growth of price is a process that involves many people, from the service provider to the customer and others, and that the process creates value for the customer in the end. Two types of stores sell food supplies. One of the critical actors in this context is the dealers. Restaurants serving quick meals include Pizza Hut, McDonald's, Domino's Pizza, Kentucky Fried Chicken, and many others. The subsequent section encompasses several third-party restaurants that provide a diverse range of eateries offering services (Yeo et al., 2017). Some examples of food delivery services are Grab, Foodpanda, AirAsia Food, Beep, and Shopee Food.

### **2.3.2 Customer Attitude**

Attitude originated in Latin for posture or physiological stance. The fundamental concept was that a person's bodily attitudes predicted the activities or acts they would engage in (Wilkie, 1986). An attitude is "a mental and neural state of readiness, organised through experience, exerting



a directive or dynamic influence upon the individual's response to all objects and situations with which it is related," according to Allport (1935). Consumers' perception of a product influences whether they accept and embrace it. Hawkins, Best, and Coney (2001) define *attitude* as the ongoing organisation of motivational, emotional, perceptual, and cognitive processes concerning our surroundings. This indicates that external stimuli such as merchandise and communication influence customer attitudes. *Attitude* is a consumer's positive or negative assessment of a specific behaviour (Belanche, Flavian, & P'erez-Rueda, 2020). According to Fishbein and Aizen (1975), it is a learned tendency to react favourably or negatively to an object. According to Krech et al. (1962), an attitude is a person's long-term ideas, feelings, and actions regarding a subject. According to Bearden et al. (1995) and Kotler (2004), people have opinions on religion, politics, food, music, clothing, and other topics. Attitudes cause someone to like or detest something and move towards or away from it. In local studies, the attitude was commonly observed to influence behaviour in many elements of taking action and accomplishing something (Zuroni, Syuhaily, Mastura, & Roslina, 2020; Jamilah, Hasrina, Hamidah, & Juliana, 2011; Jusoh, Arif, Osman, Salleh, & Kadir, 2018).

According to Baron and Bryne (1987), an attitude is a long-term, general assessment of people (including oneself), objects, advertisements, or issues. An attitude is permanent because it tends to remain over time; it is universal because it pertains to more than a single event, such as viewing a commercial. However, one may develop a negative attitude against all advertisements over time. Additionally, Petty et al. (1997) define an attitude as how we think, feel, and act towards a retail store, TV show, or product. Information exposure, group membership, environment, and desire fulfillment are the four main factors from which attitudes can be formed or altered, as outlined by Chisnall (1975). According to a recent study by Alagoz and Hekimoglu (2012),

consumers have a positive attitude if they believe in customer service quality and online retailer reliability.

## **2.4 HYPOTHESES STATEMENT**

### **2.4.1 Perceived Usefulness**

H1: There is a significant relationship between perceived usefulness and factors that affect customer attitudes toward the utilization of online food delivery platforms among youth in Malaysia.

### **2.4.2 Perceived Ease of Use**

H1: There is a significant relationship between perceived ease of use and factors that affect customer attitudes toward the utilization of online food delivery platforms among youth in Malaysia.

### **2.4.3 Trust**

H1: There is a significant relationship between trust and factors that affect customer attitudes toward the utilization of online food delivery platforms among youth in Malaysia.

## **2.5 CONCEPTUAL FRAMEWORK**

A conceptual framework is a structured and organized way of thinking about or approaching a particular topic, issue or problem. It provides a theoretical or conceptual structure that helps researchers, scholars or individuals understand and analyze complex phenomena. It provides a structure or framework that defines key concepts, variables, and their relationships within the context of the topic being studied (Grant & Osanloo, 2014). Conceptual frameworks are commonly used in a variety of fields, including science, social science, economics, and business, to guide research, analysis, and decision making.

In essence, a conceptual framework is a critical tool for organizing and conceptualizing complex ideas and phenomena, making it easier to study, analyze and communicate about them. Figure 2.5 shows the conceptual framework, which includes perceived usefulness, perceived ease of use, and trust as independent variables and the dependent variable of youth opinion about customer attitudes towards the use of online food delivery platforms in Malaysia.

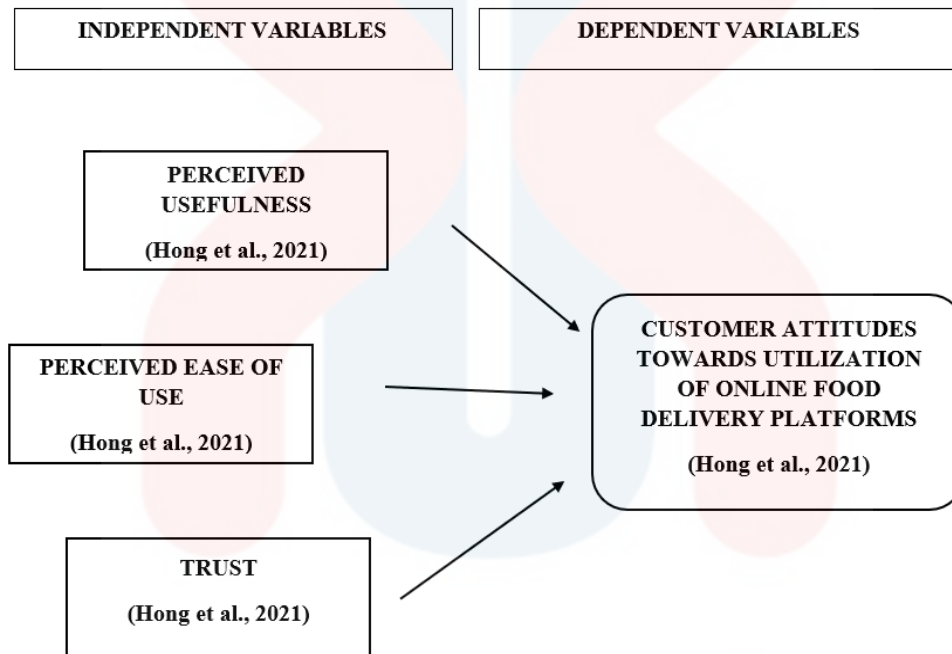


Figure 2.2 shows the conceptual framework

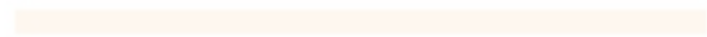
## 2.6 SUMMARY/ CONCLUSION

Researchers have the knowledge to carry out the investigation for the following procedure after reading chapter 2. Researchers have a stronger understanding of the prior research for the study. Researchers are also able to comprehend how one independent variable and one dependent variable are related. The research studies have better and more focused citations from verified earlier works. Scholars will comprehend and perceive the larger trajectory of the research.

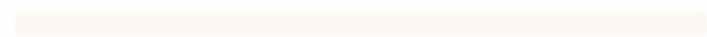
Effective implementation often provides a clear and objective specification of several variables, which is its major advantage. It makes it possible to confirm a research study's dependability and aids in comprehending the study's whole scope.



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## **CHAPTER 3**

### **RESEARCH METHODS**

#### **3.1 INTRODUCTION**

The methodical and structured process that researchers employ to look into, collect, evaluate, and understand data in order to find answers to research questions or test hypotheses is referred to as a research method. The approaches and procedures used to carry out research are known as research methods, and they differ based on the type of research being done, its objectives, and the field of study. The researcher will conduct a survey to the respondents to obtain information. The approach employed is an analytical technique to determine the pattern of the data collected. This enables the researcher to test the study idea. This chapter will determine the appropriate method to use in obtaining data. All data obtained in the survey will be used to study the hypothesis.

#### **3.2 RESEARCH DESIGN**

The design of the study is grounded in quantitative research. In quantitative research, evidence is gathered, evaluated, and analyzed using statistical techniques to bolster competing theories. In order to produce statistical data, this study gathers data through data collection techniques like surveys and reviews. Generally speaking, research design ensures that the information gathered is valuable and worthwhile. Thus, ensuring effective research can be aided by a suitable study design. This survey uses quantitative research methods to gather data and analyze the study. The primary focus of quantitative research is the statistical analysis of data gathered from extensive overview surveys using questionnaires and other techniques.

Quantitative research is based on conventional scientific inquiry, which creates numerical data and aims to demonstrate causal research relationships between two or more factors. According to Lowhorn (2007), quantitative research determines whether an independent variable (under the researcher's control) has an effect on a dependent variable (dependent variable) to assess the validity of a hypothesis. For example, it shows the causal relationship between variables such as the relationship of perceived usefulness, perceived ease of use and trust to customer attitudes towards the use of online food delivery platforms. Statistical software for the social sciences (SPSS) was used to examine the collected research data. Researchers used mass media channels like Telegram and WhatsApp to disseminate surveys in order to gather crucial data regarding online food delivery platforms. The information gathered from the questionnaire will help researchers in determining how the youth in Malaysia react to online food delivery platforms. We will use a quantitative approach to interpret all the information we receive.

### **3.3 DATA COLLECTION METHODS**

This study focuses on identifying factors influencing customer attitudes regarding the utilization of food delivery platforms among youth in Malaysia, partly due to the popularity of quantitative data-gathering methods. Despite the apparent simplicity of this idea, several methods have been employed to gather quantitative data. Descriptive, correlational, experimental, and quasi-experimental methodologies are all included in the methodology.

Quantitative approaches enable the researcher to provide statements with a list of potential answers, the researcher chooses to employ them in this study. The rationale is that since responders simply need to select the offered response, the process is simpler for them. Examining variables influencing consumer perceptions of youth in Malaysia use of online meal delivery services is a vast area of research that necessitates a sizable sample size. By using social networking sites and

the internet, the researcher will be able to conduct interviews with a larger sample size and customize the questions to each responder on the spot.

### 3.4 STUDY POPULATION

This study targeted respondents who are youth aged 15-30 years old in Malaysia. According to data provided by Institute for Youth Research (IYRES, 2021) through Department of Statistic Malaysia (DOSM) sources, the total population in Malaysia are 30,436,700 and the population of youth in Malaysia are 9,095,400. In the present study, youth in Malaysia are the most largest users of internet. Statista (2021) estimates that 87.61% of Malaysians used smartphones in 2020, and that number is expected to rise to 89% by 2025. According to Song et al. (2021), the number of mobile applications, including those for food delivery, would rise in tandem with the rate of smartphone usage. This might indicate a rise in the number of OFD users and potential users in the near future. This is because they need internet access to get the food via online delivery. Moreover, internet is the main source for riders to get orders by online food delivery application.

We are focusing on young people in Malaysia, for this study since the the growth of various applications such as Foodpanda, Grabfood, DeliverEat and Dahmakan has been aggressive in the Malaysian market since 2012 as mentioned by Pang (2017) and according to (Malaysia Social Media Statistics and Facts 2023, n.d.), there are 67% of youth are using the internet nowadays.

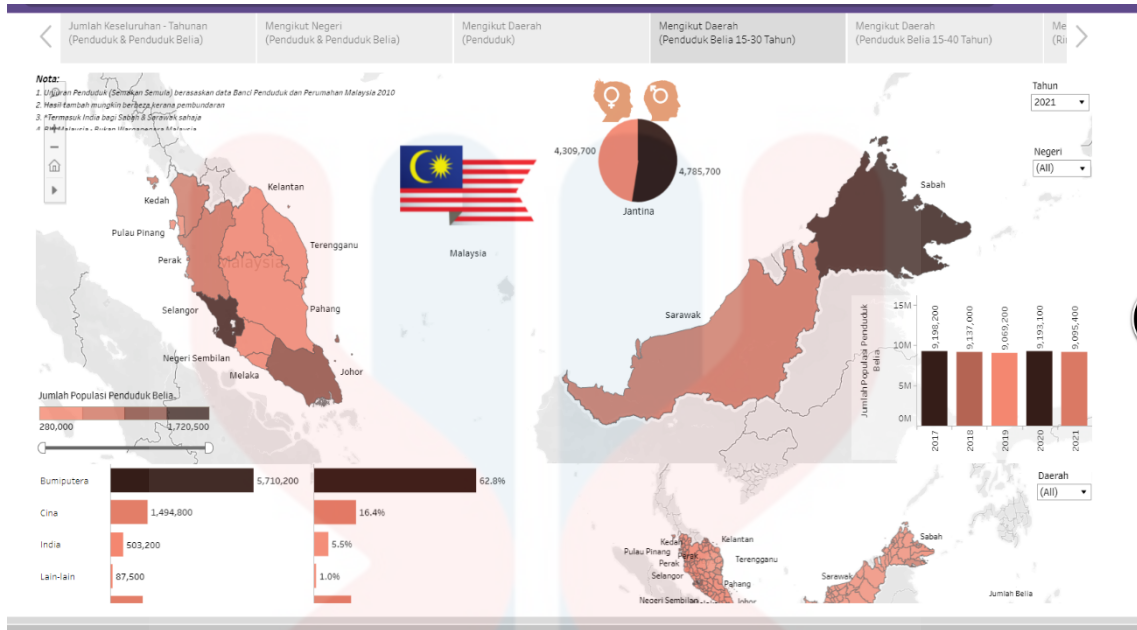


Figure 3.1: Total of youth in Malaysia 2021

### 3.5 SAMPLE SIZE

Sample means the number of people in the population or who took part. So, to meet the goals of this study and avoid biased information and data, this study should be done with a broader scope to produce better and more notable results. Salant and Dillman (1994) said that a sample is a group of people chosen at random from a more significant population to take part in a survey. Saving time and money is the primary reason to sample. The Krejcie and Morgan Sampling Method is widely used. In order to facilitate the determination of the sample size for a fixed population, Krejcie and Morgan (1970) developed a table containing a sample size formula ("Krejcie and Morgan sampling method," 2017).



Table 3.1: Krejcie and Morgan’s sample size determination.

N	S	N	S	N	S	N	S	N	S
10	10	100	80	280	162	800	260	2800	338
15	14	110	86	290	165	850	265	3000	341
20	19	120	92	300	169	900	269	3500	346
25	24	130	97	320	175	950	274	4000	351
30	28	140	103	340	181	1000	278	4500	354
35	32	150	108	360	186	1100	285	5000	357
40	36	160	113	380	191	1200	291	6000	361
45	40	170	118	400	196	1300	297	7000	364
50	44	180	123	420	201	1400	302	8000	367
55	48	190	127	440	205	1500	306	9000	368
60	52	200	132	460	210	1600	310	10000	370
65	56	210	136	480	214	1700	313	15000	375
70	59	220	140	500	217	1800	317	20000	377
75	63	230	144	550	226	1900	320	30000	379
80	66	240	148	600	234	2000	322	40000	380
85	70	250	152	650	242	2200	327	50000	381
90	73	260	155	700	248	2400	331	75000	382
95	76	270	159	750	254	2600	335	100000	384

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

The study sample size was determined using the sample size formula devised by Krejcie and Morgan (1970), as shown below:

$$n = \frac{x^2 Np (1 - p)}{e^2 (N - 1) + x^2 p (1 - p)}$$

Where:

$n$  = sample size

$N$  = population size

$e$  = acceptable sampling error

= 0.05

$x^2$  = chi-square of degree of freedom 1 and confidence 95%

= 3.841

$p$  = proportion of population (if unknown, 0.5)

$$\begin{aligned}
 n &= \frac{3.841 \times 9095400 \times 0.5 (1 - 0.5)}{0.05^2 (9095400 - 1) + 3.841 \times 0.5 (1 - 0.5)} \\
 &= \frac{8733857.85}{21834.64} \\
 &= 400
 \end{aligned}$$

In accordance with Krejcie and Morgan's (1970) formula for determining sample size, for a population of 9,095,400 a sample size of 400 is required to represent a cross-section of the people.

### 3.6 SAMPLING TECHNIQUES

It is not possible for the researcher to collect information from each sample to answer the research question. Therefore, sample selection is necessary (Taherdoost, 2016). We take samples using a non-probability sampling technique. Convenience sampling, another name for non-probability sampling, is a method of choosing respondents. Random sample distribution will occur to as many as 400 respondents consisting of youth throughout Malaysia.

Using a random questionnaire distribution process, representatives are selected for convenience sampling depending on how easy it is to reach respondents. Respondents in this investigation are represented by simple random sampling. This methodology involves disseminating a Google Form via social media to those who may be interested in participating in the study. Large populations can be sampled using this method because each member of the population will have an equal probability of being selected.

The instrument used to collect data for this study is a questionnaire. Some devices from past research were converted to collect the data needed for the investigation. Three components

make up the questionnaire; they are titled Part A, Part B, and Part C, respectively. Section A contains the questions in this section, which are related to the demographic data of the respondents. The measurement tool in Part B is related to the attitudinal component Customer attitude towards the use of online food delivery platforms. Section C, on the other hand, focuses on measuring independent variables such as perceived usefulness, perceived ease of use and trust.

Data collection for this study was conducted using both primary data and secondary data, both of which contain extensive descriptions of the methodology applied. First-time, unique, and fresh data collection is referred to as primary data while, Data that have already been gathered and subjected to statistical analysis are referred to as secondary data (Mazhar, Anjum, Anwar & Khan, 2021). The primary approach consists of a questionnaire that will be given to the study respondents who are all youth in Malaysia. All respondents who answered "yes" to this question when the questionnaire was distributed were taken into account to give permission to participate in the research project, as well as their consent to the researcher using the results of the questionnaire for the research project. Meanwhile, secondary data uses scientific journals, which can be accessed online by following the links provided on the journal portals Google Scholar, ScienceDirect, Emerald Insight and UMK.

### **3.7 RESEARCH INSTRUMENT DEVELOPMENT**

The methodical process of developing and improving the instruments used to gather data for a research project is known as research instrument development. These tools are carefully designed to guarantee the precision and dependability of data collecting. Researchers can be surveys, questionnaires, interviews, observation checklists, exams, or scales. The features of the target population and the goals of the research are carefully taken into account throughout the development of these instruments. It requires formulating clear and relevant questions, selecting

appropriate response formats, and conducting pilot testing to ascertain their effectiveness. Additionally, researchers must assess the instruments' validity and reliability to ensure they measure what they are intended to measure and produce consistent results. Sound instrument development is essential to maintain the rigor and quality of research, enabling researchers to draw meaningful and credible conclusions from their data.

### **3.7.1 Questionnaire design**

In research instrument development, researchers use structured questionnaires to collect data. A structured questionnaire is a specialized type of survey instrument that consists of a set of predetermined standardized questions with clear answer options. The information and observations gathered from the Google Form in the online survey were used to develop the survey questionnaire. Those with prior experience using the OFD service application will be the respondents. This questionnaire was designed to collect quantitative data in a systematic and organized manner. The questionnaire used by this researcher is very important to get accurate and solid data in a study related to the factors affecting customer attitudes towards utilization of online food delivery platforms among youth in Malaysia. All the questions for these respondents regarding the objectives of the study and all the responses of the respondents will be used in this study. This questionnaire contains three sections namely section A, section B and section C. In section A is a question related to the demographic of respondents such as gender, age, race, education level, employment status and frequency of using online food delivery platforms. For section B is a dependent variable which is a question related to the customer attitudes towards utilization of online food delivery platforms. For the last part is section C which is an independent variable related to perceived usefulness, perceived ease of use, and trust. For sections B and C, the researcher used agreement or disagreement with the point of view on a scale from 1 to 5 expressed

using a five-point Likert scale rating. Respondents can express their opinion by choosing 1- strongly disagree, 2- disagree, 3- neutral, 4- agree, or 5- strongly agree.

<b>Strongly Disagree</b>	<b>Disagree</b>	<b>Neutral</b>	<b>Agree</b>	<b>Strongly Agree</b>
1	2	3	4	5

Table 3.2 : Questionnaire to Respondent

<b>Section</b>	<b>Variable to be Identified</b>	<b>QUESTION</b>	<b>SOURCES</b>
<b>A</b>	<b>Demographic of Respondents</b>	1. Gender 2. Age 3. Race 4. Education level 5. Employment Status 6. Frequency of using online food delivery platforms?	Rae Hooi, Tang Kin Leong & Lai Hui Yee, 2021

<p><b>B</b></p>	<p><b>Dependent variable</b></p> <p><b>Customer attitudes towards utilization of online food delivery platforms</b></p>	<p>1. I plan to use an OFD service in the future.</p> <p>2. If possible, I will try to use an OFD service.</p> <p>3. I will try to use an OFD service if necessary.</p> <p>4. Using the online food delivery platform is a pleasant idea</p> <p>5. Using the online food delivery platform is a positive idea</p>	<p>Chanmi Hong, Hayeon (Hailey) Choi, Eun-Kyong (Cindy) Choi, Hyun-Woo (David) Joung , 2021</p> <p>Kyungyul Jun, Borham Yoon, Seungsuk Lee and Dong-Soo Lee, 2021</p>
<p><b>C</b></p>	<p><b>Independent Variable</b></p> <p><b>Perceived usefulness</b></p>	<p>1. I find that utilizing an OFD service is an efficient way to order my meals.</p> <p>2. I discovered that using an OFD service significantly makes my life easier.</p>	<p>Castaneda, Munoz-Leiva, &amp; Luque, 2007</p>

		<p>3. I find that using an OFD service is a convenient and accessible option for a variety of meal choices.</p> <p>4. In terms of convenience, I have discovered that using an OFD service is a reliable and time-saving approach to meal ordering.</p> <p>5. I believe that, overall, employing an OFD service is a useful method for ordering meals.</p>	
	<p><b>Perceived ease of use</b></p>	<p>1. The online food delivery platform is easy to use.</p> <p>2. It is easy to find what I want to eat through an online food delivery platform.</p> <p>3. My interaction(s) with an online food delivery platform is clear and understandable.</p> <p>4. It is easy to become skillful at navigating through online food delivery platforms.</p>	<p>Castaneda, Munoz-Leiva, &amp; Luque, 2007</p> <p>Mohd Adib Izzat Mohd Nor, Muhammad Fakhrul Aiman Wafli , Nur Nabihah Zaharuddin, &amp; Norfadhilah Mohd Akhuan, 2022</p>

		5. I can complete a transaction quickly and easily.	Ha Hoang, Trinh Le Tan, 2023
	<b>Trust</b>	<p>1. I believe that an OFD service is trustworthy.</p> <p>2. I trust an OFD service to do the job right.</p> <p>3. The online food delivery platform keeps promises and commitments.</p> <p>4. I believe that the apps work properly.</p> <p>5. The online food delivery platform has data safety</p>	<p>Hung, S.-Y., Chang, C.-M., &amp; Yu, T.-J, 2006</p> <p>Kyungyul Jun, Borham Yoon, Seungsuk Lee and Dong-Soo Lee, (2022)</p> <p>Ni Nyoman Triyuni, Gundur Leo, Dwi Suhartanto, (2021)</p>





## **3.8 MEASUREMENT OF THE VARIABLES**

### **3.8.1 Operationalization of Variable**

In this study, the ordinal scale, and interval scale, five Likert scales will be used in this survey. A Likert scale is a scoring system used to assess respondents' attitudes, viewpoints, and degree of agreement with a statement or survey question. It may be applied to evaluate the degree of quality, probability, significance, and comprehension of certain goods or services. The most effective and precise gauging tool for determining respondents' opinions and degree of agreement with a survey question is the Likert scale. Businesses may use it to gauge how much consumers agree or disagree with your remarks. A Likert scale is also simple to develop and implement, much like a social wall. If respondents would like not to express a strong disagreement or agreement, it permits them to be neutral. Five Likert scales of 'Strongly Disagree, Disagree, Neutral, Agree, and Strongly Agree') will be answered by the respondent by choosing one out of five alternative scores given to express their level of agreement on section 'B' and section 'C'.

### **3.8.2 Measurement Scale**

#### **3.8.2.1 Numeric Scale**

A nominal scale is one that cannot be numbered, qualified, or qualified. This scale is used for demographic questions in section A, such as gender, ethnic group, and marital status (Marateb et al., 20). Our questions are nominal scales for ages 15 to 18 years old, 19 to 22 years old, 23 to 26 years and 27 years old to 30 years old. Gender (male or female), race (Malay, Chinese, Indian, and Others), educational level and employment status, and Frequency of using online food delivery platforms (once a week, twice a week and more than twice a week). All the questions are grouped

to create a demographic profile for the targeted respondent. The example of a nominal scale that will be used for section A is as follows:

1. Age/Umur

	15 to 18 years old
	19 to 22 years old
	23 to 26 years old
	27 to 30 years old

**3.8.2.2 Likert Scale**

Respondents are asked to pick an option from a list to evaluate the notion using a Likert scale. The responses will be ranked into five groups, each on a scale from one to five: One can either strongly disagree (1), disagree (2), be neutral (3), agree (4), or strongly agree (5). Section B will be used 5-point Likert Scale:

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

The interval scale enables the arrangement of variable values in a sorted manner, with the differences representing the distances between the values. Intervals consist of evenly spaced points on a continuous scale. As a result of numerical properties, this scale developed. The number of

responses on a Likert scale, ranging from 1 to 5, reflects individuals' sentiments towards online food delivery services. The study used statistical measures, such as the mean, mode, median, and standard deviation, to determine the central tendency.

### **3.8.2.3 Scale of Ratios**

A ratio scale is a type of numeric scale with a true zero and equal gaps between points that are close to each other. In contrast to an interval scale, a zero on a ratio scale means that the measure you are measuring is not present at all, (Bhandari, 2020). The rate of values is the difference between the values and the gaps between them if the variable has a valid zero point. Because of this, even zeros will be necessary. Researchers used a ratio scale in Section A of the questionnaires to determine how often people used online food delivery services, their gender, age, race, education level and employment status.

## **3.9 PROCEDURE FOR DATA ANALYSIS**

### **3.9.1 Descriptive Statistic**

In this descriptive statistic, it found that there are several statistical approaches chosen to be used to evaluate the questions that arise in the study. Descriptive statistics are mostly used to measure central tendency. Descriptive statistics are used to summarize a set of observations, in order to communicate the largest amount of information as simply as possible. Descriptive statistics are the kind of information presented in just a few words to describe the basic features of the data in a study such as the mean and standard deviation (SD) (Prabhaker, Chandra, Uttam, Anshul, Chinmoy & Amit, 2019). To do this, statistics like the mean, median, and mode must be calculated. The arithmetic average of the data points is represented by the mean, or average, which gives an idea of the "typical" value in the dataset. Conversely, the median represents the center

value after sorting the data and is less impacted by outliers. The value that appears the most frequently is the mode. We can better comprehend the data's tendency to cluster thanks to these metrics. Throughout this study, descriptive statistics were employed to investigate the demographic data collected through the survey.

### **3.9.2 Pilot Test Analysis**

An essential phase in the research process is the pilot study. A pilot study is the first step of the entire research protocol and is often a smaller-sized study assisting in planning and modification of the main study (Vemulakonda and Jones, 2015). Before the primary research begins, they can assist in identifying design difficulties and assessing a project's practicability, feasibility, resources, time, and cost. Researchers can have a better grasp of the possible results of their intended research by using early data from pilot studies. Researchers will get more familiarity with the data collection techniques they will use and will be more equipped to handle any problems that may come up in the bigger study by doing a pilot study.

### **3.9.3 Reliability Analysis**

Reliability Analysis is also performed in this study to verify the questionnaire's validity and acceptability. Reliability is generally population specific, so that caution is also advised in making comparisons between studies. The term 'reliability' here refers to the consistency or repeatability of such measurements (Anne, Joy & Stephen, 2000). Therefore, the questionnaire will be given to youth in Malaysia who are expected to use the online food delivery platform in their daily lives. Cronbach Alpha is one of SPSS's reliability tests. In reliability analysis, there are two sorts of alpha versions: normal and standard alpha.

Table 3.3: Cronbach's Alpha

Cronbach's Alpha	Internal consistency
$a \geq 0.9$	Excellent
$0.9 > a \geq 0.8$	Good
$0.8 > a \geq 0.7$	Acceptable
$0.7 > a \geq 0.6$	Questionable
$0.6 > a \geq 0.5$	Poor
$0.5 > a$	Unacceptable

#### 3.9.4 Normality Test Analysis

The normality test is used (within some limits) to verify whether the sample data was gathered from a community with a regularly distributed population. Normality tests are based on different characteristics of the normal distribution and the power of these tests varies depending on the nature of the non-normality (Seier, 2002). A normally distributed sample population is required for statistical tests such as student's t-test, one-way and two-way ANOVA, etc. Frequency distribution (histogram), stem and leaf plot, box plot, P-P plot (probability-probability plot), and Q-Q plot (quantile-quantile plot) were used to visually check normality. For the P-P value of the plot (normal if  $p > 0.05$  while abnormal if  $p < 0.05$ ). A visual representation of normality can be

made using conventional Q-Q plot results. If the data is evenly distributed, the data points will be around the diagonal line (45 degrees). If there is a significant non-linear deviation of the data points from the line, then the data is not normally distributed. In this study we are using Kolmogorov-Smirnov because of our sample size is more than 50.

### **3.9.5 Correlation Analysis**

Bivariate, or correlation analysis is mainly concerned with establishing if a link between variables exists and, if so, how big and how it operates. Three major families comprise the most often used forms of correlation analysis. For variables that are linearly connected, one uses Pearson's correlation coefficient. It necessitates some presumptions about the variables, such as that they are normally distributed and linearly related. On the other hand, Spearman's rank-order correlation makes no assumptions about the data's distribution. (Adobe, n.d.). Based on the normality test findings, the Spearman correlation coefficient was produced in order to examine the link between consumer attitudes about the use of online meal delivery platforms. Correlation analysis is a term used to denote the association or relationship between two (or more) quantitative variables. This analysis is fundamentally based on the assumption of a straight-line [linear] relationship between the quantitative variables. Similar to the measures of association for binary variables, it measures the “strength” or the “extent” of an association between the variables and also its direction (NJ Gogtay et al, 2017). There are three independent variables in this study. Perceived usefulness, perceived ease of use, and trust are independent variables. Finding out how the independent variable, customer attitude towards using online food delivery platforms, interacts with the dependent variable is the goal of correlation analysis.

### 3.9.6 Spearman's Rho Correlation Coefficient Analysis

In statistics, a nonparametric substitute for Pearson's correlation is Spearman's correlation. For ordinal data and data with curved, monotonic connections, use Spearman's correlation. Spearman's  $\rho$  (rho) is another term statisticians use to refer to Spearman's rank order correlation coefficient (Frost, 2022). Spearman's correlation may be applied to a wider range of correlations, but it also includes constraints that must be met for the data to be considered genuine. More specifically, continuous data with a monotonic connection or ordinal data are needed for Spearman's correlation. The correlation coefficient ( $r$ ) is a statistical measure of the strength of linear relationship between two variables. The objectives of this study are to determine the relationship between independent and dependent variables and to determine whether hypothesis should be accepted or rejected. The most common range for determining the degree of the coefficient's relationship is between -1 and 1. The coefficient will be 1 in the case of a positive link and -1 in the case of a negative relationship between the variables. The strength and direction of the association will be the most crucial factors to take into account in correlation analysis.

Table 3.4 Correlation Coefficient by (Ratner, 2009)

Correlation Coefficient	Internal Consistency	Correlation
>-1.0	Strong	Negative(-) Correlation
>-0.7	Moderate	Negative(-) Correlation
>-0.3	Weak	Negative(-) Correlation
0.0	No Linear	

0.1-0.3	Weak	Positive(+) Correlation
0.4-0.7	Moderate	Positive(+) Correlation
0.8-1.0	Strong	Positive(+) Correlation

### 3.10 SUMMARY / CONCLUSION

In a nutshell, this study was conducted among youth in Malaysia to determine the level of awareness and the factors influencing customer attitudes toward the use of online food delivery platforms. The researcher has also prepared questionnaires to collect information and analyze the information through SPSS. This chapter outlines our selection of research designs, data selection methods, sample designs, other relevant research tools, assessment construction, data management, and data analysis of data obtained using the SPSS software.



## CHAPTER 4

### DATA ANALYSIS AND FINDINGS

#### 4.1 INTRODUCTION

In this chapter 4, discuss 8 sections, the first section is the pilot testing. Pilot testing in research is like a practice run before the main event. It involves trying out the research methods on a small scale to catch any potential issues and make improvements. As for the second section, the initial assessment of data acquired during research before doing a complete and in-depth analysis. It's similar to having an initial glance at the data to gain a feel of what's there. This entails swiftly scanning the data for evident patterns, trends, or surprising finds. Next, information about the respondents is shown in the next section followed by features for the analysis of respondent data. In section six, in research, a normality test is a statistical check to examine if the data fits into a normal distribution, which is a certain bell-shaped curve. It assists researchers in determining if the data is shaped like a standard bell curve or has a distinct pattern. In section seven is the hypothesis testing which is Spearman analysis, more particularly Spearman's rank correlation analysis, is a statistical tool used in research to assess the strength and direction of a link between two variables. The last one is a summary of this chapter.

**4.2 PRELIMINARY ANALYSIS**

**4.2.1 Reliability test for Pilot Test**

Table 4.2: Reliability Coefficient

<b>Reliability Coefficient of Study Instruments</b>		
<b>Study Instruments</b>	<b>Number of Items</b>	<b>Cronbach's Alpha</b>
Perceived Usefulness	5	.947
Perceived Ease of Use	5	.933
Trust	5	.921
Customer Attitudes Towards Utilization of Online Food Delivery Platform	5	.930

A pilot test was conducted to examine the data's reliability using Cronbach's alpha. All of the variables in this study had a Cronbach's alpha score of 0.9. This demonstrates that the pilot test ratings of all parameters were accurate in this study. The researcher then use Cronbach's alpha to administer the questionnaire in the field during the actual study.

**4.3 DEMOGRAPHIC PROFILE OF RESPONDENT**

Section A discusses the respondent's demographic information. The sample consists of 400 people in total. The tables below offer an overview of the data gathered for this part of the inquiry,

which includes data on respondents demographic profile which were gender, age, race, education level, employment status and frequency of using online food delivery platforms.

**4.3.1 Gender**

<b>Classification</b>	<b>Frequency, N=400</b>	<b>Percent (%)</b>
Male	159	39.8
Female	241	60.3

Table 4.3: Frequency of Gender

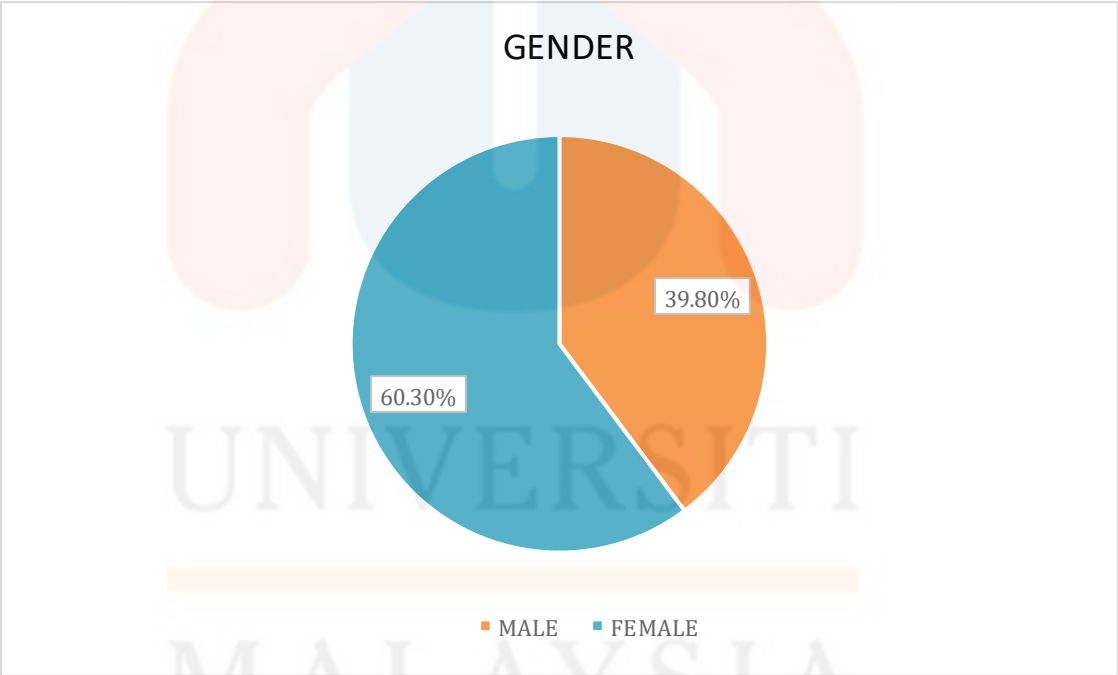


Figure 4.1: Pie Chart of Gender

Table and figure 4.1 provide a pie chart of respondents' genders. The total number of frequency respondents by gender among the 400 people who completed this questionnaire. More

over half of the responders (241) were female (60.3%), with the remainder 159 (39.8%) being male.

### 4.3.2 Age

Table 4.4 : Frequency of Age

Classification	Frequency, N=400	Percent (%)
15-18 years old	30	7.5
19-22 years old	122	30.5
23-26 years old	187	46.8
27-30 years old	61	15.3

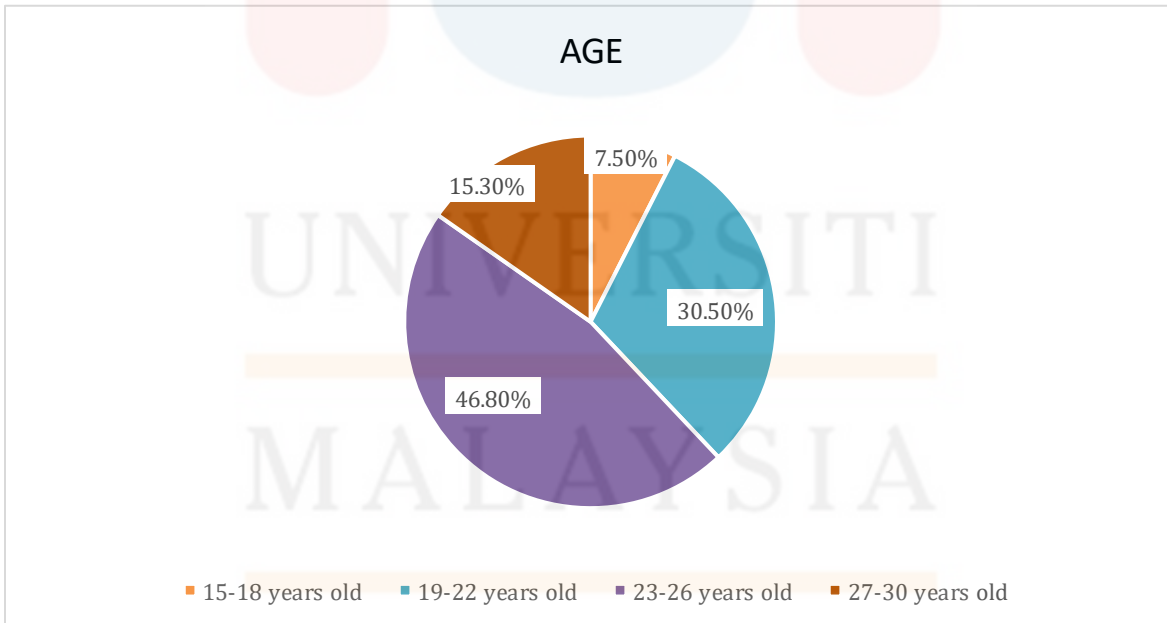


Figure 4.2 Pie Chart of Age

The respondents' ages are shown in the table and figure above. The female age group from 15 to 18 years old had 30 replies (7.5%), followed by 122 respondents (30.5%) between 19 and 22 years old, 187 respondents (46.8%) between 23 and 26 years old, and 61 respondents (15.3%) between 27 and 30 years old. The total number of frequency responders by gender among 400 respondents to this questionnaire.

#### 4.3.3 Race

Table 4.5 : Frequency of Race

<b>Classification</b>	<b>Frequency, N=400</b>	<b>Percent (%)</b>
Malay	308	77.0
Chinese	51	12.8
Indian	26	6.5
Others	15	3.8

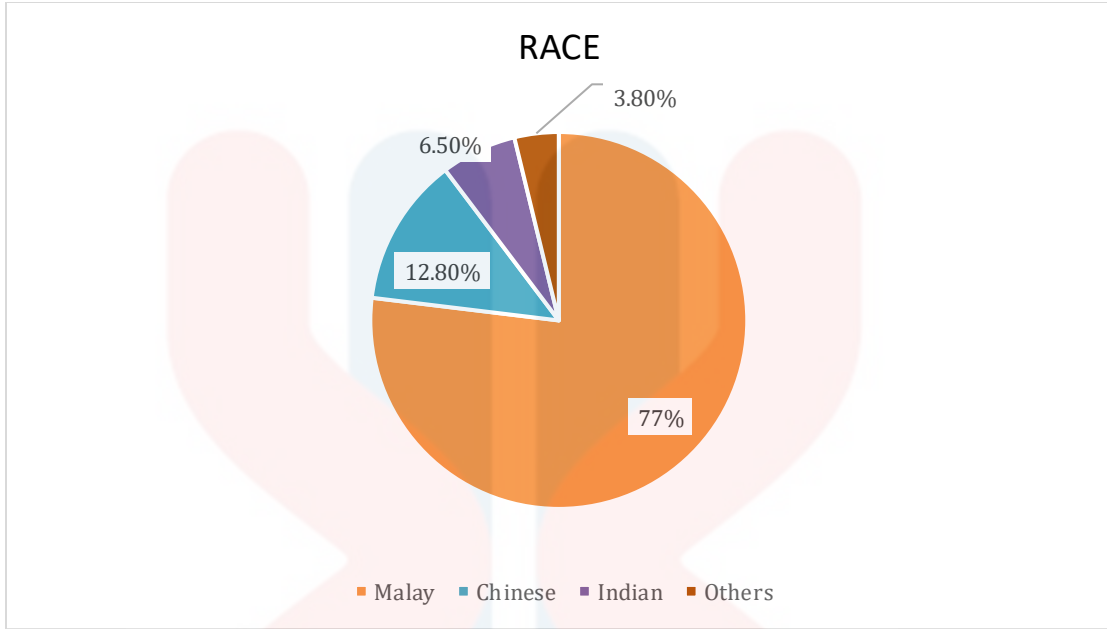


Figure 4.3 Pie Chart of Race

In table and figure above representing respondents' races was displayed above. Out of 400 respondents, the total number of respondents by race who frequently answered this questionnaire. 308 respondents (77%) are Malay, followed by 51 respondents (12.8%) are Chinese, 26 respondents (6.5%) are Indian, and 15 respondents (3.8%) from other races.

**4.3.4 Educational Level**

Table 4.6 : Frequency of Educational Level

Classification	Frequency, N=400	Percent (%)
SPM	58	14.5
STPM	42	10.5
DIPLOMA	90	22.5

DEGREE	205	51.2
MASTER	5	1.3
PHD	0	0.0

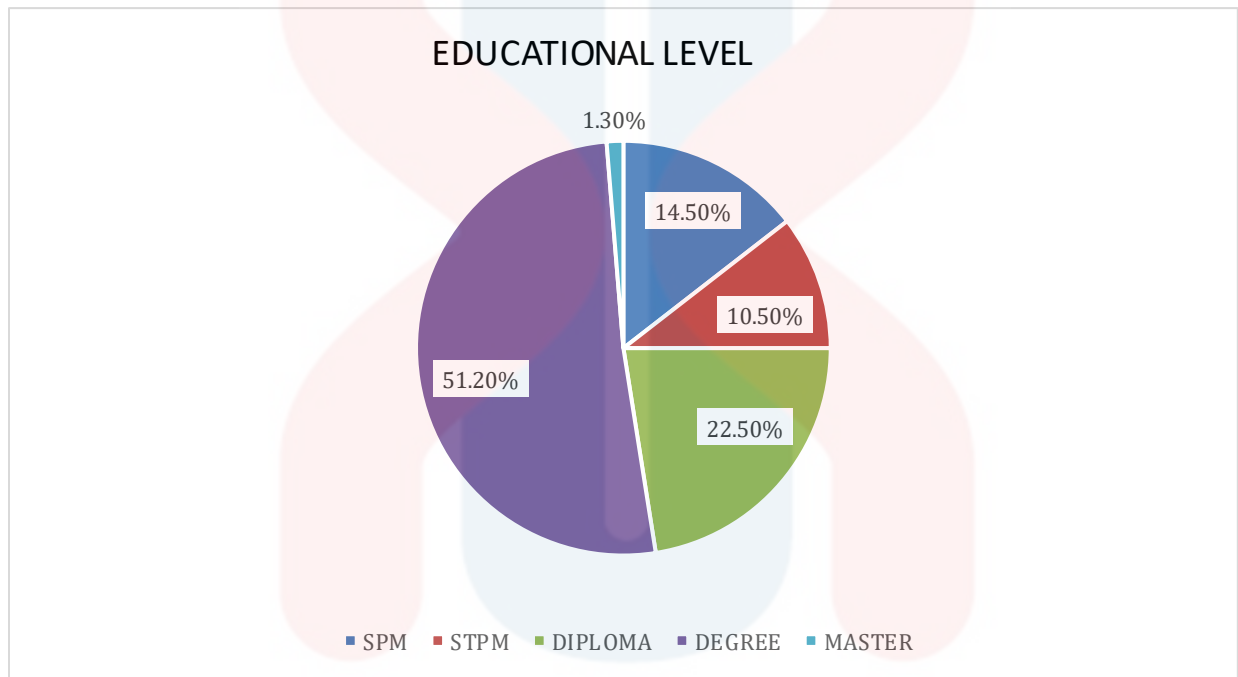


Figure 4.4 Pie Chart of Educational Level

In table and figure above show the educational status of all respondents, for the educational status of a master's degree of 5 respondents (1.3%), followed by the educational status of a bachelor's degree of 205 respondents (51.2%). A total of 90 respondents (22.5%) had a diploma. For STPM education status, 42 respondents (10.5%), SPM 58 respondents (14.5%). This can be seen that most of the respondents have a bachelor's degree education status.

4.3.5 Employment Status

Table 4.7 : Frequency of Employment Status

Classification	Frequency, N=400	Percent (%)
Government Sector	19	4.8
Private Sector	68	17.0
Self-Employment	52	13.0
Unemployment	29	7.2
Student	232	58.0

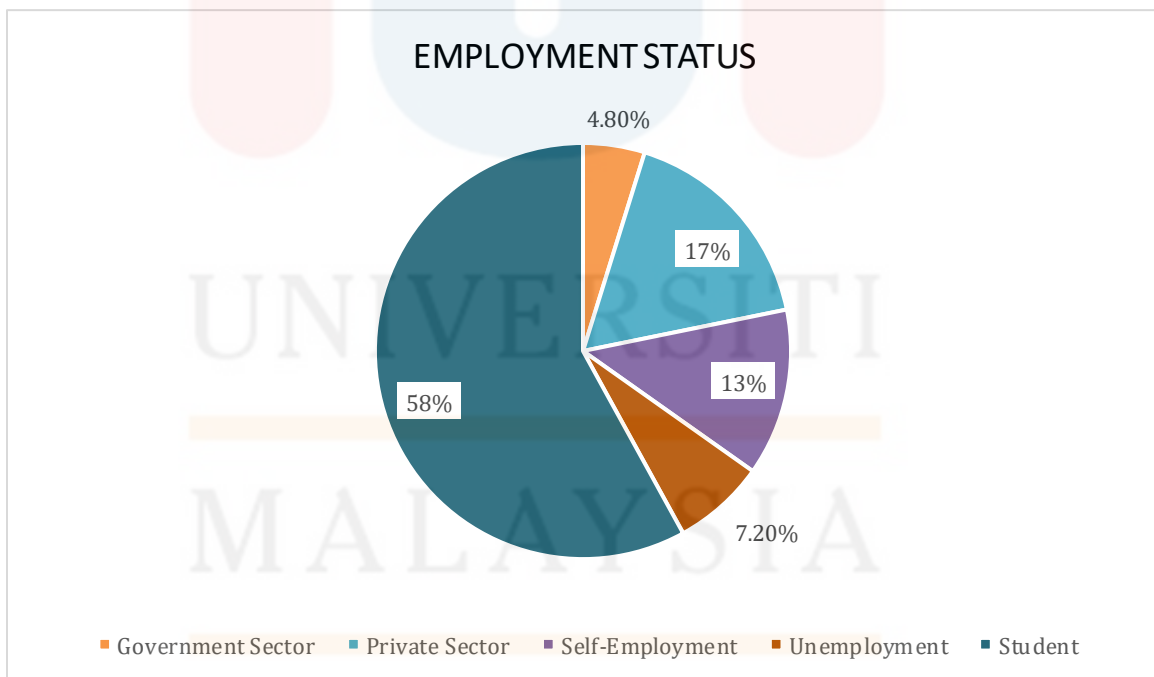


Figure 4.5: Pie Chart of Employment Status



Based on the table and figure above, the employment status of the respondents can be seen. First the government sector with 19 respondents (4.8%), followed by the private sector with 68 respondents (17%). As for the self-employed employment status, 52 respondents (13%) were unemployed, and 29 respondents (7.2%) were unemployed. The last is students with a total of 232 respondents (58%). This shows that most of the respondents are students.

**4.3.6 Frequency of Using Online Food Delivery Platforms.**

Table 4.8: Frequency of Using Online Food Delivery Platforms.

Classification	Frequency, N=400	Percent (%)
Once a week	190	47.5
Twice a week	133	33.3
More than twice a week	77	19.3

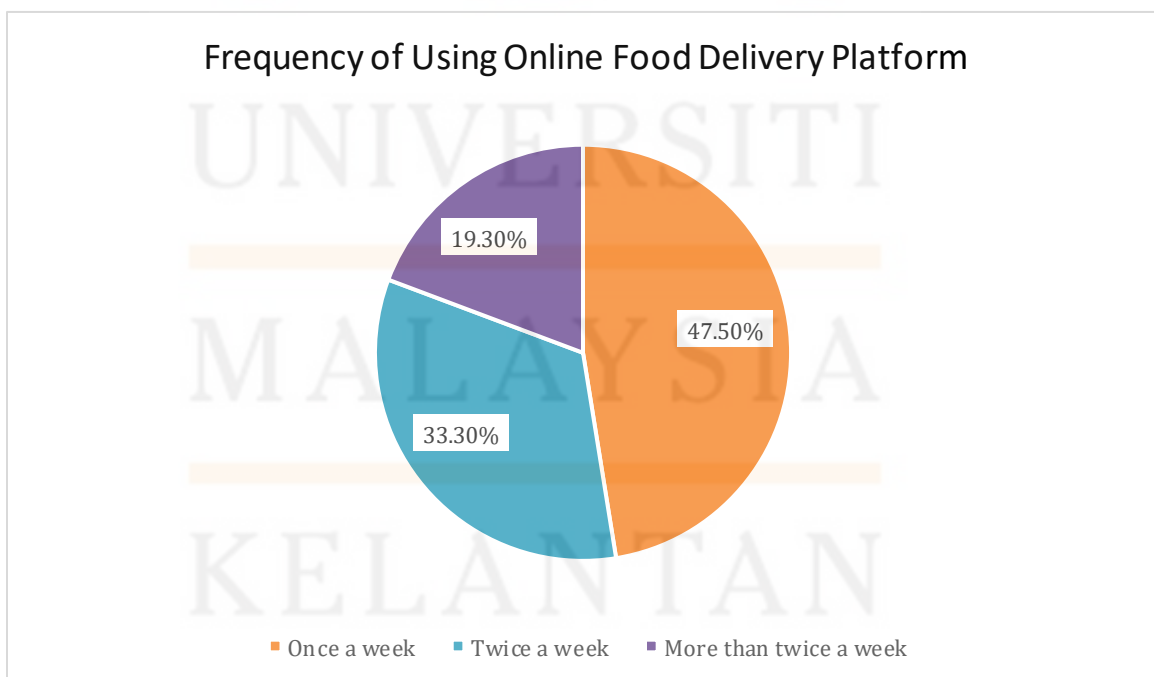


Figure 4.6: Pie Chart of Frequency of Using Online Food Delivery Platforms.

In table and figure above shows the frequency of use of online food delivery platforms by the respondents. For once a week, a total of 190 respondents (47.5%). Twice a week by 133 respondents (33.3%) and lastly more than twice a week by 77 respondents (19.3%). This shows that most respondents use online food delivery platforms once a week.

#### 4.4 DESCRIPTIVE ANALYSIS

##### 4.4.1 Perceived Usefulness

Table 4.9: Descriptive Analysis of Perceived Usefulness

Dimension	Mean	Std Deviation	N
I find that utilizing an OFD service is an efficient way to order my meals.	4.30	.791	400
I discovered that using an OFD service significantly makes my life easier.	4.39	.737	400
I find that using an OFD service is a convenient and accessible option for a variety of meal choices.	4.28	.835	400
In terms of convenience, I have discovered that using an OFD service is a reliable and time-saving approach to meal ordering	4.32	.800	400

I believe that, overall, employing an OFD service is a useful method for ordering meals.	4.30	.797	400
--	------	------	-----

Table 4.9 presents the descriptive analysis of perceived usefulness. It displays the mean and standard deviation of the respondent's response to the perceived usefulness variable using the Five Likert Scale. Among the 5 questions above, the question 2 is “I discovered that using an OFD service significantly makes my life easier” has the highest mean value which is 4.39, and the question 3 is “I find that using an OFD service is a convenient and accessible option for a variety of meal choices” has the lowest mean value which is 4.28. Aside from that, among the five questions listed above, question three had the highest maximum standard deviation value which is 0.835, and question 2 was registered as the most minimal standard deviation value which is 0.737.

**Perceived Ease of Use**

Table 4.10: Descriptive Analysis of Perceived Ease of Use

Dimension	Mean	Std Deviation	N
The online food delivery platform is easy to use.	4.37	.754	400
It is easy to find what I want to eat through an online food delivery platform.	4.35	.789	400

My interactions with an online food delivery platform is clear and understandable.	4.35	.760	400
It is easy to become skillful at navigating through online food delivery platforms.	4.36	.737	400
I can complete a transaction quickly and easily.	4.40	.759	400

Table 4.10 displays a descriptive examination of perceived ease of use. It displays the mean and standard deviation of the respondent's response to the perceived ease of use variable on a Five Likert Scale. Among the 5 questions above, question 5 is "I can complete a transaction quickly and easily" has the highest mean value which is 4.40. The questions 2 and 3 are "It is easy to find what I want to eat through an online food delivery platform." and "My interactions with an online food delivery platform is clear and understandable with the lowest mean value which is 4.35. In addition, among the five questions listed above, question 2 had the highest maximum standard deviation value which is 0.789, and question 4 is "It is easy to become skillful at navigating through online food delivery platforms" was registered as the most minimal standard deviation value which is 0.737.

### 4.4.3 Trust

Table 4.11: Descriptive Analysis of Trust

Dimension	Mean	Std Deviation	N
I believe that an OFD service is trustworthy	4.25	.872	400
I trust an OFD service to do the job right.	4.28	.784	400
The online food delivery platform keeps promises and commitments	4.29	.790	400
I believe that the apps work properly.	4.36	.735	400
The online food delivery platform has data safety.	4.26	.796	400

The descriptive analysis of trust may be seen in Table 4.11. It displays the average and standard deviation of the respondent's Five Likert Scale response to the trust variable. Among the 5 questions above, question 4 is “I believe that the apps work properly” has the highest mean value which is 4.36, and question 1 is “I believe that an OFD service is trustworthy” has the lowest mean value which is 4.25. Aside from that, out of the five questions listed above, question 1 had the highest maximum standard deviation number which is 0.872, and question 4 was registered as the most minimal standard deviation value which is 0.735.

#### 4.4.4 Customer Attitude Towards Utilization of Online Food Delivery Platforms

Table 4.12: Customer Attitude Towards Utilization of Online Food Delivery Platforms

Dimension	Mean	Std Deviation	N
I plan to use an OFD service in the future	4.24	.883	400
If possible, I will try to use an OFD service.	4.28	.877	400
I will try to use an OFD service if necessary.	4.34	.804	400
Using the OFD platform is a pleasant idea.	4.30	.811	400
Using the OFD platform is a positive idea.	4.33	.823	400

Table 4.12 displays the descriptive study of customer attitudes toward the use of online meal delivery platforms. It displays the mean and standard deviation of the respondent's response on the customer attitude about the use of online food delivery platforms variable using the Five Likert Scale. Among the 5 questions above, question 3 is “I will try to use an OFD service if necessary” has the highest mean value which is 4.34, and question 1 is “I plan to use an OFD service in the future” has the lowest mean value which is 4.24. Aside from that, question 1 had the highest maximum standard deviation value of any of the five questions listed above which is 0.883, and question 3 was registered as the most minimal standard deviation value which is 0.804.

#### 4.5 VALIDITY AND RELIABILITY TEST

Table 4.13: Result of the Reliability Analysis

<b>Variables</b>	<b>Cronbach's Alpha</b>	<b>No of Items</b>	<b>Internal Consistency</b>
Customer Attitude	0.925	5	Excellent
Perceived Usefulness	0.918	5	Excellent
Perceived Ease of Use	0.916	5	Excellent
Trust	0.924	5	Excellent

From the table of results above, Cronbach's Alpha Reliability Test regarding the questions of the dependent variable and the independent variable has been collected. The questions are then analyzed to get results. A total of 400 respondents from the youth in Malaysia. it shows the factors that influence customer attitudes towards the use of online food delivery platforms among youth in Malaysia. From the table above, the dependent variable is Customer Attitude while the independent variables are Perceived Usefulness, Perceived Ease of Use, and Trust. Each section contains 5 questions in the questionnaire. Therefore, the result of Cronbach's Alpha reading value of the dependent variable (Customer Attitude) is (0.925) with Excellent Internal Consistency. In addition, the independent variable of the decision was Perceived Usefulness with (0.918), Perceived Ease of Use (0.916), and finally Trust (0.924). Therefore, the questions from the questionnaire can be concluded that the results with Excellent Internal Consistency.

#### 4.6 NORMALITY TEST

Table 4.14: Test of Normality

<b>Test of Normality</b>			
	<b>Kolmogorov-Smirnov</b>		
	<b>Statistic</b>	<b>dF</b>	<b>Sig.</b>
<b>Customer Attitude</b>	.171	400	<.001
<b>Perceived Usefulness</b>	.160	400	<.001
<b>Perceived Ease of Use</b>	.167	400	<.001
<b>Trust</b>	.157	400	<.001

While the Kolmogorov-Smirnov test is employed for  $n \geq 50$ , the Shapiro-Wilk test is a more suitable procedure for smaller sample sizes ( $< 50$  samples), while it can also handle higher sample sizes. The null hypothesis for the two tests mentioned above asserts that the data come from a population that is normally distributed (Mishra et al., 2019). In this study, we are using Kolmogorov-Smirnov because of our sample size are 400 respondents. The null hypothesis is accepted and the data are referred to as regularly distributed when  $P > 0.05$ . So, based on the table 4.15, this study is not normal because the P value is 0.001.



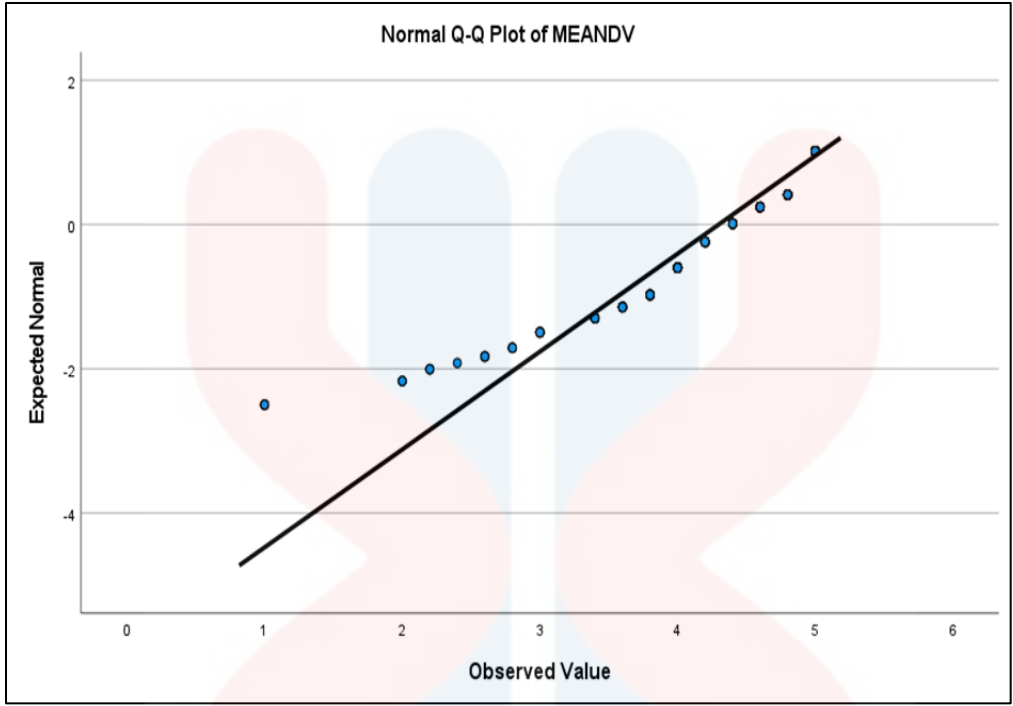


Figure 4.7: Q-Q Plot of mean for Customers Attitudes Towards Utilization of Online Food Delivery Platforms

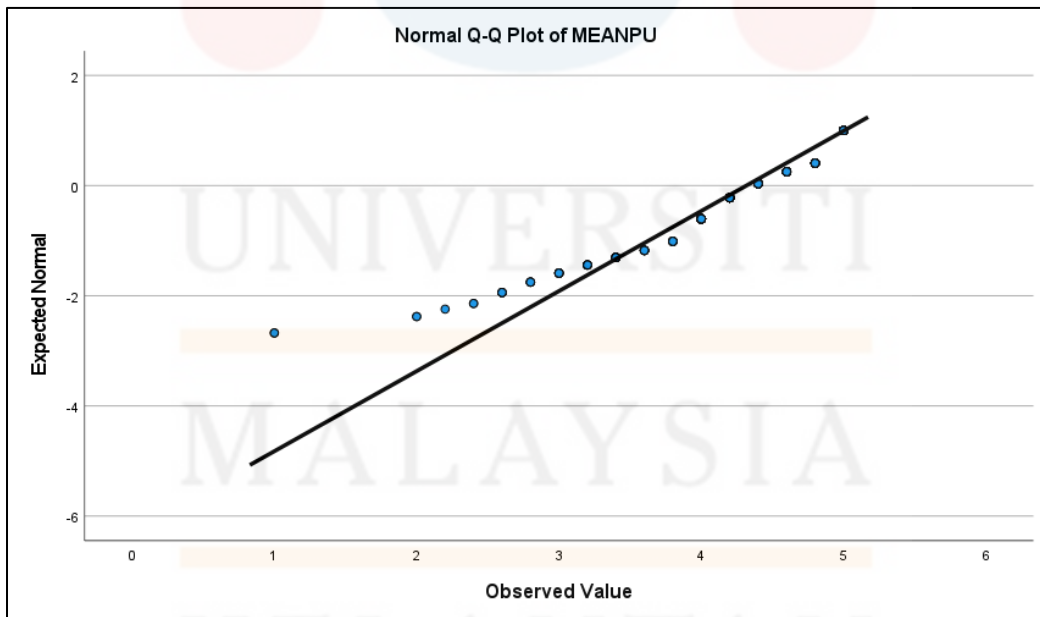


Figure 4.8: Q-Q Plot of mean for Perceived Usefulness

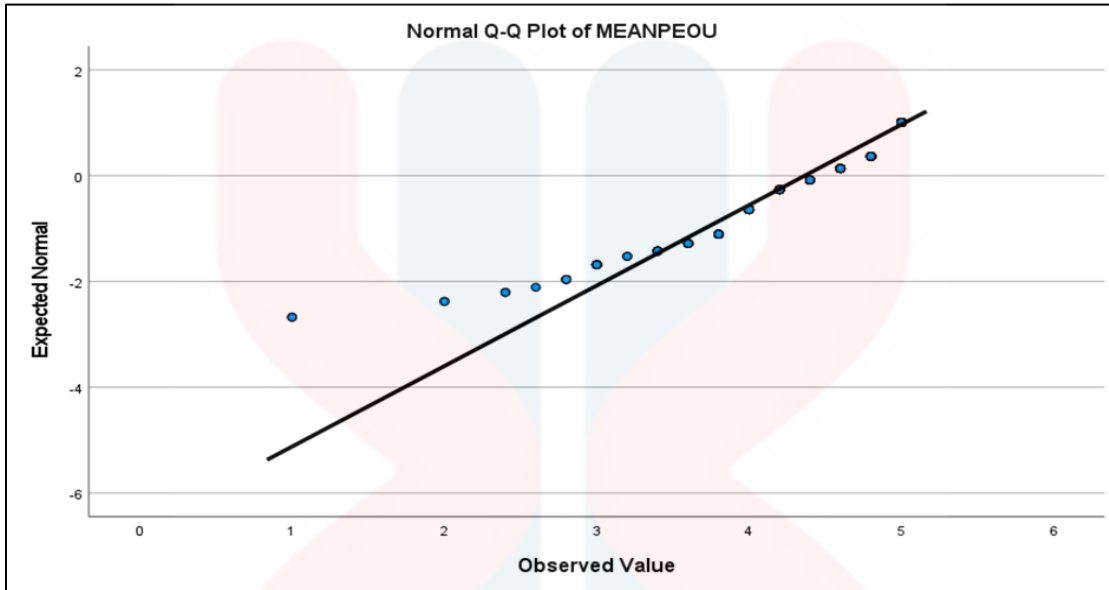


Figure 4.9: Normal Q-Q Plot of mean for Perceived Ease of Use

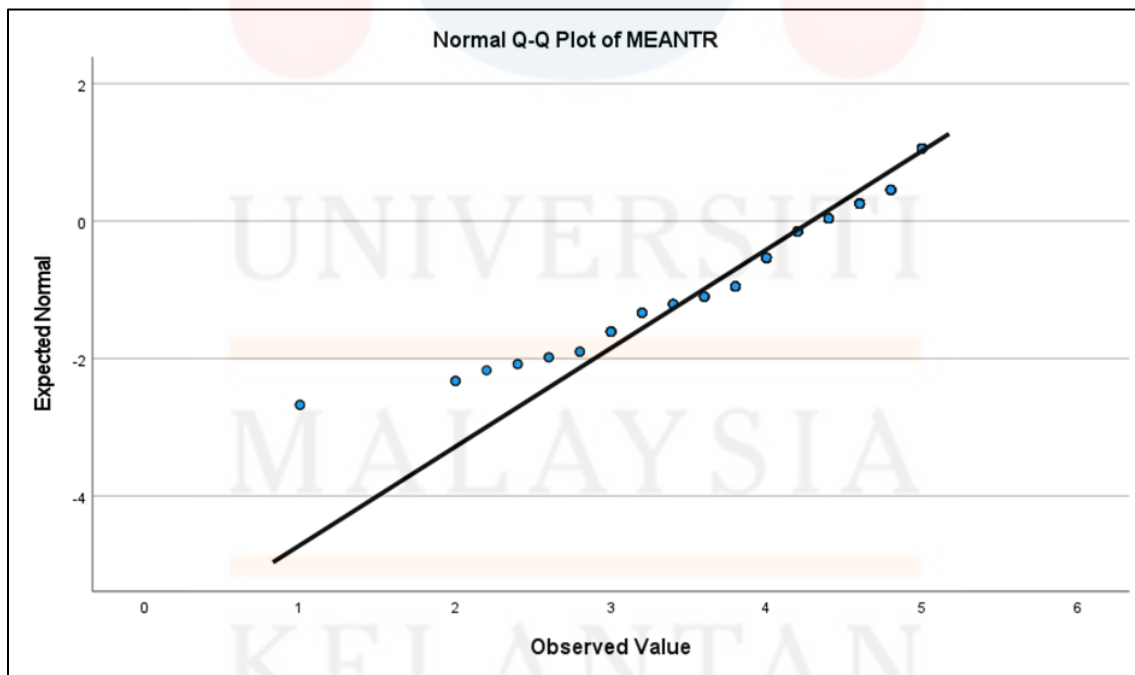


Figure 4.10: Normal Q-Q Plot of mean for Trust

## 4.7 HYPOTHESIS TESTING

The Spearman's correlation coefficient (independent and dependent variables) quantifies the statistical link between two continuous variables. This test's objectives are to ascertain the significance of the correlation coefficient and the acceptability or rejection of a hypothesis. The table indicates a significant link between the independent and dependent variables if the p-value is less than 0.05.

### 4.7.1 Hypothesis 1

H1: Relationship between Perceived Usefulness and Attitude Towards The Use of Online Food Delivery Platforms.

Table 4.15 Spearman's Correlation for Perceived Usefulness

<b>Correlation</b>				
			<b>Customer Attitude</b>	<b>Perceived Usefulness</b>
<b>Spearman's rho</b>	<b>Customer Attitude</b>	Correlation Coefficient	1.000	.802**
		Sig. (2-tailed)	.	<.001
		N	400	400
	<b>Perceived Usefulness</b>	Correlation Coefficient	.802**	1.000

Sig. (2-tailed) <.001

N 400 400

Based on the table above, there are strong positive correlation between perceived usefulness and customers' attitudes towards online food delivery platforms. The relationship findings indicate a positive correlation between the variables expressed as  $r = 0.802$ ,  $N=400$ ,  $p = <0.001$ . The first hypothesis is accepted. There is a strong and positive correlation between attitudes towards online food delivery platform and perceived usefulness.

#### 4.7.2 Hypothesis 2

H2: Relationship between Perceived Ease of Use and Attitude Towards The Use of Online Food Delivery Platforms.

Table 4.16 Spearman's Correlation for Perceived Ease of Use

		<b>Correlation</b>		
		<b>Customer Attitude</b>	<b>Perceived Ease of Use</b>	
<b>Spearman's rho</b>	<b>Customer Attitude</b>	Correlation	1.000	.786**
		Coefficient		
		Sig. (2-tailed)	.	<.001
		N	400	400

<b>Perceived Ease of Use</b>	Correlation	.786**	1.000
	Coefficient		
	Sig. (2-tailed)	<.001	
	N	400	400

The table above shows the relationship between perceived ease of use and customer attitudes towards the use of online food delivery platforms among young people in Malaysia. The value of the correlation coefficient is  $r=0.786$ ,  $N=400$ ,  $p= <0.001$  which means there is a moderately positive correlation between the two. As a result, there is a positive relationship between perceived ease of use and customer attitudes towards the use of online food delivery platforms.

### 4.7.3 Hypothesis 3

H3: Relationship between Trust and Attitude Towards The Use of Online Food Delivery Platforms.

Table 4.17 Spearman’s Correlation for Trust

<b>Correlation</b>				
			<b>Customer Attitude</b>	<b>Trust</b>
<b>Spearman’s rho</b>	<b>Customer Attitude</b>	Correlation Coefficient	1.000	.753**

	Sig. (2-tailed)	.	<.001
	N	400	400
<b>Trust</b>	Correlation Coefficient	.753**	1.000
	Sig. (2-tailed)	<.001	
	N	400	400

In Table 4.18 shows the relationship between trust and customer attitude towards the use of online food delivery platforms. The value of the correlation coefficient is  $r=0.753$ ,  $N=400$ ,  $p<0.001$ . This shows a positive correlation value and there is also a moderately high correlation between customer attitudes towards online food delivery platforms and trust. Therefore, the analysis shows that there is a strong positive link between the two variables

**4.8 SUMMARY/CONCLUSION**

This chapter looks at the specifics of the entire research investigation, which includes descriptive analysis, reliability testing, normalcy testing, and correlation testing in addition to an initial examination of the respondents' demographic profile. A total of 400 responses were gathered for this survey from Malaysia's young population. Youth in Malaysia have identified Facebook, Instagram, and WhatsApp as the primary platforms used to disseminate questionnaire forms to gather responder data. Following data collection, the Statistical Package for Social Sciences (SPSS) was used to analyze the data. Based on the reliability analysis results, the variables were found to be acceptable. Spearman Correlation was used to conduct a correlation analysis, which examined the relationship between the independent and dependent variables. The results showed

that the three independent variables—perceived usefulness, perceived ease of use, and trust—had a positive relationship with the dependent variable, which is consumers' attitudes towards online food delivery platforms, specifically social networks and digital knowledge. In Chapter 5, more discoveries are discussed.



## CHAPTER 5

### DISCUSSION AND CONCLUSION

#### 5.1 INTRODUCTION

This chapter discusses the research and explains the results of the research output, which is explained in chapter 4. The first thing that is explained about the findings throughout the research is placed in this chapter because it is an important part of this study. The researcher also explains about testing the hypothesis whether it is accepted or rejected. The next section discusses the implications of the study in the section as well as ideas for suggestions or recommendations for future researchers. Not forgetting the limitations of the study and the last is an explanation of the overall conclusion of the study, which is an objective result as discussed in Chapter 1.

#### 5.2 KEY FINDINGS

This chapter will go over each of the outcomes in further detail. The researcher will provide a lot of material and explanations based on their results. The study's goal is to determine the elements that influence customer sentiments about the use of online meal delivery platforms among Malaysia's young. The questionnaire was developed using the study materials and delivered to the intended respondents.

Researchers conducted an investigation to investigate variables influencing customer sentiments about the use of online meal delivery platforms among Malaysian youth. The primary data for this study was collected from the intended respondent using Google Form, which was created using an online questionnaire. The total number of replies from Malaysian teenagers is



400, including 159 males and 241 females. The results showed that females outnumbered males among Malaysian youth responders.

Next, independent factors such as perceived utility, perceived ease of use, and trust are equally important in understanding the relationship between consumer attitudes about the usage of online meal delivery platforms among Malaysian young. The data was investigated using the SPSS program, and the study assessment is based on the conceptual frameworks presented in Chapter 2. Aside from that, the descriptive analysis, normality test, and Spearman's correlation data from the SPSS software will be shown. As a result of the findings in Chapter 4, both independent and dependent variables exhibit a positive relationship.

Table 5.1: Findings of The Result

<b>Research Objective</b>	<b>Hypothesis</b>	<b>Correlation Coefficient</b>	<b>Decision</b>
To determine the relationship between the perceived usefulness and customer attitudes toward the utilization of online food delivery platforms.	There is a significant relationship between the perceived usefulness and customer attitudes toward the utilization of online food delivery platforms.	0.802	Accepted
To determine the relationship between the	There is a significant relationship between the	0.786	Accepted

perceived ease of use and customer attitudes towards using online food delivery platforms.	perceived ease of use and customer attitudes towards using online food delivery platforms		
To determine the relationship between trust and customer attitudes toward the utilization of online food delivery platforms.	There is a significant relationship between trust and customer attitudes toward the utilization of online food delivery platforms.	0.753	Accepted

The strength and significance of the independent variable (IV) were determined using Spearman's correlation coefficient. which is the perceived usefulness, perceived ease of use, and trust with the dependent variable (DV), which is customer attitudes towards utilization of online food delivery platforms among youth in Malaysia. Spearman's coefficient is not a measure of the linear relationship between two variables, as some "statisticians" declare. It assesses how well an arbitrary monotonic function can describe the relationship between two variables, without making any assumptions about the frequency distribution of the variables (Hauke & Kossowski, 2011) Spearman's correlation coefficient was summarized in Table 5.2, it shows that perceived usefulness has the most significant influence on customer attitudes towards utilization of online food delivery platforms among youth in Malaysia because the Correlation result is 0.802 which mean that there is a strong correlation.

## 5.3 DISCUSSION

### 5.3.1 Hypothesis 1: Relationship Between Perceived Usefulness and Factors That Affect Customer Attitudes Toward the Utilization of Online Food Delivery Platforms Among Youth in Malaysia.

There is positive relationship between perceived usefulness and factors that affect customer attitudes toward the utilization of online food delivery platforms among youth in Malaysia.

The results of this study showed a significant correlation between customers' attitudes on the use of online meal delivery platforms and their perceptions of its usefulness. A key element impacting customers' attitudes towards online meal delivery platforms was discovered to be perceived usefulness. Perceived usefulness and customer sentiments towards online delivery platforms are strongly positively correlated. This component is in accordance with other research showing that consumers utilize online meal delivery services when they think they are beneficial (Hong, Choi, Choi, & Joung, 2021).

Perceived usefulness is therefore considered to satisfy consumers' fundamental needs, even though enjoyment has the greatest influence on their intentions. For instance, the sector must preserve and improve the time-saving, convenient, and menu-diversifying features that are at the heart of online meal delivery services. As a consequence, consumers will be encouraged to keep using meal delivery services by both perceived utility and enjoyment, which will decide the industry's survival.

### **5.3.2 Hypothesis 2: Relationship Between Perceived Ease of Use and Factors That Affect Customer Attitudes Toward the Utilization of Online Food Delivery Platforms Among Youth in Malaysia.**

There is positive relationship between perceived ease of use and factors that affect customer attitudes toward the utilization of online food delivery platforms among youth in Malaysia.

The results of this study show a strong correlation between young people in Malaysia's perceptions of online meal delivery platforms' usability and their attitudes towards them. Perceived ease of use has an impact on customers' attitudes towards technology, according to Davis's TAM theory (Davis, 1989). Customers may be more likely to adopt OFD services as they are already accustomed to them if OFD apps offer detailed instructions on how to put electronic ordering into practice.

However, the food delivery service platforms will continue to make a concerted effort to preserve users' perceptions of their platforms' usability and trustworthiness while providing sufficient resources and assistance for the most important previously stated issues. It is anticipated that by 2020, 50% of the global population would have access to online payment systems, thus platforms would be wise to invest in creating a dependable system. (Li, Miroso, & Bremer, 2020). Therefore, if users find that OFD services are as easy to use as they had anticipated, they are more likely to stick with them. We may deduce that consumers' adoption of OFD services was influenced by their perception of the perceived ease of use.

### **5.3.3 Hypothesis 3: Relationship Between Trust and Factors That Affect Customer Attitudes Toward the Utilization of Online Food Delivery Platforms Among Youth in Malaysia.**

There is a positive relationship between trust and factors that affect customer attitudes toward the utilization of online food delivery platforms among youth in Malaysia.

The findings show a substantial correlation between consumer perceptions of the quality of the online food delivery platform and trust. These results are in line with earlier research (Chiu, Lin, Sun, Hsu, 2012; Tsao, 2013), which showed that platform quality has a big influence on users' happiness and trust in the platform.

Ultimately, this research validates the moderating influence of platform pleasure and trust on platform quality and desire to stick with it. Our findings support the notion that customer desire to remain with a platform and platform trust are mediated by satisfaction. The theory is supported by the research, which emphasises the moderating role that platform satisfaction and trust have on platform quality and intention to continue using it (Izquierdo-Yusta, Martinez-Ruiz & Jiménez-Zarco, 2011; Legrand, 2013). Trust is crucial in influencing positive attitudes and behaviors toward online food delivery services. Given that a firm privacy policy can increase trust in an online service (Kim, Ferrin & Rao, 2008), online food delivery service providers should commit to protecting customer privacy. Service providers should post a clearly stated privacy policy to build trust and reduce risk.

## 5.4 IMPLICATIONS OF THE STUDY

The rise of online food delivery has changed how youth in Malaysia approach food. This essay examines a study that looks at what influences customers when using online food delivery services. The focus is the customer attitudes involving the perceived usefulness, ease of use and trust towards utilizing the online food delivery platforms. The study's findings provide researchers, businesses, and students implications of this study.

This research significantly improves our understanding of how people behave as consumers and how online businesses operate. By untangling the connections between usefulness, ease of use, and trust, researchers can build on this knowledge, exploring similar factors in different cultures or looking at other things that affect how people adopt new technology. In terms of how the study was done, it can be a model for future research. How the survey was designed, and the methods used to analyze the data offer a strong foundation for studying different aspects of how people behave online.

Besides that, this study also has implications for businesses which it is a game-changer for them. By understanding how important it is for customers to find the service useful, businesses can adjust their marketing to highlight the convenience of online food delivery. Making the service easy to use and building trust through clear communication can help attract and keep a younger customer base. The findings also encourage innovation. Companies can invest in technology that not only makes the service easier but also makes it more useful. Personalizing the service based on users' liking and tight security measures can make a business stand out in a competitive market and create long-term customer loyalty. Good customer service, clear policies, and loyalty programs, informed by the study's insights, become crucial for lasting success in the ever-changing online food delivery market.

Furthermore, this study opens up many possibilities for students. Those who want to start their businesses can use the study's insights to find new ideas in the online food delivery sector. The findings give a strategic foundation for understanding how e-commerce and food preferences among youth intersect. In an academic setting, the study is a valuable resource for students interested in marketing, consumer behavior, and e-commerce. It can inspire thesis topics, research projects, and case studies, letting students explore how online services are changing, especially among youth in Malaysia.

In conclusion, this study on what affected youth's attitudes toward online food delivery in Malaysia goes beyond academic interest. It has real-world applications for businesses and entrepreneurs, providing a guide for improving services, building trust, and connecting with the tech-savvy youth market. As online food delivery continues to shape how people act as consumers, understanding and using the insights from this study becomes crucial for anyone navigating this changing landscape.

## **5.5 LIMITATIONS OF STUDY**

As with any research, this study is not free of limitations. This study focuses on the general perception of online food delivery (OFD) rather than focusing on specific OFD platforms. Since customers may perceive each OFD service platform differently, future studies can examine whether the important predictors that influence consumers' attitudes toward using them differ depending on different OFD services. In addition, this study considers the type of platform delivery to OFD service users (eg Food Panda, grabfood and so on). Factors that influence consumer attitudes may change depending on the type of OFD that should be investigated for future research. In addition, this study focuses on consumers' attitudes towards using OFD regardless of their previous experience with OFD.

We would like to further clarify that, this study is about "Factors That Influence Customer Attitudes Towards Using Online Food Delivery Platforms Among Youth in Malaysia". The limitations of this study also arise in terms of data collection from participants where we used a google form. The researcher took 2 to 3 weeks to get as many as 400 respondents from the youth throughout Malaysia. We also shared the survey on social networking sites like Facebook, Instagram, and WhatsApp, but only half of the people who got it replied. This can be because they underestimate our Google Form because of its wide reach. We thus took a long time to analyze the data.

Moreover, the period allocated for this study was inadequate, meaning that more trustworthy data could not have been gathered in the little amount of time. Because of that, this study only focuses on three variables namely, Perceived usefulness, Perceived ease of use and Trust. Finally, the researcher is also not free from the limitations in obtaining secondary material at a high rate, causing the researcher to use more of the available time to continue searching for studies conducted before. Inevitably, the lack of this information may cause the presentation of this study to be inaccurate.

## **5.6 RECOMMENDATIONS/SUGGESTION FOR FUTURE RESEARCH**

This section contains recommendations for future research. Firstly, price sensitivity and value for money, namely investigate how pricing strategies, promotions, and perceived value for money influence the attitudes of youth toward utilizing online food delivery platforms. Future researchers may aim to understand the factors that contribute to youth preferences for certain pricing models, the effectiveness of promotions in influencing behavior, and the role of perceived value for money. Future research should explore different pricing models employed by online food delivery platforms for pricing strategies. Future research might look at the efficiency of other



promotional methods, including discounts, loyalty programs, and limited-time offers, in attracting and maintaining customers. Furthermore, for perceived value for money, better understand how customers rate the value they obtain relative to the expense spent while utilizing online meal delivery services. Consumers do not act by cognition alone, but have human feelings and emotions that they use to judge prices and transactions and make decisions (Chandon, Wansink, & Laurent, 2000)

Future researchers can conduct studies on post-purchase experiences using food delivery platforms. Examine the importance of post-purchase experiences in developing long-term attitudes and use habits, including feedback systems, loyalty programs, and follow-up contacts. Researchers in the future may want to learn how post-purchase experiences affect consumer happiness, loyalty, and the chance of repeat usage such as future reserchers explore the impact of feedback mechanisms (e.g., ratings, reviews) on customer satisfaction and loyalty. Assess the perceived value and effectiveness of loyalty programs in influencing long-term attitudes and behaviors for loyalty programs, and follow-up interactions which investigate the role of follow-up interactions, such as personalized communication or special offers, in shaping customer perceptions. If products and services provide satisfaction through usability and quality factors together with high emotional experience value overall customer experience can be triggered. In a commercial as well as design setting, it is important to consider the value provided to and experienced by customers (Mascarenhas, Kesavan, & Bernacchi, 2006).

Lastly, future researchers also can explore more deeply how demographic variables and lifestyle factors influence attitudes toward online food delivery platforms among youth involving a multidimensional approach. Future research should look into how age, gender, money, and lifestyle influences youth awareness, adoption, and general views toward online food delivery

platforms. Examine how age, gender, income, and other pertinent demographic characteristics affect attitudes and usage habits. Next, mobile apps are today an essential part of everyday life (Balapour, Nikkiah, & Sabherwal, 2020). So future researchers must look at how lifestyle characteristics like hectic schedules, city living, and dietary preferences impact views toward online food delivery platforms.

## **5.7 OVERALL CONCLUSION OF THE STUDY**

This study aimed to enhance our understanding of the factors influencing the attitudes of Malaysian youth towards online food delivery platforms, focusing on perceived usefulness, ease of use, and trust. The research successfully achieved its goals by identifying and examining the factors impacting customers' attitudes in this context, supported by relevant literature. The investigation sought to establish the connections between the independent variables (perceived usefulness, ease of use, and trust) and the dependent variable (customer attitudes toward online food delivery platforms). The survey done through Google Forms involved 400 respondents, and a pilot test was conducted with 40 Malaysian youths. The data was collected and analyzed using SPSS Software. The analysis included preliminary analysis, descriptive analysis, validity and reliability testing, normality testing, and hypothesis testing. The results showed a significant correlation between perceived usefulness, ease of use, trust, and customer attitudes toward online food delivery platforms. Thus, these interrelated variables collectively influence the attitudes of Malaysian youth towards online food delivery platforms.

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## Appendix A – Questionnaire

### “FACTORS AFFECTING CUSTOMER ATTITUDES TOWARDS UTILIZATION OF ONLINE FOOD DELIVERY (OFD) PLATFORMS AMONG YOUTH IN MALAYSIA”

Greetings to all dear respondents,

We are final-year students from the Faculty of Entrepreneurship and Business (FKP) University Malaysia Malaysia (UMK) pursuing a Degree in Bachelor of Entrepreneurship (Commerce) with Honors. We are currently conducting a research survey regarding “**FACTORS AFFECTING CUSTOMER ATTITUDES TOWARDS UTILIZATION OF ONLINE FOOD DELIVERY (OFD) PLATFORMS AMONG YOUTH IN MALAYSIA**”. The questionnaire will take about 5 to 10 minutes of your valuable time. Your response will be kept fully private and used exclusively for academic purposes only. Your participation in this research is greatly appreciated.

#### SECTION A: DEMOGRAPHIC INFO

You are required to place a tick (/) at the appropriate answer.

1. Age:

15-18	19-22	23-26	27-30

2. Gender:

Male	Female

3. Race:

Malay	Indian	Chinese	Others (please state)

4. Education Level:

SPM	STPM	DIPLOMA	DEGREE	MASTER	PHD

5. Employment Status:

Government sector	Private sector	Self-Employment	Unemployment	Student

6. Frequency of using online food delivery platforms?

Once a week	Twice a week	More than twice a week

**SECTION B: DEPENDENT VARIABLES**

This section will measure customer attitudes towards utilization of online food delivery (OFD) platforms. Please mark your answer based on the scale from 1 to 5.

<b>Strongly Disagree (SD)</b>	<b>Disagree (D)</b>	<b>Neutral (N)</b>	<b>Agree (A)</b>	<b>Strongly Agree (SA)</b>
<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>

<b>CUSTOMER ATTITUDE TOWARDS UTILIZATION OF ONLINE FOOD DELIVERY PLATFORMS</b>		<u>SD</u>	<u>D</u>	<u>N</u>	<u>A</u>	<u>SA</u>
1.	I plan to use an OFD service in the future.	1	2	3	4	5
2.	If possible, I will try to use an OFD service.	1	2	3	4	5
3.	I will try to use an OFD service if necessary	1	2	3	4	5
4.	Using the online food delivery platform is a pleasant idea	1	2	3	4	5
5.	Using the online food delivery platform is a positive idea	1	2	3	4	5

**SECTION C: INDEPENDENT VARIABLE**

This section will measure perceived usefulness, perceived ease of use, and cost-saving advantages to know customer attitudes towards utilization of online food delivery (OFD) platforms. Please mark your answer based on the scale from 1 to 5.

<b>Strongly Disagree (SD)</b>	<b>Disagree (D)</b>	<b>Neutral (N)</b>	<b>Agree (A)</b>	<b>Strongly Agree (SA)</b>
<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>

<b>PERCEIVED USEFULNESS</b>		<u>SD</u>	<u>D</u>	<u>N</u>	<u>A</u>	<u>SA</u>
1.	I find that utilizing an OFD service is an efficient way to order my meals.	1	2	3	4	5
2.	I discovered that using an OFD service significantly makes my life easier.	1	2	3	4	5
3.	I find that using an OFD service is a convenient and accessible option for a variety of meal choices.	1	2	3	4	5
4.	In terms of convenience, I have discovered that using an OFD service is a reliable and time-saving approach to meal ordering.	1	2	3	4	5
5.	I believe that, overall, employing an OFD service is a useful method for ordering meals.	1	2	3	4	5
<b>Perceived ease of use</b>		<u>SD</u>	<u>D</u>	<u>N</u>	<u>A</u>	<u>SA</u>
1.	The online food delivery platform is easy to use.	1	2	3	4	5

2.	It is easy to find what I want to eat through an online food delivery platform.	1	2	3	4	5
3.	My interaction(s) with an online food delivery platform is clear and understandable.	1	2	3	4	5
4.	It is easy to become skillful at navigating through online food delivery platforms.	1	2	3	4	5
5.	I can complete a transaction quickly and easily.	1	2	3	4	5
<b>Trust</b>		<u>SD</u>	<u>D</u>	<u>N</u>	<u>A</u>	<u>SA</u>
1.	I believe that an OFD service is trustworthy	1	2	3	4	5
2.	I trust an OFD service to do the job right.	1	2	3	4	5
3.	The online food delivery platform keeps promises and commitments.	1	2	3	4	5
4.	I believe that the apps work properly.	1	2	3	4	5
5.	The online food delivery platform has data safety.	1	2	3	4	5

**APPENDIX B**  
**GANTT CHART**

Description	W	W	W	W	W	W	W	W	W	W	W	W	W	W
	E	E	E	E	E	E	E	E	E	E	E	E	E	E
	E	E	E	E	E	E	E	E	E	E	E	E	E	E
	K	K	K	K	K	K	K	K	K	K	K	K	K	K
	1	2	3	4	5	6	7	8	9	10	11	12	13	14
<b>Chapter 1: Introduction</b>														
Background of the study														
Problem statement														
Research question														
Research objective														
Scope of the study														
Significance of study														
Definition of term														
Organization of the proposal														
<b>Chapter 2: Literature Review</b>														
Introduction														
Underpinning theory														
Previous studies														
Hypotheses statement														
Conceptual framework														
Summary/ Conclusion														
<b>Chapter 3: Research Method</b>														
Introduction														
Research design														
Data collection methods														
Study population														
Sample size														
Sampling techniques														
Research instrument development														
Measurement of the variables														
Procedure for data analysis														
Summary/Conclusion														



Chapter 4: Data Analysis and Finding													
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Limitation of study													
Recommendation / Suggestion for future research													
Overall conclusion of the study													

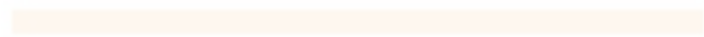


## GANTT CHART FOR THE CORRECTION

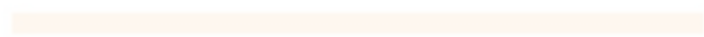
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	E	E	E	E	E	E	E	E	E	E	E	E	E	E
	K	K	K	K	K	K	K	K	K	K	K	K	K	K
	1	2	3	4	5	6	7	8	9	10	11	12	13	14
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Problem statement														
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Study population														
Sample size														
Sampling techniques														
Research instrument development														
Measurement of the variables														
Procedure for data analysis														
Summary/Conclusion														



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