



CUSTOMER SATISFACTION TOWARDS ONLINE FOOD DELIVERY IN KOTA BHARU, KELANTAN

By

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LIST OF SYMBOLS & ABBREVIATIONS

Symbols

α	Alpha
\leq	Equal and Less than
$<$	Less than
%	Percentage
=	Equal
r	Correlation Coefficient Value

Abbreviations

OFD	Online Food Delivery
ISO	International Organization for Standardization
SIS International Market research	Global Market Research and Market Intelligence Firm
4Ps	Product, Price, Place and Promotion
E-SERQUAL	Electronic Service Quality
IBM	International Business Machine Corporation
SPSS	Statistical Package for The Social Sciences
MCO	Movement Control Order
SD	Strongly Disagree
D	Disagree
N	Neither agree nor disagree
A	Agree
SA	Strongly Agree

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ABSTRACT

This study focuses on customer satisfaction towards online food delivery in Kota Bharu, Kelantan. The study examines the relationship among effect of price, service quality, and food variety of customers satisfaction towards online food delivery. This study conducted at Pengkalan Chepa at Kota Bharu, Kelantan. A quantitative research was carried out to accomplish this research. The convenience sampling was used and responses from 394 respondents are collected. Descriptive analysis, reliability test and Pearson correlation was used to analyze the data. The relationship between customer satisfaction toward online food delivery are influence by price, customer service and food variety. The results support all the variables. In conclusion, service quality was the mostly effect the level of customer satisfaction toward online food delivery with the highest value.

Keyword: Price, Service Quality, Food Variety, Customer Satisfaction

ABSTRAK

Kajian ini memberi tumpuan kepada kepuasan pelanggan terhadap penghantaran makanan dalam talian di Kota Bharu, Kelantan. Kajian ini mengkaji hubungan antara pengaruh harga, kualiti perkhidmatan, dan kepuasan pelanggan pelbagai makanan terhadap penyampaian makanan dalam talian. Kajian ini dilakukan di Pengkalan Chepa di Kota Bharu, Kelantan. Satu kajian kuantitatif dilakukan untuk menyelesaikan penyelidikan ini. Persampelan kemudahan digunakan dan jawapan daripada 394 responden dikumpulkan. Analisis deskriptif, ujian kebolehpercayaan dan korelasi Pearson digunakan untuk menganalisis data. Hubungan antara kepuasan pelanggan terhadap penghantaran makanan dalam talian dipengaruhi oleh harga, perkhidmatan pelanggan dan pelbagai makanan. Hasilnya menyokong semua pemboleh ubah. Kesimpulannya, kualiti perkhidmatan banyak mempengaruhi tahap kepuasan pelanggan terhadap penyampaian makanan dalam talian dengan nilai tertinggi.

Kata kunci: Harga, Kualiti Perkhidmatan, Kepelbagaian Makanan, Kepuasan Pelanggan

CHAPTER 1

INTRODUCTION

1.1 BACKGROUND OF STUDY

Online food delivery (OFD) has become a new and most trending platform of food delivery and has a good potential to capture a massive share and sales through the food industry. For the newest trend of this type of business, it is quite popular when it comes to either young or adult people (Yusra, 2020). Moreover, this type of business also started to become more competitive because of the rise and more of new business entries in the food industry. However, it is also very decisive for online services providers to understand the nature and the needs of the customers yet the needs as well as the relevant aspects of the online service industry which is also considered as the crucial and needs for the customers in this market platform (Yusra, 2020).

The rise and sum of online food ordering in Malaysia also are growing rapidly, making people tend to use apps for ordering food online. Due to the result of this online food marketing, it also has the potential to generate enough amounts for job employments (Ayush Beliya, 2019). This opportunity also helps local vendors to connect with other people and they also get the chance to increase their daily earning through the online food delivery job. A simple order system that was applied in the website or apps in mobile helps users to order their food online from the food outlet or even native restaurants that serve the online delivery features. Ordering food online is also the same as online

shopping because it comes with such benefits and the services become a good sector that will give benefits to Malaysia's economic condition.

Nowadays, one of the most important things in our daily life is a smartphone no matter young or adult. In Malaysia, there's about 95 percent of a youngster that aged 12 years and above have their gadget and smartphone devices and using it in their daily life (Yusra, 2020). This also did not deny facts of they were quietly using the food ordering apps such as Grabfood, Foodpanda, and other trending apps that come across the region. The benefits from the apps they were using were like giving them free from needs to buy food on their own and also time convenience (Yusra, 2020). That's why most people especially working people mostly using online food delivery to order their food because they did not get enough rest due to their working schedule. Many competitive food outlets using the online service delivery which make it as the great value to deal in their business since they also could get their customer from homes such as KFC, McDonald's, Domino's Pizza, Pizza Hut and other food outlets. Although the online food delivery (OFD) service industry seems quietly showing signs of future success, the phenomena of this market are poorly understood (Yusra, 2020). However, giving a good and satisfying service to gains and aiming to get the loyalty of the customer followed by their satisfaction is important in most service industry to get competitive advantages. Key priority for the success of the business is determined by the satisfaction of customer (Jalal Hanaysa, 2016). That also makes the customer's satisfactions are crucial to be determined by some factors.

This research designed to find out the satisfaction of customers towards three elements which are the price of the food, the service quality, and the food variety of the food delivery. These three objectives surely will help in the research to know how much the level of satisfactions of customers towards online food delivery. Apart from the delivery satisfaction from customers, we also investigate the customers' satisfaction

towards the price of food. This purpose is to explore how keen the customers towards the online delivering service when it comes to its service price. This is because when it comes to online food delivery, customers will be charged an extra fee and we would like to know how their satisfaction with it. As for the service quality, we would like to know about the rate that is mostly gave by the customers for the delivery service that they got. Most of the delivery usually takes time for certain places such as the crowded city full of traffics. The last objective which is the food variety of food delivery is how customers can choose variety of foods in the online food delivery (OFD) apps. These three points will provide good findings in the research.

1.2 PROBLEM STATEMENT

Nowadays, the food and beverage industry advanced to a new way to produce good service to consumers named online food delivery. This service is used by many users of various ages and various careers. This research is needed since this business is still new to know customer satisfaction and acceptance in the food and beverage industry. From customer's feedback on online food websites such as food panda and grab food, there are so many bad reviews from customers in price, service quality, and food variety.

Price is one of the factors in customer satisfaction toward online food delivery. However, when customers make an order, the price increases highly from the price list. The price is different when ordering because there is some restaurant that takes extra charge for delivery charge. Sometimes, the price increase too much in an online food order. This issue is considering as a change and disadvantage (Venus Zoleta, 2021). For

example, the GrabFood delivery fee is a fixed cost, not based on location and restaurant because payment is affordable with the service provided. Foodpanda's delivery fee rates according to restaurant and place make their fee is cheaper than GrabFood.

Service quality also became a role in customer satisfaction. According to Zulkarnain Kedah (2015), delayed delivery and ignoring customers will make customers dissatisfied with the service because they expect the best service. For example, GrabFood allows a customer to deal directly with a rider. This way makes it easy for customers to change orders and update delivery from the rider. Unlike Foodpanda, delivery delays happened because the customer does not interact directly with the rider but instead interacts with an agent. Customer who has much commitment to work, family, and business need delivery food to save their time to do another activity. They have a high expectation of online food delivery services to make their life easier.

Lastly, food variety also plays a significant role to measure customer satisfaction. In online food delivery (OFD), there are so many apps that produce OFD services like Foodpanda, Grabfood. Grabfood has more than 7,000 restaurant selection compared with Food panda's 2,500 partners (Venus Zoleta, 2021). This selection makes Grabfood have so many food varieties for the customer to make their choices in online food delivery (OFD) service.

To sum up, the survey is prepared to know about the satisfaction of customers toward food delivery in online service. From the result, online food delivery (OFD) can improve service quality in an online food delivery (OFD) service. Online food delivery (OFD) also can increase the food variety in the food and beverage sector in Malaysia.

1.3 RESEARCH OBJECTIVES

1. To examine the effect of price toward the level of customer satisfaction in online food delivery (OFD).
2. To determine the effect of service quality toward the level of customer satisfaction in online food delivery (OFD).
3. To identify the effect of food variety toward the level of customer satisfaction in online food delivery (OFD).

1.4 RESEARCH QUESTION

1. Does price influence the level of customer satisfaction toward online food delivery (OFD)?
2. Does service quality influence the level of customer satisfaction toward online food delivery (OFD)?
3. Does food variety influence the level of customer satisfaction toward online food delivery (OFD)?

1.5 SIGNIFICANT OF THE STUDY

Day by day online food delivery (OFD) is growing dramatically in Malaysia. This research study is about how the independent variable which is price, service quality, and food variety affects customer satisfaction toward online food delivery (OFD). The outcome of this research study will be beneficial to both buyers and sellers in online food delivery (OFD), which are the customer and online food delivery (OFD) service providers. The independent variable in this research is important because it will alter the level of customer satisfaction in online food delivery (OFD) at Kota Bharu, Kelantan.

First of all, the online food delivery (OFD) service provider around Kota Bharu will be the first beneficiary of this research. This research will help them to know Kota Bharu customer's satisfaction, thoughts, perception, culture, and others toward their online food delivery (OFD) service. So, online food delivery (OFD) service providers could improve their service and care toward their customers. It also helps them to generate new ideas to attract more Kota Bharu people to use their online food delivery (OFD) service.

After that, the Kota Bharu people will be the second beneficiary of this research. This research will help them to know more information about online food delivery (OFD) services and the care provided to them. It will assist them to make a decision to use online food delivery (OFD) services.

Besides that, this will be beneficial for the restaurants around Kota Bharu who use online food delivery (OFD) service apps to deliver their foods to customers. This research will benefit the restaurant owners to know their customer's satisfaction by using the online

food delivery (OFD) service. So, this will assist the restaurant owner to make a decision in choosing a perfect food delivery partner to deliver their foods.

Last but not least, this research may be useful for future researchers as a guideline to identify more elements that will influence customer satisfaction in online food delivery (OFD) service at Kota Bharu, Kelantan. This will assist future researchers to conduct advanced research focusing on more crucial or vital factors that affect online food delivery (OFD) service strategies and their management.

1.6 DEFINITION OF TERMS

Customer satisfaction is defined as a person sense of gratification or dissatisfaction arising from a comparison of the perceived output or outcome of the product against his or her expectations. (Kotler, 2000).

Price is defined as amount of cash charge with product or service or sum of all the value that customers hand over to realize the advantage of having or employing product or service. (Kotler and Armstrong, 2009).

Service quality is defined as result of a process in which customer expectations of usage service compare to actual service delivery. (Arnold and Reynolds, 2013 discussed by Ryu and Han).

Food variety is defined as the number of different food items consumed during the registration period. (Drewnowski, Henderson, Driscoll & Rolls, 1997).

1.7 SUMMARY

Five chapters consist of this research. In chapter one, the research explores background of study, problem statement, research objectives, research questions, significance of study, and meaning words. Literature review applicable to the study's subject matter is presented in chapter two. Chapter three then introduces the study's methodology. The findings and discussion of this research are discussed in chapter four, followed by chapter five which is the conclusion of this report.



CHAPTER 2

LITERATURE REVIEW

2.1 INTRODUCTION

The purpose of this study, this chapter will discuss price, quality of service, and variety of food on buyer satisfaction toward Food Online Delivery services. This chapter shows the publication that is related to the study. The publication shows proper theories, images, and past research. This chapter will evaluate the relevant literature based on the conceptual framework in figure 2.1.

2.2 CUSTOMER SATISFACTION

The customer satisfaction can interpret as an evaluation of the customer base on the perceived disparity between earlier assumptions and the real execution of the product or service (Hanif, Hafeez & Riaz, 2010). The customer satisfaction is very important for every business. Satisfaction of customers in product or service experience from providers is the major factor that leads toward competitiveness and success of a business. According to Khan (2012), he mentions that a customer's happy feeling or sad feeling after a product or service experience from any kind of business will be the factor that can affect their

satisfaction. According to Ganapathi, & Abu-Shanab (2020), customer satisfaction effected straightforwardly by service provider quality.

Customer satisfaction has a reaction based on perception, evaluation, and psychology on the expectation of consumption with a product or service (Churchill Jr & Surprenant, 1982). Besides that, according to Khan (2012), customer satisfaction is a crucial element for every business and also in the fast-food industry; however, any business can't satisfy all of its multiple consumers because every consumer will have various choices, expectations, and different views of approach.

2.3 PRICE

The price of product or service plays an important role an interest a customer who wants to buy food online. It also affects the customer's satisfaction toward online food delivery (OFD). Price plays a major role in choosing a product and service so, the price needs to be reasonable, fair, and reliable for customers.

The fairness of the price is to perceive customer expectation and the price should be in accordance with each other. According to Cronin & Taylor (1992), fairness is when the products or the process of making the product are reasonable, acceptable, and appropriate by judgment made by a customer. The fairness of the price must be according to the services provided or offered by the online food delivery (OFD) service. Price is an important factor for consumers for consideration between alternatives when selecting a product or services (Huber, Herrmann, & Wricke, 2001).

According to Mattila & O'Neill (2003) from a consumer's point of view, price decides their experience with a product or service. Price plays notable role in the

implementation of marketing strategy in the 4Ps marketing mix (Xia, Kukar-Kinney, Monroe, 2010). The price of products and services is also one of the marketing strategies of online food delivery (OFD) service which is important to gain more customers for their service. If the price is not suitable for the product and services, it will cause a problem for the online food delivery (OFD) service.

2.4 SERVICE QUALITY

The service quality is one of crucial factors to determine an organization's success or failure. Online food delivery (OFD) service can gain customer devotion once they can capture customer satisfaction. The connection between service quality and customer satisfaction is recognized as one of the significant elements of the service-profit chain (Pettijohn & Luke, 1997). The crucial source of distinctive competence in sustaining competitive advantage in service industries is customer service quality (Lytle, Hom, & Mokwa, 2006). If the number of customers and sales decrease in online food delivery (OFD), it will affect customer satisfaction and it needs to improve the quality of service provided.

According to Sathiyaraj, Santosh & Subramani (2015) offers various menu options, free delivery, discounts, and cash payment option are the basic factors of customers to order food from apps and websites. According to Dholakia & Zhao (2010), the timing was highly influenced by customer satisfaction and online store attributes. Their research finding showed delivery time influenced the most in customer satisfaction. The competitive advantage through high-quality service is one of the valuable weapons in business survival.

According to Kennedy-Eden & Gretzel (2012), convenient and significant data about a company's product and service is the fundamental contributing elements for utilizing mobile applications. The accessibility of more information about product prompts better choices regarding product purchase and boost consumer satisfaction (Park & Kim, 2003). On this day, the online food delivery (OFD) service must take seriously to improve the service quality. If the quality of services increases, the number of customer visits to their service also will increase. In the selection of online food delivery (OFD) service, the customer will more concerned with the quality of the service. Good service will make customer feels comfortable and they might visit again to the same online food delivery (OFD) service.

According to Garvin (1988), quality means different people for different things. For the service quality, the E-SERVQUAL is used for the instrument. According to Zeithaml et al. (2002), the E-SERVQUAL is created to measure electronic service quality from the website platform. The importance of E-SERVQUAL is it can sort out and measure the e-service quality with different benefits. One of the benefits from E-SERVQUAL is differentiation. Service quality will be measured more precise and objective. Next benefit is the marketing strategies. This is because the marketing objectives and strategies can be set up from the electronic retailers and the E-SERVQUAL instrument will received it as basis of input. Third, one of the benefits is E-SERVQUAL can captivate customer perceptions. Customer perceptions and preferences of the quality can be tracked by E-SERVQUAL instrument. By using this method, we can collect precise data from for our research and produce better result.

2.5 FOOD VARIETY

Food variety affects the customer's satisfaction toward online food delivery (OFD). Nowadays, Malaysian peoples are more addicted to food and becoming foodies in their busy life. Most of them prefer to try a new food every day. According to Thamaraiselvan, Jayadevan, & Chandrasekar (2019), digital applications arise as quickest developing advancements in online food delivery (OFD) service and customers have the advantage to choose food among various cuisine at anytime and anywhere through a wide range of food providers listed in online food delivery. Online food delivery (OFD) service provider should begin to alter their commitments to find the most recent factors as customers change over an age (See-Kwong, Soo-Ryue, Shiun-Yi, & Lily, 2017). The online food delivery (OFD) service provider needs to keep progressing on developing the customer expectations because customer's expectation always keeps changing with latest trends (Van Tonder & Berner, 2003).

According to Okumus & Bilgihan (2014), handphone applications are inventive channels for conveying individual wellbeing conduct differences and raise good dieting practice together with nutritional truth which placed menu foods. According to Jacob, Sreedharan, & Sreena (2019), food applications presently play a role as a window of calling for food from various restaurants, and this has likewise begun to change the customer's thinking. Online food delivery (OFD) services are giving enlarged choices and conveniences for customers, so it allows them to place food requests among a wide scale of food choices using their handphone (Hirschberg, Rajko, Schumacher, & Wrulich, 2016). The ordering system in online food delivery (OFD) will create a food menu together with the help of handphone applications, plus it will supply the ordered food at the customer's doorstep (Thamaraiselvan, Jayadevan, & Chandrasekar, 2019). It helps

customers from waiting for a long time for food at a restaurant that customers want to visit.

By signing into the online food delivery (OFD) application, it assists customers to quickly analyze and compare menus, reviews, and costs from peers (Hirschberg, Rajko, Schumacher, & Wrulich, 2016). The advantages of online food delivery (OFD) are various choice, convenience, and more restaurants are accessible for a meal delivery (Hirschberg, Rajko, Schumacher, & Wrulich, 2016). According to Sethu & Saini (2016), online food delivery (OFD) services among students in India, assist them in better time management in selecting their suitable food.

2.6 HYPOTHESIS

2.6.1 The relationship between price and customer satisfaction

According to Cheng et al. (2008), two methods to count cost perception. First is price fairness. This method reveals the way customer makes a comparison of the price with other competitors. The second is the value of money involving comparison of service level by cost. Usually, good quality service is more expensive than bad quality service (Chitty et al., 2007).

Price reasonableness and value of money are used in count cost perception to know the relationship between the price and customer satisfaction. According to many researchers, cost perception affects buyer satisfaction and expectation (Oliver, 1997). Customers use another service due to the price. For example, high cost, unreasonable cost, and untrustworthy costing policies (Peng & Wang, 2006). The customers can use other services that offer reasonable prices because customers will stay longer with reasonable price offers.

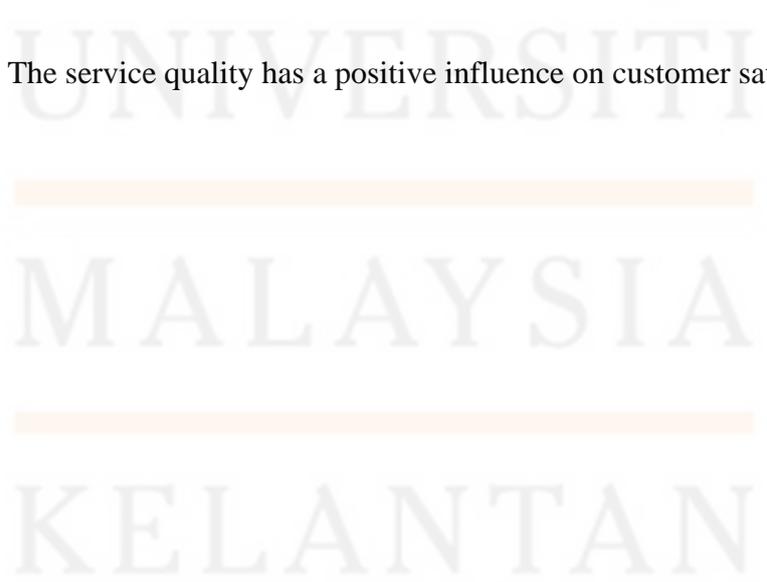
H1: The price has a positive influence on customer satisfaction.

2.6.2 The relationship between service quality and customer satisfaction

The satisfaction of customers occurs once a customer received good quality service from a supplier. Customers who are satisfied with the service providers are willing to give more to the service provided because they already believe a firm to produce good service (Parasuraman et al., 1988). Buyers who experience bad supply are unsatisfied because the service received is not as good as expected. To be trusted by the customer for the long term, good service needs to be preparing in return. It also can gain an advantage over competitors when providing the best service to customers.

A discoverer from Parasuraman, Zeithaml, and Berry (1994), service of quality can be rate when relating to customer perceptions with service receiving experience. Through the result of differences in perceptions and experience by a customer, quality service can be known (Naik, Ghantasala, Prabhakar, Yesilada & Direktor, 2010).

H2: The service quality has a positive influence on customer satisfaction.

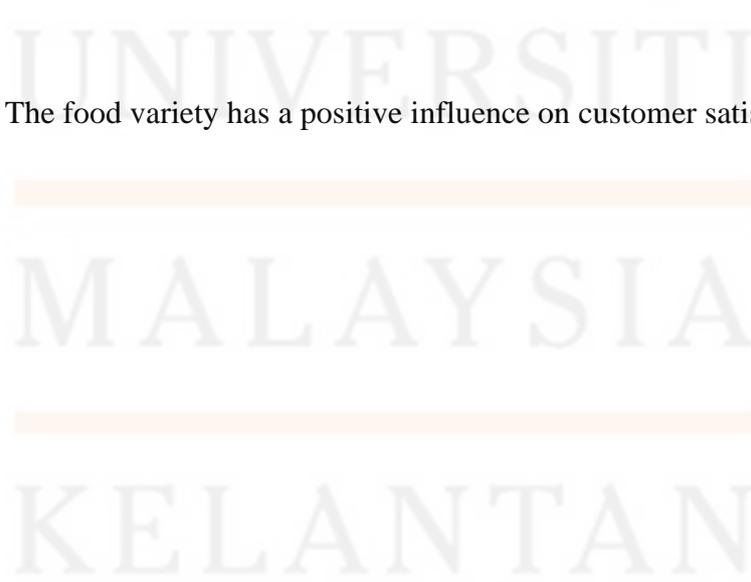


2.6.3 The relationship between food variety and customer satisfaction

A variety of food in online food delivery (OFD) service is required to measure customer satisfaction because customers like to eat different food every day. Customers who care about health and nutrition will choose healthy food to make sure their body healthful. They will carefully eat what kind of food and which form the food to eat (Hodgson, Hsu-Hage & Wahlqvist, 1993). But some customers like to choose fast food and franchise as their meal because this food is easy and delicious to eat. At the same times, this kind of food also has much selection of food,

So, food variety influences customer satisfaction in online food delivery. Food providers or restaurants need to make a variety of food in their choices of food delivery for customers to choose their meal to fulfill their satisfaction. Foodpanda and Grabfood has so many food selections from a different restaurant in their apps that help the customer choose the food. Customers are satisfied with the variety of food to select every day and every time with ease.

H3: The food variety has a positive influence on customer satisfaction.



2.7 CONCEPTUAL FRAMEWORK

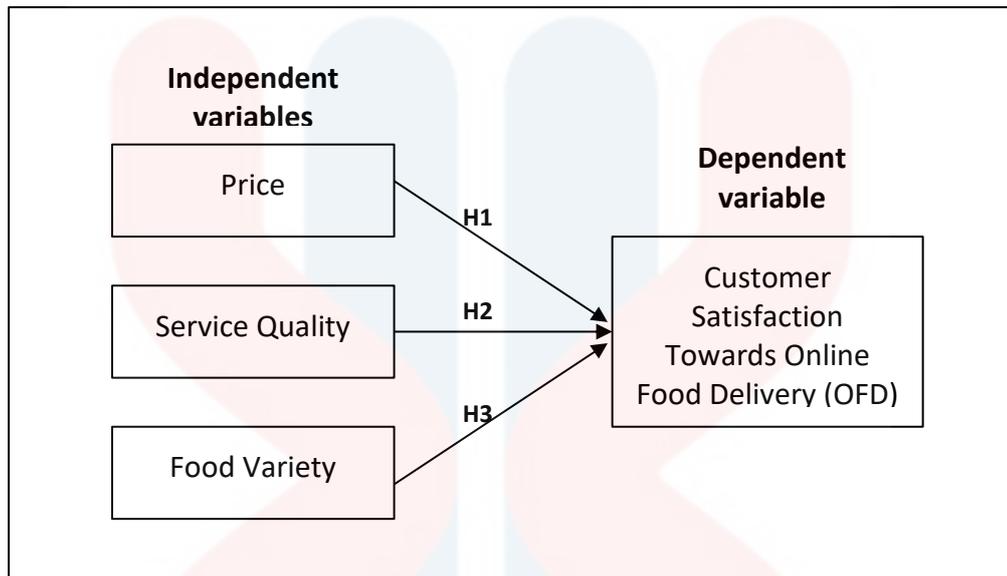


Figure 2.1: Proposed Conceptual Framework, adapted from Suhartanto, Helmi, Tan, Sjahroeddin & Kusdiby (2019); Hirschberg, Raiko, Shumacher & Wrulich (2016)

2.8 SUMMARY

This chapter discussed the relevant previous studies on online food delivery (OFD). This study intends to study online food delivery (OFD) towards customer satisfaction in Kota Bharu, Kelantan. This chapter includes the research framework. The next chapter describes the testing methodology to test the hypothesis established.

CHAPTER 3

METHODOLOGY

3.1 INTRODUCTION

The manners of selection sorting and processing is addressed and decided in this chapter. Analyzing data in a more structured and coordinated manner to address the hypothesis. This involves how the study is conducted in term of research design, population, sample size, method of sampling, instrument and analysis of data. Moreover, the purpose of this chapter is to ensure that sufficient research protocols are followed in order to provide readers with clearer understanding and assessment of the research results.

3.2 RESEARCH DESIGN

Research design usually refers to a framework for planning and executing a certain design. Once decision is taken to continue with the analysis, strategies are needed to collect data to meet research objectives (Aaker et al., 2000). The usage of research design in this analysis is quantitative study.

Quantitative research analysis refers to a systematic method of collecting and evaluating knowledge obtained from different sources. To achieve results, quantitative analysis requires the use of mathematical, statistical and computational methods. It can therefore be defined as a formal relationship of cause and effect between the issues and factors. A large-scale survey of research helps in generating statistics in quantitative

research using methods through a questionnaire or structured interviews (SIS International Market Research, 2018).

As an independent variable, this study explores the relationship between price, service quality and food variety while customer satisfaction is a dependent variable.

3.3 POPULATION

The population is researchers wishing to analyze references from the whole group of incidents, peoples, or things. According to the report from the Department of Statistics Malaysia (Department of Statistics, 2019), the total population in Kelantan is 1.89 million and the population in Kota Bharu is 577,301. In the present study, internet users in Kelantan have used target population. According to the report from the Statista Research Department (2019), share of households with the internet access in Kelantan is 83.4%. This is because, users need to use the internet network to get online food delivery (OFD) services. Moreover, the internet is main facility as an intermediary of users with riders to use online food delivery (OFD) applications.

For this research, specific places that we choose is Pengkalan Chepa at Kota Bharu, Kelantan. This is because, it is more accessible to researchers compare to online food delivery (OFD) in Kuala Lumpur which has other problems such as traffic jam and difficulty to measure service quality because it has many riders from different companies such as Foodpanda, Grabfood, Uber Eats, and others also the service providers vary according to an attitude of the rider. Therefore, when the researchers narrow down the research area, it is just easier to maintain the scope of research.

3.4 SAMPLE SIZE

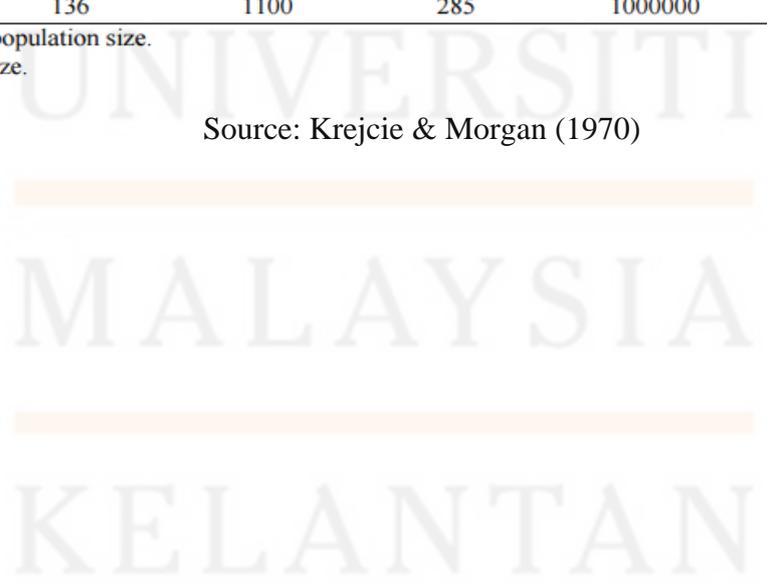
The sample refers to the population element. The subject is known as the sample participant and the total number of subjects in the sample is known as the sample size. Normally, the sample size is determined by the population. According to Krejcie and Morgan (1970), the appropriate sample for a population of more than 1,000,000 is 384. This is because the sample size grows while the population rises. The sample size will remain at decreasing rate, as it will gradually remain stable at a sample size of 380 and slightly more. Therefore, researchers should use a sample size of 384 because it saved expense and energy to sample 380 sample sizes.

Table 3.1: Determining Sample Size from a Given Population

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

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

Source: Krejcie & Morgan (1970)



3.5 SAMPLING METHOD

Researchers selected several elements from the populations as the subjects of the sample in the process of sampling. Based on the sampling technique that had been separated by the researchers, it was chosen. Sampling techniques were split into two sampling methods that were probability and non-probability. Each of them has a wide category and a variety of techniques for sampling (Kumar et al., 2013). In this analysis, non-probability was used during the selection of the sample unit using convenience sampling. Convenience sampling regards the collection of data from respondents that are conveniently available to provide it including the selection of any available set of respondents that the researcher may use conveniently (Kumar et al., 2013).

Inclusion and exclusion criteria known as study criteria. It is used to ensure accuracy of study and to ensure that the result of the study can be reproduced. Besides, this matter can be known who can be considered as potential study participants and who does not need to be clearly defined. The criteria are based on factors such as socio-demographic factors, target population, delivery time, health disorders and more. Characteristics of the subjects are detailed in Table 3.2

Table 3.2: Inclusion and Exclusion Criteria

Inclusion Criteria	<ul style="list-style-type: none"> ● Subjects must be ≤ 19 years of age. ● Subjects of variety races. ● Internet user. ● Subjects who can follow the instructions during this study.
Exclusion Criteria	<ul style="list-style-type: none"> ● Subjects who prefer cook. ● Subjects who prefer to save money. ● Subjects who impatient for waiting delivery time. ● Known allergy or sensitivity to any foods.

3.6 DATA COLLECTION PROCEDURE

Information was obtained for this analysis through the use of online questionnaires. It is the best way for the researchers to collect data during movement control order (MCO) and to prevent virus covid-19 among respondents. Online questionnaires were distributed randomly to respondents. The purpose of this research wants to achieve research objectives and the biographical information that respondents need to answer that listed in the questionnaires.

3.7 INSTRUMENT

A research instrument is a useable tool that is used to collect data, measure, and analyze data collected relatable to the research subject. Research instruments could be a test, surveys, scales, questionnaires, or even a checklist. For our research, we mainly use the questionnaires method because we focused on quantitative. Questionnaires have gained a rather mixed reputation as a research instrument. Even though they can be a very handful, developing a good questionnaire also takes considerable effort and thinking. By using questionnaires, it would help us to collect very precise data. This is also must be done to get a reliable summary from the observation that we want. Also, to meet the research goal and objectives, we prepared a well-designed questionnaire that also tends to minimize unanswered questions that which is quite bound as a common problem in most surveys.

3.7.1 Questionnaire design

Researchers have expanded the questionnaire to three main sections whereas Section A, Section B, and Section C. The section A which is first section are collecting the data about customer online food delivery (OFD) in Kota Bharu information such as races, gender, age, occupation, marital status, and frequency of use online food delivery (OFD) that shown in below Table 3.4

Section B also outlines the independent variables that will be evaluated in the survey, which include price, service quality, and food variety. This includes perceptual evaluations of five points on Likert scale. The current research

questionnaire is adapted to the five-point Likert scale developed by Cronin & Taylor (1992), Matilla & O’neill (2003), Huber, Hermann, & Wricke (2011), Sathiyaraj,Santosh & Subramani (2015), Kennedy-eden & Gretzel (2012), Dholakia & Zhao (2010), Thamaraiselvan, Jayadevan, & Chandrasekar (2019), Okumus & Bilgihan (2014), Hirschberg, Rajko, Schumacher, & Wrulich (2016).

Section C was designed to collect data about dependent variable that is customer satisfaction towards online food delivery (OFD). The questionnaire in Section C also uses a Likert scale measurement. Source this questionnaire from Slack, Singh, Ali, Lata, Mudaliar and Swamy (2020), Yusof (2016), Ganapathi & Abu Shanab (2020).

Every item in scale rate in numeral 1 is “strongly disagree” with verbal statement and in numeral 5 is “strongly agree” with verbal statement. If respondents are general public, five-point scale instrument is sufficient (Weijters, Cabooter, & Schillewaert, 2010). Another research suggested the scale of five-point better data quality compared with the scale of seven or eleven-point (Revilla, Saris, & Krosnick, 2014).

Table 3.3: The Five-point Likert Scale

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

Table 3.4: Questionnaire Composition

Section	Dimension	Number of Items	Sources
Section A	Demographic Profile	6	Heung et al. (2000)
Section B	Price	5	Cronin & Taylor (1992) Matilla & O'neill (2003) Huber, Hermann, & Wricke (2011)
	Service Quality	5	Sathiyaraj, Santosh & Subramani (2015) Kennedy-eden & Gretzel (2012) Dholakia & Zhao (2010)
	Food Variety	5	Thamaraiselvan, Jayadevan, & Chandrasekar (2019) Okumus & Bilgihan (2014) Hirschberg, Rajko, Schumacher, & Wrulich (2016)
Section C	Customer Satisfaction	5	Ganapathi & Abu Shanab (2020)

Table 3.5: Question Section A (Demographic Profile)

Dimension	Item	References
Demographic Profile of Respondent	<ol style="list-style-type: none"> 1. Gender <ul style="list-style-type: none"> ● Male ● Female 2. Age: <ul style="list-style-type: none"> ● 19 years old and below ● 20-29 years old ● 30-39 years old ● 40-49 years old ● 50 years old and above 3. Races: <ul style="list-style-type: none"> ● Malay ● Chinese ● India ● Others 4. Marital Status: <ul style="list-style-type: none"> ● Single ● Married ● Others 5. Occupation: <ul style="list-style-type: none"> ● Student ● Self-employed ● Employee ● Unemployed 6. How often do you use online delivery food? <ul style="list-style-type: none"> ● Every day ● 1-3 per weeks ● 1-3 per month ● 1-3 per year 	Heung et al. (2000)

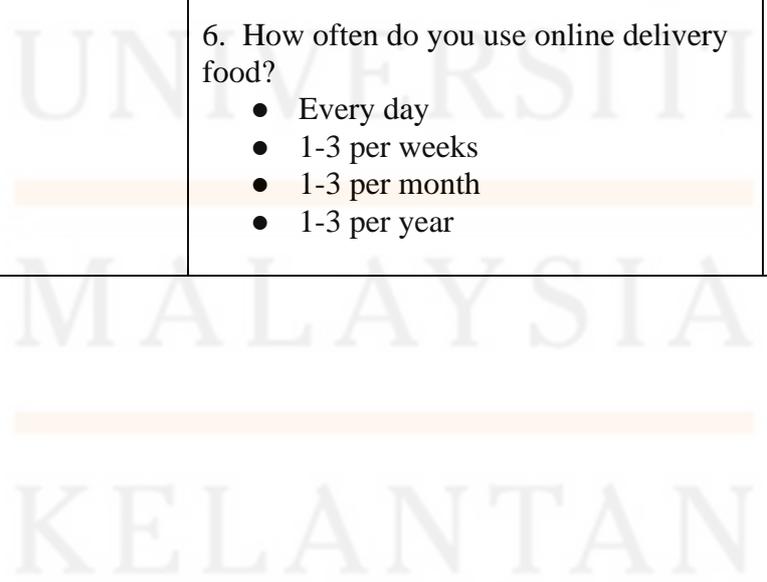


Table 3.6: Question Section B (Independent Variables)

Dimension	Item	References	Measurement
Independent Variable 1: Price	1. I consider the price of delivery service reasonable with the quality of delivery. 2. I consider reasonable prices will result in customer satisfaction.	Cronin & Taylor (1992)	Likert Scale
	3. Price will affect customers to use online food delivery (OFD). 4. I assume the price set will affect the quality of the delivery service.	Matilla & O’neill (2003)	
	5. The price offered will affect my choice when ordering online.	Huber, Hermann, & Wricke (2011)	
Independent Variable 2: Service Quality	1. I always get discounts or offers from online food delivery (OFD). 2. Online food delivery (OFD) apps make it easy to get anything.	Sathiyaraj, Santosh & Subramani (2015)	Likert Scale
	3. The app keeps my shopping behaviour information.	Kennedy-eden & Gretzel (2012)	
	4. Food delivery is made according to the set time. 5. I can use the food delivery app at any time.	Dholakia & Zhao (2010)	
Independent Variable 3: Food Variety	1. I found various food selection in online food delivery. 2. Food diversity can save my time while ordering on the online food delivery (OFD) app.	Thamaraiselvan, Jayadevan, & Chandrasekar (2019)	Likert Scale
	3. I will get to know the nutrition fact of food in online food delivery (OFD) service apps.	Okumus & Bilgihan (2014)	
	4. I can compare the menu, review and price of food in online food delivery (OFD) apps. 5. Various types of food make it easy for me to make choices in food delivering applications.	Hirschberg, Rajko, Schumacher, & Wrulich (2016)	

Table 3.7: Question Section C (Dependent Variable)

Dimension	Item	References	Measurement
Dependent variables: Customer Satisfaction	<ol style="list-style-type: none"> 1. I satisfied with content available in the online food delivery (OFD) app. 2. I satisfied with the quality of food delivered through online food delivery (OFD). 3. I did not face any problems (issues) when use online food delivery (OFD). 4. I will share online food delivery (OFD) with others, if I satisfied with the service provided. 5. I satisfied with the overall process of online food delivery (OFD). 	Ganapathi & Abu Shanab (2020)	Likert Scale

3.8 DATA ANALYSIS

Data analysis is process of using statistical practice of organizing, describe, represent, evaluate, and interpret data. Firstly, it is important to clearly understand the aim of this research when conducting the analysis. Descriptive statistics is the most frequent method used in a quantitative method and followed by Reliability tests and Pearson correlation.

3.8.1 Descriptive statistics

Descriptive statistics are used to mark out or draw the essential attributes of the data during research. The simple summaries about the sample were provided as for the measures. With a simple graphics analysis, the idea of virtually every quantitative will be formed. Descriptive statistics are recognized from inferential statistics. Using descriptive statistics, we describe the data simply and used it to show the quantitative descriptions in easier and understandable form. This method also helps to compress massive amounts of data sensibly.

3.8.2 Reliability test

In a study, the consistency of a test referred by the reliability. It can be the same as some individual or person that measures their weight every day and expect an identical reading. Scales that use to measures would be little uses when it comes to measures weight differently and the same method might be applied to the measures of inches differently using tape. Reliability was split into two types which are internal and external reliability. The internal one uses to accesses the consistency of the results within a test across items. As for the external, reliability refers to extent that measures the different users from one varies. To access the reliability, the split-half method is used for internal reliability. As for the external reliability, we use the test-retest and inter-rater method. The split-half method was used to measures all parts to make sure that it extends contribute equally to what's being measured. The test re-test measures test over time's stability. Lastly, the

inter-rater test is carried to find out which different raters that give consistent estimations from the same behavior.

Cronbach alpha is used in testing consistency of internal and measuring the scale of reliability in this research. According to Nunally and Bernstein (1994), the acceptance range for alpha value estimates from between 0.7 to 0.8. Table 3.2 below is a rule of thumb of Cronbach's Alpha on testing reliability.

Table 3.8: Rule of Thumb Cronbach's Alpha (Stephanie, 2014).

Cronbach's Alpha	Internal Consistency
$0.9 \leq \alpha$	Excellent
$0.8 \leq \alpha < 0.9$	Good
$0.7 \leq \alpha < 0.8$	Acceptable
$0.6 \leq \alpha < 0.7$	Questionable
$0.5 \leq \alpha < 0.6$	Poor
$\alpha < 0.5$	Unacceptable

3.8.3 Pearson correlation

Pearson correlation was also used in the study. Pearson's coefficient of correlation comes from the covariance from 2 variables that have been divided from the merchandise of their standard measures. The definition of form includes a "product moment" which means primary moment of the merchandise origin was mean adjusted random variables. For the Pearson correlation, a definite quantity of 1 indicates an ideal linear relationship. A correlation on the brink of 0 indicates none linear relationship between variables. The coefficient will be positive, if both

variables tend to extend or decrease together, and make the line that represents correlation to slopes upward.

3.9 SUMMARY

Analysis planned for this research was discussed in this chapter. Population and sample analysis are also listed in the research methodology until further discussion. In this analysis, in terms of questionnaires, the quantitative approach was chosen, which was distributed to the respondents.

CHAPTER 4

RESULTS AND DISCUSSION

4.1 INTRODUCTION

The researcher will discuss the findings of this research in this chapter. The researcher conducted an online survey to get respondent's data. The online survey consists of 3 sections which are sections A, B, and C. Section A is regarding the demographic data of the respondents such as gender, age, race, marital status, profession, and frequency of using online food delivery. Then, section B is supporting the dependent variable and section C is supporting the independent variable. A total of 394 data were collected from respondents for this research. The researcher will discuss the result of descriptive analysis, the result of the reliability test, and the result of the inferential analysis.

4.2 RESULT OF DESCRIPTIVE ANALYSIS

4.2.1 Gender

Table 4.1: Number of respondents by gender

Gender	Frequency	Percentage (%)
Male	149	37.8
Female	245	62.2
Total	394	100

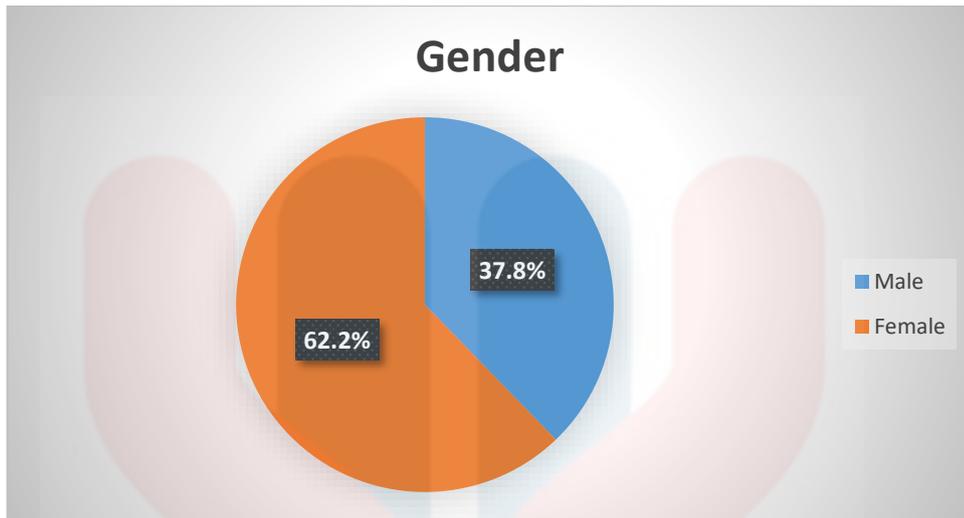


Figure 4.1: Percentage of respondents by gender

The figure and table above demonstrate the percentage and number of respondents by gender in this research. 245 out of 394 respondents represented as a female which is about 62.2%, and 149 out of 394 respondents represented as male which is about 37.8%. It clearly demonstrated that the majority of the respondents are female.

4.2.2 Age

Table 4.2: Number of respondents by age

Age	Frequency	Percentage (%)
19 years old and below	52	13.2
20 - 29 years old	246	62.4
30 - 39 years old	83	21.1
40 - 49 years old	11	2.8
50 years old and above	2	0.5
Total	394	100

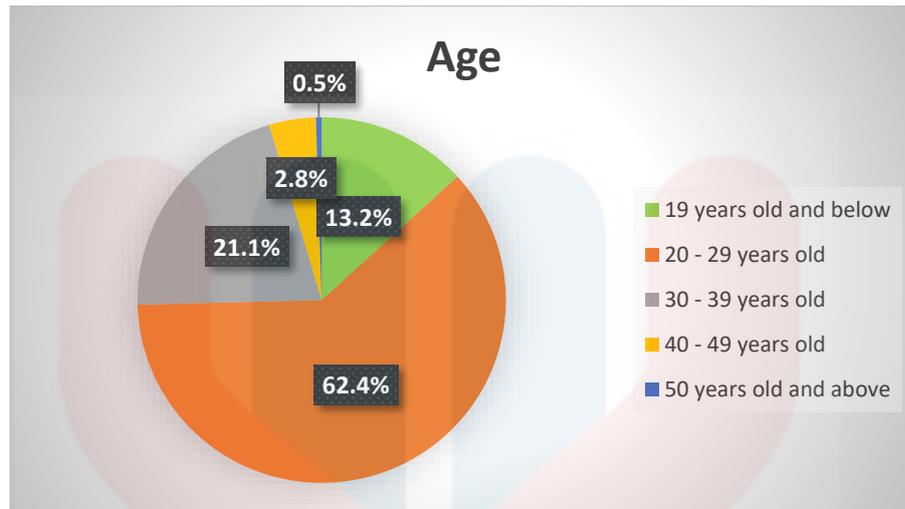


Figure 4.2: Percentage of respondents by age

The figure and table above demonstrate the percentage and number of respondents by age in this research. Age is divided into 5 categories which are 19 years old and below, 20-29 years old, 30-39 years old, 40-49 years old, and 50 years old and below. The number of respondents for age range of 19 years old and below are 52 respondents (13.2%). While the number of respondents for age range of 20-29 years old are 246 respondents (62.4%) and they are the majority respondents of this research. There were only 83 respondents (21.1%) are from the age range of 30-39 years old, and 11 respondents (2.8%) are from the age range of 40-49 years old. Besides that, the number of respondents for age range of 50 years old and above are 2 respondents (0.5%) and it is the lowest number of respondents of this research.

4.2.3 Race

Table 4.3: Number of respondents by race

Race	Frequency	Percentage (%)
Malay	315	79.9
Chinese	47	11.9
Indian	31	7.9
Other	1	0.3
Total	394	100

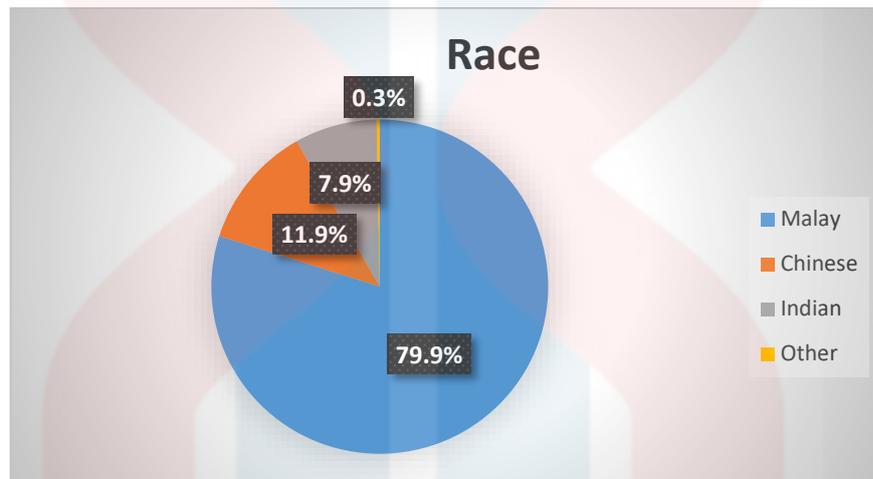


Figure 4.3: Percentage of respondents by race

The figure and table above demonstrate the percentage and number of respondents by race of this research. Race is divided into 4 categories which are Malay, Chinese, Indian and Others. For Chinese and Indian, there were 47 respondents (11.9%) and 31 respondents (7.9%) respectively. Malay represented the highest number of respondents and they are the majority respondents of this research, which was 315 respondents (79.9%). While the other race represented the lowest number of respondents, which was 1 respondent (0.3%).

4.2.4 Marital status

Table 4.4: Number of respondents by marital status

Marital status	Frequency	Percentage (%)
Single	296	75.1
Married	96	24.4
Other	2	0.5
Total	394	100

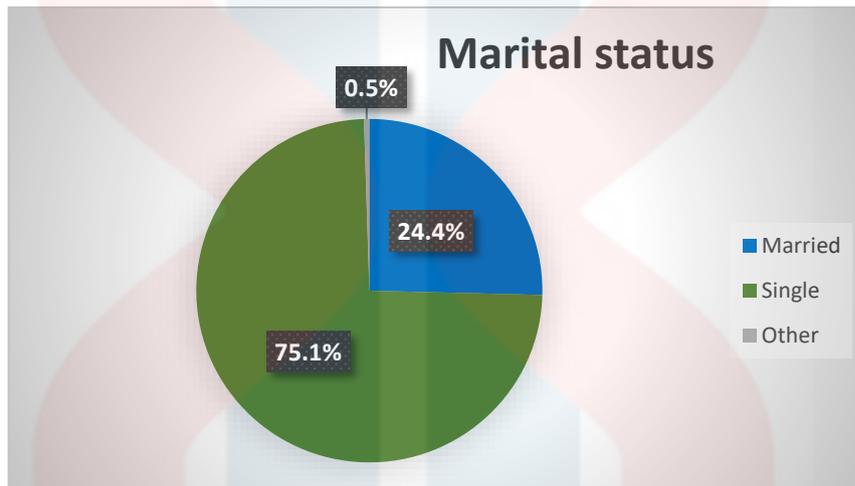


Figure 4.4: Percentage of respondents by marital status

The figure and table above demonstrate the percentage and number of respondents by marital status of this research. 96 out of 394 respondents represented as married status which is about 24.4%, and 296 out of 394 respondents represented as single status which is about 75.1%. While the other status represented the lowest number of respondents, which was 2 respondents 0.5%. It clearly demonstrated that majority of the respondents are single status.

4.2.5 Occupation

Table 4.5: Number of respondents by occupation

Occupation	Frequency	Percentage (%)
Student	219	55.6
Self-employed	76	19.3
Employee	87	22.1
Not employed	12	3.0
Total	394	100

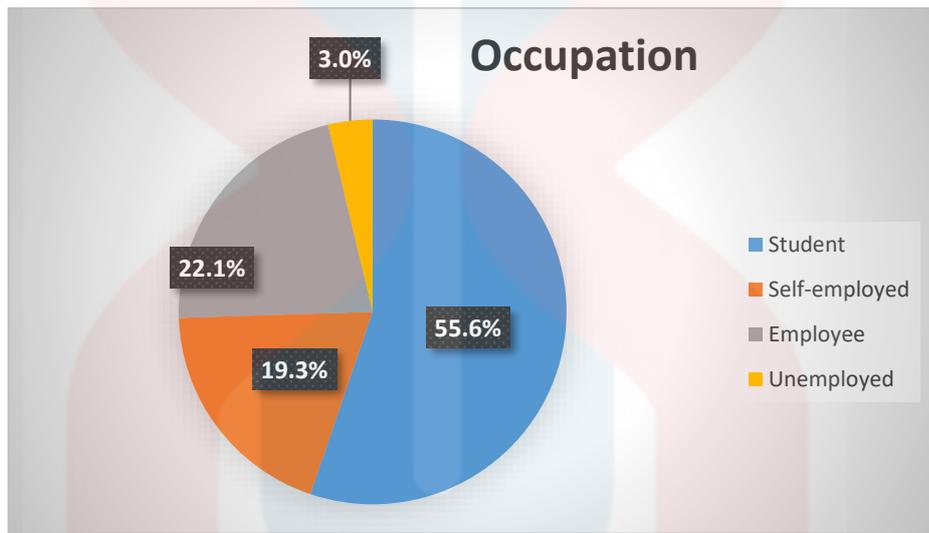


Figure 4.5: Percentage of respondents by occupation

The figure and table above demonstrate the percentage and number of respondents by occupation of this research. Occupation is divided into 4 categories which are student, self-employed, employee and unemployed. For self-employed and employee, there were 76 respondents (19.3%) and 87 respondents (22.1%) respectively. Student represented the highest number of respondents and they are the majority respondents of this research, which was 219 respondents (55.6%). While the unemployed represented the lowest number of respondents, which was 12 respondent (3.0%).

4.2.6 Frequency of using online food delivery

Table 4.6: Number of respondents by frequency of using online food delivery

Frequency of using online food delivery	Frequency	Percentage (%)
Every day	16	4.1
1 - 3 times per week	87	22.1
1 - 3 times per month	181	45.9
1 - 3 times per year	110	27.9
Total	394	100

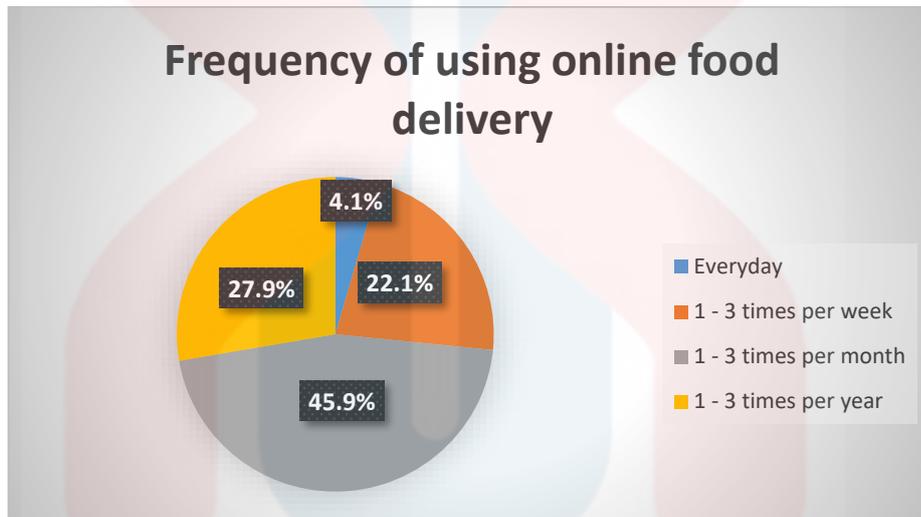


Figure 4.6: Percentage of respondents by frequency of using online food delivery

The figure and table above demonstrate the percentage and number of respondents by the frequency of using online food delivery of this research. The frequency of using online food delivery for 1-3 times per week and 1-3 times per year, there were 87 respondents (22.1%) and 110 respondents (27.9%) respectively. The frequency of using online food delivery for 1-3 times per month represented the highest number of respondents and they are the majority respondents of this research, which was 181 respondents (45.9%). While, using online food delivery every day represented the lowest number of respondents, which was 16 respondents (4.1%).

4.3 RESULT OF RELIABILITY TEST

Table 4.7: Results of reliability Cronbach's Alpha for the variables.

Variables	Number of Items	Cronbach's Alpha
Price	5	0.794
Service Quality	5	0.784
Food Variety	5	0.878
Customer Satisfaction	5	0.892

Table 4.7 shows that the questionnaire's Cronbach's Alpha values were in the low acceptance level (0.01) to high an acceptance level range (1.00). The reliability of three independent variables and a dependent variable was measured with Cronbach's Alpha. The researchers used Statistical Packages for Social Science (SPSS), Version 26 after collecting all of the data. According to Konting et al. (2009), reliability an index value of 0.61 for a module is acceptable. According to some experts, a module can only be used in a real-world study if its reliability index value is at least 0.5. (Valette, 1997). According to Stephanie (2014), it defines the acceptable range for Cronbach's Alpha value estimate from 0.7. There are a variety of viewpoints and recommendations regarding the reliability test values that must be met before a module can be used. The researchers used the Cronbach's Alpha rule of thumb according to Konting et al. (2009) for this study.

The first independent variable is Price showed below an acceptable level (5 items; $\alpha = 0.679$). Next, second independent variables, Service Quality also showed an acceptable level (5 items; $\alpha=0.658$). Meanwhile, third independent variables, Food Variety showed good reliability (5 items; $\alpha=0.812$). Furthermore, dependent variable, Customer Satisfaction was found to be good and acceptable reliability (5 items; $\alpha=0.763$). Therefore, the results show the reliability is excellent too. As a result, it is possible to assume that all of the variables used in this study were good or outstanding, and the data are deemed appropriate for further research.

4.4 RESULT OF INFERENTIAL ANALYSIS

4.4.1 Univariate Analysis

This section shows the results of the univariate analysis performed on the items for each variable, which are reported as a frequency distribution, mean, and standard deviation. All of the Independent Variables and Dependent Variable were rated on a five-point Likert scale, with the following values: Strongly Disagree (SD), Disagree (D), Neither Agree Nor Disagree (N), Agree (A), Strongly Agree (SA).

4.4.1.1 Price

Table 4.8: Descriptive analysis for price

PRICE				
No.	Item Description	N	Mean	Standard Deviation
1	I consider the price of the delivery service reasonable with the quality of the delivery.	394	4.16	0.696
2	I consider that a reasonable price will result in customer satisfaction.	394	4.25	0.682
3	Price will influence customers to use online food delivery (OFD).	394	4.26	0.699
4	I assume the price set will affect the quality of the delivery service.	394	4.04	0.789
5	The price offered will affect my choice when ordering online.	394	4.15	0.755

Table 4.8 shows the descriptive analysis for price. It shows the mean and standard deviation of the respondent's response on the price variable according to the Five Likert Scale. Among the 5 questions above, question 3 has the highest mean value which is 4.26, and question 4 has the lowest mean value which is 4.04. Besides that, among the 5 questions above, question 4 was registered as the most

maximal standard deviation value which is 0.789, and question 2 was registered as the most minimal standard deviation value which is 0.682.

4.4.1.2 Service quality

Table 4.9: Descriptive analysis for service quality

SERVICE QUALITY				
No.	Item Description	N	Mean	Standard Deviation
1	I always get discounts or offers from online food delivery (OFD).	394	3.78	1.002
2	Online food delivery (OFD) app makes it easy for me to get anything.	394	4.12	0.730
3	The online food delivery (OFD) app keeps my shopping behavior information.	394	3.96	0.749
4	Food delivery is made according to the set time.	394	3.93	0.824
5	I can use the food delivery app at any time.	394	4.19	0.743

Table 4.9 shows the descriptive analysis for service quality. It shows the mean and standard deviation of the respondent's response on the service quality variable according to the Five Likert Scale. Among the 5 questions above, question 5 has the highest mean value which is 4.19, and question 1 has the lowest mean value which is 3.78. Besides that, among the 5 questions above, question 1 was registered as the most maximal standard deviation value which is 1.002, and question 2 was registered as the most minimal standard deviation value which is 0.730.

4.4.1.3 Food variety

Table 4.10: Descriptive analysis for food variety

FOOD VARIETY				
No.	Item Description	N	Mean	Standard Deviation
1	I found various food selection in online food delivery (OFD).	394	4.24	0.721
2	Food diversity can save my time while ordering on the online food delivery (OFD) app.	394	4.22	0.681
3	I will find out the facts of food nutrition in online food delivery (OFD) app.	394	3.98	0.770
4	I can compare the menu, review and price of food in online food delivery (OFD) apps.	394	4.10	0.734
5	Various types of food make it easy for me to make choices in food delivery applications.	394	4.22	0.657

Table 4.10 shows the descriptive analysis for food variety. It shows the mean and standard deviation of the respondent's response on the food variety variable according to the Five Likert Scale. Among the 5 questions above, question 1 has the highest mean value which is 4.24, and question 3 has the lowest mean value which is 3.98. Besides that, among the 5 questions above, question 3 was registered as the most maximal standard deviation value which is 0.770, and question 5 was registered as the most minimal standard deviation value which is 0.657.

4.4.1.4 Customer Satisfaction

Table 4.11: Descriptive analysis for customer satisfaction

CUSTOMER SATISFACTION				
No.	Item Description	N	Mean	Standard Deviation
1	I satisfied with content available in the online food delivery (OFD) app.	394	4.15	0.672
2	I satisfied with the quality of food delivered through online food delivery (OFD).	394	4.04	0.719
3	I did not face any problems (issues) when using online food delivery (OFD).	394	3.86	0.925
4	I will share online food delivery (OFD) with others, if I satisfied with the service provided.	394	4.10	0.754
5	I satisfied with the overall process of online food delivery (OFD).	394	4.06	0.721

Table 4.11 shows the descriptive analysis for customer satisfaction. It shows the mean and standard deviation of the respondent's response on the customer satisfaction variable according to the Five Likert Scale. Among the 5 questions above, question 1 has the highest mean value which is 4.15, and question 3 has the lowest mean value which is 3.86. Besides that, among the 5 questions above, question 3 was registered as the most maximal standard deviation value which is 0.925, and question 1 was registered as the most minimal standard deviation value which is 0.672.

4.4.2 Pearson Correlation Analysis

The research objective is to analyze the relationship between price, service quality and food variety toward customer satisfaction on online food delivery (OFD) among the customer at Kota Bharu, Kelantan. Pearson Correlation Analysis has been used in this research to measure the relationship between independent variable and dependent variable.

Table 4.12: Pearson's Correlation Coefficient Chart

Size of Correlation	Interpretation
0.90 to 1.00 (-0.90 to -1.00)	Very high positive (negative) correlation
0.70 to 0.90 (-0.70 to -0.90)	High positive (negative) correlation
0.50 to 0.70 (-0.50 to -0.70)	Moderate positive (negative) correlation
0.30 to 0.50 (-0.30 to -0.50)	Low positive (negative) correlation
0.00 to 0.30 (-0.00 to -0.30)	Negligible correlation

Table 4.12 shows a chart of the Pearson's correlation coefficient. This technique is used for investigating the relation for two quantitative and continuous variables, like ages, and blood types. The Pearson's correlation coefficient is a calculation of the toughness of the connection between the two variables.

Table 4.13: Result of Pearson Correlation Analysis

	Price	Service Quality	Food Variety	Customer Satisfaction
Price	1			
Service Quality	0.604**	1		
Food Variety	0.549**	0.653**	1	
Customer Satisfaction	0.527**	0.642**	0.547**	1

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

The result above shows the relationship between price and the satisfaction of customer, quality of service and satisfaction of customer, and food variety and satisfaction of customer. The correlation value for the price and consumer's satisfaction is $r=0.527$. The correlation value for service quality and consumer's satisfaction is $r=0.642$ and the correlation value for food variety and consumer's satisfaction is $r=0.547$.

These indicate that increasing in service quality shows that service quality influence the customer satisfaction more than price and food variety. The price and food variety give less support in customer satisfaction toward online food delivery (OFD).

Therefore, moderate relationship between independent variable price and food variety as the correlation value, $r=0.549$. These shows that the customer satisfaction of service quality is most important in online food delivery (OFD) service.

4.5 DISCUSSION BASED ON RESEARCH OBJECTIVES

Table 4.14: Summary for hypothesis testing

	Hypothesis	Pearson's correlation	Results
H1	There is a positive relationship between price and customer satisfaction.	$r = 0.527, p < 0.01$	Supported
H2	There is a positive relationship between service quality and customer satisfaction.	$r = 0.642, p < 0.01$	Supported
H3	There is a positive relationship between food variety and customer satisfaction.	$r = 0.547, p < 0.01$	Supported

According to the Pearson Correlation Analysis on Table 4.14 above it shows the Correlation Coefficient Value (r) and the direction and strength of correlation. For the first hypothesis which is the price that has a positive relationship with customer satisfaction toward online food delivery. This refers to the value's from Pearson Correlation which is 1 and weakly positive between price and customer satisfaction toward online food delivery.

Besides, this study also found that the service quality has higher value from customer satisfaction. This refers to the Pearson's Correlation value which is $r = 0.604$ and weakly positive between the customer satisfaction and the service quality in food online delivery. For the food variety, the Pearson Correlation value shows the higher one than the service quality which is the value is $r = 0.549$. The result shows all hypotheses were accepted at 0.01 significance level and positive between the food variety and customer satisfaction toward online food delivery.

4.6 SUMMARY

To conclude, the questionnaire has been distributed, collected, analyzed specifically and well explained. The result from Reliability Analysis, Descriptive Analysis, Univariate Analysis and Pearson Correlation Coefficient were computed using IBM SPSS Statistics indicated the relationship between the dependent variable (satisfaction towards online food delivery and three independent variable (price, service quality and food variety) and further discussion will be presented in Chapter 5.

CHAPTER 5

CONCLUSION

5.1 INTRODUCTION

In this chapter, researchers will discuss about recapitulation of finding, limitation of study and the recommendation for future research. The recapitulation of finding will explain about the summary of the finding from chapter 4 of this research. Researcher also will discuss about the research objective and research question along with independent variable of this research is achieve or not. Researchers will explain about the struggle or problem that faced during doing this research in the limitation of study. Researchers also will discuss about the recommendation for future research in this chapter.

5.2 RECAPITULATION OF THE FINDINGS

5.2.1 Price

Research Objectives 1: To examine the effect of price toward the level of customer satisfaction in online food delivery (OFD).

Research Question 1: Does price influence the level of customer satisfaction toward online food delivery (OFD)?

According to the first hypothesis, price and customer satisfaction have a positive and significant relationship. Based on Pearson Correlation analysis (see Table 4.13), the result showed that price is moderately related to customer satisfaction. According to the findings, the independent variable 1 (price) and dependent variable (customer satisfaction) have moderate positive correlation of ($r = 0.527$, $p < 0.01$).

According to previous study by Mattila & O'Neill (2003), price and customer satisfaction have a good relationship. The price of a product or service has an impact on the customer's perception of it. This result show that price is important in an online food delivery (OFD) which can influence customer satisfaction. The price also can expand online food delivery (OFD) to customers throughout Kelantan. Thus, the price greatly influenced customer satisfaction of OFD.

In conclusion, the research objective 'To examine the effect of price toward the level of customer satisfaction in online food delivery (OFD)' is achieved and the research question 'Does price influence the level of customer satisfaction toward online food delivery (OFD)?' is also achieved.

5.2.2 Service Quality

Research objectives 2: To determine the effect of service quality toward the level of customer satisfaction in online food delivery (OFD).

Research question 2: Does service quality, influence the level of customer satisfaction toward online food delivery (OFD)?

According to the second hypothesis, there is positive and significant relationship between service quality and customer satisfaction. According to the Pearson Correlation analysis (see Table 4.13), service quality is moderately related to customer satisfaction. According to the findings, independent variable 2 (service quality) and dependent variable (customer satisfaction) have moderate positive correlation relationship of ($r = 0.642, p < 0.01$).

Based on previous research by Dholakia & Zhao (2010), customer satisfaction and online store attributes heavily influenced the timing. According to their findings, customer satisfaction was influenced the most by delivery time. A competitive advantage gained through high-quality service is one of the most valuable weapons in business survival. According to this study, service quality is positively correlated with customer satisfaction in Kota Bharu, Kelantan. This result indicates that rider OFD provided better service quality, resulting in increased customer satisfaction. Therefore, service quality greatly influenced customer satisfaction of OFD.

In conclusion, the research objective ‘To determine the effect of service quality toward the level of customer satisfaction in online food delivery (OFD)’ achieved and the research question ‘Does service quality influence the level of customer satisfaction toward online food delivery (OFD)?’ was also answered through this research.

5.2.3 Food Variety

Research objectives 3: To identify the effect of food variety toward the level of customer satisfaction in online food delivery (OFD).

Research question 3: Does food variety influence the level of customer satisfaction toward online food delivery (OFD)?

According to the third hypothesis, food variety and customer satisfaction have a positive and significant relationship. Based on Pearson Correlation analysis (see Table 4.13), the result showed that food variety is moderately related to customer satisfaction. According to the findings, independent variable 3 (food variety) and dependent variable (customer satisfaction) have a moderate positive correlation of ($r = 0.547$, $p < 0.01$).

Based on previous study by Hodgson, Hsu-Hage, & Walqvist (1993), a positive correlation occurred between food variety and customer satisfaction. Customers prefer to eat different foods every day based on their current preferences. This result means that customer OFD in Kota Bharu, Kelantan like to eat variety of foods every time they use OFD. Thus, the food variety greatly influenced customer satisfaction of OFD.

In conclusion, the research objective ‘To identify the effect of food variety toward the level of customer satisfaction in online food delivery (OFD)’ is achieved. While the research question ‘Does food variety influence the level of customer satisfaction toward online food delivery (OFD)?’ is also answered through this research.

5.3 LIMITATIONS OF THE STUDY

There are some limitations of the study during this research process. The first limitation is time, where researchers should come out with the full research report within 1 year. Due to time limitations, researchers can't conduct this topic too generally, so researchers specifically select a place within Kota Bharu, Kelantan which is Pengkalan Chepa to conduct customer satisfaction toward online food delivery. The second limitation is researchers did this research by using a small sample size which is 384 respondents and it will be hard and unable for researchers to do it with a large sample size within a limited time.

The third limitation is due to the Covid-19 pandemic, researchers only able to do an online survey that uses Google form to get respondent's data. The sample size of this research is 384 respondents, but it is hard to get that respondent's data within the limited time that researchers decided. But, however, researchers got 394 respondents for this research paper, but it took a bit of time longer.

5.4 RECOMMENDATIONS

5.4.1 Theoretical Recommendations for Future Research

For theoretical recommendation for future research, we also have some recommendations for other researchers that want to carry out other research regarding online food delivery (OFD). Based on our conceptual framework, our three independent variables which is price, service quality, and food variety really gives good measurement in seeking the research objectives which is the satisfaction towards online food delivery or labeled as dependent variable.

First for the price, we suggest that researchers to wider the price analysis for food that has been selected in the outlet that run by the online food delivery (OFD) to customers. By expand the research on the price, it will help researcher to get more data and accurate data to be analyzed. Price also is a good factor that influences the customer in using online food delivery (OFD) so it won't be much problem to expand the research on the price.

Second one is the service quality. We suggest that other than price, the service quality also should be focused more because customers also love good service that is provided and from the research we found that customers that get good service have the frequency of repeating orders from the outlet again. This is because that service quality in online food delivery (OFD) plays as high role within customers. So, the better the service provided the more satisfaction will be for customers towards online food delivery.

Lastly is the food variety. We suggest that researchers to keep the food variety as one of the important key factors in doing this research because customers not only order one kind of food when it comes to online food delivery (OFD). So, to maintain good result

and data, the food variety must always be analyzed to ensure the satisfaction from customers in future research.

5.4.2 Methodology Recommendations for Future Research

There are several recommendations could be given to future work in improving their research. First, we suggest to increases the number of sample size. Currently we used 394 respondents as sample size, so as the population of citizens in Kota Bharu had more than that, the sample size should be increased up to 500 respondents. The larger the sample size, the more accurate the data can be.

Besides, we recommend to the other researcher to use the different method. In this survey, we had been using the questionnaire as research method to collect data. There are, other method that can be used such as face to face interview and phone call interview. Normally, the researcher will get more information through face-to-face interview compared to questionnaire method because information from face-to-face interview will be more accurate and detail. Some of the respondents might just answer the questionnaire by simple ticking any data, so this may cause the collected data to be inaccurate.

In the next research, we also suggest to conduct this survey at other places in Malaysia. As we know, Malaysia are, consists of 13 states and 3 federal territories and Kelantan is one of them. Other researcher should conduct the research in other states to study the satisfaction of customers towards online food delivery.

5.4.3 Practical Recommendation for Future Research

The future research can make some improvement for future research in practical applications. The future research can spread the questionnaire to all resident in Kota Bharu Kelantan to get more respondent that use online food delivery service at the area. The future research can give the questionnaire to all resident without limited their ages because most of the restaurant, stall, food truck, and others is limited to operate that makes everyone who has a gadget need to use online food delivery service to get food. Thus, from children to elders, everyone is using gadget and internet in daily life from wake up at the morning until sleep at night. So, the future researcher needs to find more respondent to get more information from online user about customer satisfaction in online food delivery services.

5.5 SUMMARY

As a conclusion, customer satisfaction in online food delivery is influenced by price, service quality, and the food variety. From the result of the Pearson correlation, price is $r=0.642$, service quality is $r=0.642$, and food variety is $r=0.547$ showed that the most important factors in satisfaction of customer is quality of service on online food delivery in Kota Bharu, Kelantan

For a final word, the customer will repeat using online food delivery service based on service through online. Service quality is very affected in customer satisfaction to continue using the service. In this research, it is sure to declare that the entire hypothesis in chapter 2 are accepted. From this research, we found that, the relationship of

satisfaction of consumer and price, satisfaction of consumer and service quality, and satisfaction of consumer and food variety are positive. It is officially valid hypotheses.



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APPENDIX: QUESTIONNAIRES



CUSTOMER SATISFACTION TOWARDS ONLINE FOOD DELIVERY (OFD) IN KOTA BHARU, KELANTAN

Dear respondents,

We are last year students of Bachelor of Entrepreneurship (Hospitality) from Faculty of Hospitality, Tourism, and Wellness (FHPK), Universiti Malaysia Kelantan. We are currently conducting a research project to fulfill our degree requirement. This questionnaire examines customer satisfaction towards online food delivery (OFD) services.

Therefore, we are much appreciated, if you can kindly spend approximately 5-10 minutes to complete this questionnaire. Please fill in this questionnaire based on your experiences as the online food delivery (OFD) users at Kota Bharu, Kelantan. Please assure that your answer will be handled in strict confidence. All information provide will be kept **SECRET** and will only be uses for research purposes. Thank you for your kind cooperation.

Yours sincerely,

MUHAMAD HARIS AIMAN BIN MOHD ROFIDE	H18B0236
NOOR SYAZWANI BINTI NARZUWAN	H18A0309
NURUL SOLEHAH BINTI MOHAMED	H18A0506
SOBHNA A/P NARAYANAN	H18A0611

Section A:

Instruction: Please tick (✓) the related statement about yourself.

1. Gender:

Male Female

2. Age:

a) 19 years old and below	<input type="checkbox"/>
b) 20-29 years old	<input type="checkbox"/>
c) 30-39 years old	<input type="checkbox"/>
d) 40-49 years old	<input type="checkbox"/>
e) 50 years old and above	<input type="checkbox"/>

3. Races:

a) Malay	<input type="checkbox"/>
b) Chinese	<input type="checkbox"/>
c) India	<input type="checkbox"/>
d) Others	<input type="checkbox"/>

4. Marital Status:

a) Single	<input type="checkbox"/>
b) Married	<input type="checkbox"/>
c) Others	<input type="checkbox"/>

5. Occupation:

a) Student	<input type="checkbox"/>
b) Self-employed	<input type="checkbox"/>
c) Employee	<input type="checkbox"/>
d) Unemployed	<input type="checkbox"/>

6. How often do you use online food delivery (OFD)? / Berapa kerap anda menggunakan penghantaran makanan dalam talian?

a) Every day / Setiap hari	<input type="checkbox"/>
b) 1-3 per weeks / 1-3 kali seminggu	<input type="checkbox"/>
c) 1-3 per months / 1-3 kali sebulan	<input type="checkbox"/>
d) 1-3 per year / 1-3 kali setahun	<input type="checkbox"/>

Section B:**Instruction:**

Please respond to each statement by tick (✓) your answer using the scales given based on your online food delivery (OFD) in Kota Bharu, Kelantan.

1	2	3	4	5
Strongly Disagree	Disagree	Neither Agree Nor Disagree	Agree	Strongly Agree

Price						
No.	Questions	1	2	3	4	5
1.	I consider price of delivery service reasonable with the quality of delivery./ Saya menganggap harga perkhidmatan penghantaran berpatutan dengan kualiti penghantaran.					
2.	I consider reasonable prices will result in customer satisfaction./ Saya menganggap harga berpatutan akan menghasilkan kepuasan pelanggan.					
3.	Price will affect customers to use online food delivery (OFD)./ Harga akan mempengaruhi pelanggan untuk menggunakan penghantaran makanan dalam talian.					
4.	I assume the price set will affect the quality of the delivery service./ Saya menganggap harga yang ditetapkan akan mempengaruhi kualiti perkhidmatan penghantaran.					
5.	The price offered will affect my choice when ordering online./ Harga yang ditawarkan akan mempengaruhi pilihan saya semasa membuat pesanan dalam talian.					

Service Quality						
No.	Questions	1	2	3	4	5
1.	I always get discounts or offers from online food delivery (OFD)./ Saya selalu mendapat diskaun atau tawaran dari penghantaran makanan dalam talian.					
2.	Online food delivery app makes it easy for me to get anything./ Aplikasi penghantaran makanan dalam talian memudahkan saya untuk mendapatkan apa sahaja.					
3.	The online food delivery (OFD) app keeps my shopping behaviour information./ Aplikasi penghantaran makanan menyimpan maklumat tingkah laku membeli-belah saya.					
4.	Food delivery is made according to the set time./ Penghantaran makanan dibuat mengikut masa yang ditetapkan.					
5.	I can use the food delivery app at any time./ Saya boleh menggunakan aplikasi penghantaran makanan pada bila-bila masa sahaja.					

Food Variety						
No.	Questions	1	2	3	4	5
1.	I found various food selection in online food delivery (OFD)./ Saya dapati pelbagai pilihan makanan dalam penghantaran makanan dalam talian.					
2.	Food diversity can save my time while ordering on the online food delivery (OFD) app./ Kepelbagaian makanan dapat menjimatkan masa saya semasa membuat pesanan di aplikasi penghantaran makanan dalam talian.					
3.	I will find out the facts of food nutrition in online food delivery (OFD) app./ Saya akan mengetahui fakta pemakanan makanan dalam aplikasi penghantaran makanan dalam talian.					
4.	I can compare the menu, review and price of food in online food delivery (OFD) apps./ Saya dapat membandingkan menu, ulasan, dan harga makanan dalam aplikasi penghantaran makanan dalam talian.					
5.	Various types of food make it easy for me to make choices in food delivery applications./ Kepelbagaian jenis makanan memudahkan saya membuat pilihan di dalam aplikasi penghantaran makanan dalam talian.					

Section C:**Instruction:**

Please respond to each statement by tick (✓) your answer using the scales given based on your online food delivery (OFD) in Kota Bharu, Kelantan.

1	2	3	4	5
Strongly Disagree	Disagree	Neither Agree Nor Disagree	Agree	Strongly Agree

Customer Satisfaction						
No.	Questions	1	2	3	4	5
1.	I satisfied with content available in the online food delivery (OFD) app./ Saya berpuas hati dengan kandungan yang ada dalam penghantaran makanan dalam talian.					
2.	I satisfied with the quality of food delivered through online food delivery (OFD)./ Saya berpuas hati dengan kualiti makanan yang dihantar melalui penghantaran makanan dalam talian.					
3.	I did not face any problems (issues) when using online food delivery (OFD)./ Saya tidak menghadapi sebarang masalah semasa menggunakan penghantaran makanan dalam talian.					
4.	I will share online food delivery (OFD) with others, if I satisfied with the service provided./ Saya akan kongsi penghantaran makanan dalam talian dengan orang lain, sekiranya saya berpuas hati dengan perkhidmatan yang diberikan.					
5.	I satisfied with the overall process of online food delivery (OFD)./ Saya berpuas hati dengan keseluruhan proses penghantaran makanan dalam talian.					

Customer Satisfaction Towards Online Food Delivery in Kota Bharu, Kelantan

ORIGINALITY REPORT



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