THE FACTORS AFFECTING CUSTOMER SATISFACTION ON FOOD DELIVERY APPS IN KUALA LUMPUR, MALAYSIA

By

CHOW JIA SIN H18A0084

KAIYISAH BINTI MOHD APANDI H18A0159

MUHAMMAD AZIZI BIN MUHMAD AHSIN H18A0254

NURUL AISYAH BINTI RASMADI H18A0468

Bachelor of Entrepreneurship (Hospitality)

A report submitted in partial fulfilment of the

Requirements for the degree of

Bachelor of Entrepreneurship (Hospitality)

Faculty of Hospitality, Tourism and Wellness

UNIVERSITI MALAYSIA KELANTAN

2021

REPORT DECLARATION

I hereby certify that the work embodied in this report is the result of the original research and has not been submitted for a higher degree to any other University or Institution

☑	**OPEN ACCESS**	I agree that my report is to be made immediately available as hardcopy or on-line open access (full text)
☐	**CONFIDENTIAL**	(Contains confidential information under the Official Secret Act 1972) *
☐	**RESTRICTED**	(Contains restricted information as specified by the organization where research was done) *

I acknowledge that Universiti Malaysia Kelantan reserves the right as follow.

1. The report is the property of Universiti Malaysia Kelantan.
2. The library of Universiti Malaysia Kelantan has the right to make copies for the purpose of research only.
3. The library has the right to make copies of the report for academic exchange.

Certified by

Azizi

Signature	Signature of Supervisor
Group Representative: Muhammad Azizi Bin Muhamad Ahsin	Name: Madam Nor Maizana Bte Mat Nawi
Date: 18/6/2021	Date: 18/6/2021

Note: * If the report is CONFIDENTIAL OR RESTRICTED, please attach the letter from the organization stating the period and reasons for confidentiality and restriction

ACKNOWLEDGEMENT

First and foremost, we would like to thank everyone who has contributed time and effort to help us complete this research project. Without their help and support, we could not complete this research smoothly. We also would like to express our appreciation and thanks to our supervisor, Madam Nor Maizana Bte Mat Nawi for her many impart her knowledge and expertise in this research project.

Besides that, we would like to express special thanks to our group members who gave their full commitment and the stimulating discussions while doing the research project. Without each other's respect, encouragement and cooperation, our research project would not be impossible to complete on time. Last but not least, we are very thankful to our parents for supporting our study in Universiti Malaysia Kelantan.

TABLE OF CONTENTS

LIST OF TABLES

LIST OF FIGURES

LIST OF SYMBOLS AND ABBREVIATIONS

Abbreviations

MCO	Movement Control Order
APPS	Applications
ICT	Information Communication Technology
EDP	Expectancy-Disconfirmation Paradigm
SPSS	Statistical Package for the Social Science

ABSTRACT

This study was conducted to examine the factors affecting customer satisfaction on food delivery apps in Kuala Lumpur, Malaysia. The independent variables of this study comprised effort expectancy, performance expectancy and social influence, whereas the dependent variable in this study was customer satisfaction. This study had three objectives which are to examine the relationship between effort expectancy and customer satisfaction on food delivery apps in Kuala Lumpur, Malaysia, to identify the relationship between performance expectancy and customer satisfaction on food delivery apps in Kuala Lumpur, Malaysia and to analyze the relationship between social influence and customer satisfaction on food delivery apps in Kuala Lumpur, Malaysia. The quantitative research method was selected, and a questionnaire was used as the research instrument to collect data. A convenience sampling method was used, and 403 respondents were evaluated in this study. A structured questionnaire was used in this study. The data was collected using Google form. The data collected is analyzed using Statistical Packages for Social Science Version 26 (SPSS Version 26) software based on descriptive statistics, reliability analysis, and correlation analysis. As for the result, all of the independent variables (effort expectancy, performance expectancy, social influence) that had been studied in this research had relationships towards the dependent variable (customer satisfaction) on food delivery apps in Kuala Lumpur, Malaysia. Through this study, it will understand the factors influence customer satisfaction and a better understanding and knowledge that affect customer satisfaction.

Keywords: Effort expectancy, performance expectancy, social influence, customer satisfaction, food delivery apps

ABSTRAK

Kajian ini dijalankan untuk mengkaji faktor-faktor pengaruh kepuasan pelanggan pada makanan penghantaran aplikasi di Kuala Lumpur, Malaysia. Pembolehubah bebas kajian ini terdiri daripada usaha jangka, prestasi jangka dan pengaruh sosial; manakala pemboleh ubah bersandar dalam kajian ini adalah kepuasan pelanggan. Kajian ini mempunyai tiga objektif iaitu untuk mengkaji hubungan antara usaha jangka dan kepuasan pelanggan pada makanan penghantaran aplikasi di Kuala Lumpur, Malaysia, untuk mengkaji hubungan antara prestasi jangka dan kepuasan pelanggan pada makanan penghantaran aplikasi di Kuala Lumpur, Malaysia dan untuk menganalisis hubungan antara pengaruh sosial dan kepuasan pelanggan pada makanan penghantaran aplikasi di Kuala Lumpur, Malaysia. Kaedah penyelidikan kuantitatif telah dipilih dan soal selidik digunakan sebagai instrumen kajian untuk mengumpul data. Kaedah persampelan mudah digunakan dan 403 responden dinilai dalam kajian ini. Soal selidik berstruktur digunakan dalam kajian ini. Data dikumpulkan menggunakan soal selidik Google. Data yang dikumpulkan dianalisis menggunakan perisian Perisian Statistik Sosial untuk Versi Sosial 26 (SPSS Version 26) berdasarkan statistik deskriptif, analisis kebolehpercayaan, dan analisis korelasi. Kesimpulannya, kesemua pembolehubah bebas (usaha jangka, prestasi jangka dan pengaruh sosial) yang telah dikaji dalam kajian ini mempunyai hubungan yang ketarake atas pembolehubah bersandar (kepuasan pelanggan) pada makanan penghantaran aplikasi di Kuala Lumpur, Malaysia. Melalui kajian ini, ia akan memahami faktor yang mempengaruhi kepuasan pelanggan dan pemahaman dan pengetahuan yang lebih baik yang mempengaruhi kepuasan pelanggan.

Kata kunci: Usaha jangka, prestasi jangka dan pengaruh sosial, kepuasan pelanggan, makanan penghantaran aplikasi

CHAPTER 1

INTRODUCTION

1.1 BACKGROUND OF THE STUDY

The era of advanced science and technology makes it easy to purchase food with a smart phone just by finger point (Vaterlaus et al., 2020). The age of food delivery apps has opened a new direction for today's marketing. The app has made all conventional business mode obsolete and provided exciting new business possibilities (Williams et al., 2020). Nowadays, most people are linked via smartphone, software and preparing to trade with it in their life (Jyotishman Das., 2018). Online purchasing food is the way in the critical point in the world due to people chose the fastest way to fill their stomach, which selected the food delivery app as a lack of cooking time. The food delivery apps were a combination of marketing and technology that used the internet for advertised and sold services to customers (Hirschberg et al., 2016). The technological advancements let more restaurants to join the online platform. The latest information about the restaurant can be up to date in the apps to inform customers.

The food delivery apps have made many things convenient for customers (Zhao & Bacao, 2020). The apps can be downloaded on a smartphone or tablet to place an order anywhere. Developed technology makes the customer had more selection of menu typed to satisfy their desires and tastes at any time. Dealt complaints with the restaurants as well can solved in the apps. Payment can be paid with a debit card, credit card, or e-

wallet as the prompt payment when placed an order (Zulkarnain et al., 2015, p. 22). Customers also can be mindful of the latest information about the restaurants and the food selection in the app. All functions in the food delivery app can helped restaurants communicate with customers better and systematically (Suhartanto et al., 2019).

In Malaysia's pattern of food purchased has changed dramatically (Lau & David, 2019). Usually, take away or dine in was the primary way for consumers to purchase food. Consequently, the tendency has changed to online food delivery in Malaysia, shifted the balance more to stay in their place to order food through their smartphones. In the era of advanced technology, online purchases have been fast and straightforward to raise the number of Malaysian consumers who had used their smartphones to purchased food. The chance to lead an online food delivery app to consolidate in Malaysia began to emerge. Food Panda established the first food delivery app in Malaysia in 2012 (Venxhin, 2016). Their mission was to bring delicious food to Malaysians every day, which was the largest food delivery brand. The further convenience in obtain online purchase food and delivery services through smart phones may prompt customers to switch from offline food purchases to online services, as customers can now access multiple food options with a click (Charlne et al., 2020).

According to a survey carried out by Rakuten Insight, 24 percent of Malaysian respondents make food ordering on the delivery app several times a month. Next, 22 percent of Malaysian respondents said they ordered the delivery app once or twice a week, and 20 percent of respondents purchase food online less than once a month. However, there were 13 percent of respondents never used food delivery apps before. According to Lau & David (2019), customers still worry about privacy and security during online payment to cause them no online purchase. The customers were using food delivery apps several times a day, and once a day, both also 4 percent. The result shown in Figure 1.1,

the majority of customers used apps several times a month for food ordering through the food delivery apps in Malaysia.

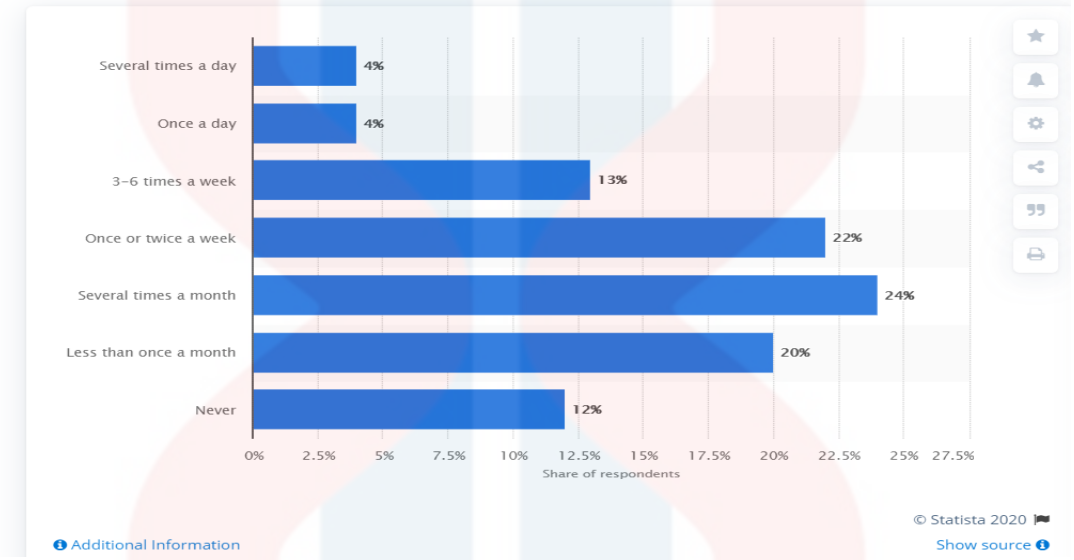


Figure 1.1: Frequency of using Food Delivery Apps in Malaysia 2020
Source: Statista Research Department, (2020)

As Malaysia progressed to become an utterly industrialized country, city areas were becoming increasingly bustling (Jodee, 2020). With that, it is a norm to have hectic work schedules, and it makes the simple home-style meal a seldom treat for the week. Nowadays, there have some fast-booming company that caters to busy and exhausted individuals who want to eat a meal at home. The time and hassle of preparing or dine out were undoubtedly saved by getting meals delivered to the doorstep (Jodee, 2020). For the choice of Malaysians, some of the best local food delivery service applications such as Grab Food, Food Panda, Bungkusit, and others.

Firstly, Grab Food. Grab Food used its transport and logistics network to ensure that the food can arrive in no time at all. They start at 300 merchants to now more than

1000 merchants in many states across Malaysia during the launch. Known for Grab e-hailing, they can venture into food with their infrastructure expansion in our country (KCLau, 2020). With many food vendors from which could be select, it gets large every day in terms of selections. Grab Food also provided several special discount codes and much bigger sales using the Grab Rewards Food Stamps.

Next, Food Panda. The father of food delivery services in Malaysia. They were also Malaysia's most significant online food delivery service that have more than 100,000 partnering outlets, including Penang, Putrajaya, and Johor Bahru, and operated nationwide (Jodee, 2020). For almost eight years now, they have vast restaurant database on their website. Through their advertisements and price cuts, they have always been aggressive. Even today, they offered discounts on events taking place in Malaysia for some chains. As such, food options make them perfect for every meal from day to night, including breakfast, for every average student, family, or other, as there was bound to be something for everyone (KCLau, 2020). There has been some criticism lately because they did not care for their runner safety.

Also, Bungkusit. Give Bungkusit a try if the regularly used food delivery services are too bustling! Not only do they deliver food, but as long as they know the address, they provide virtually everything else. Bungkusit begins only around late 2018. 2019 was when we saw that app start to rise, and their service improved (Jodee, 2020). The advantage of Bungkusit is that there was no price increase from the menu of the restaurant. Bungkusit serves as a bridge to crack the digital barrier for B40 riders and SMEs, intending to give the B40 riders as much profit as possible and reach as many SME customers. They make it probable with a 0 percent fee commission by allowing SMEs to upload their menus for free. Customers can order something from their favourite restaurants and street vendors. All the pay for is the delivery charge, which is determined

by the intermediate distances. According to Jodee, (2020), the shipping charge may seem higher, but the compensation for not getting an extra cost on the product menu.

The food delivery app has started to using widely worldwide and in Malaysia when the pandemic covid-19 began from the end year of 2019. The virus reached the whole of China in February 2020, then progressively expanded worldwide. This disease has spread rapidly among Wuhan City residents, Hubei Province, China, beginning in early December 2019 (Secon et al., 2020, WHO, 2020c). An unprecedented case, with records of unexplained causes of pneumonia. Early findings showed that the Huanan seafood market in Wuhan City had many patients exposed to the disease. Different exotic foods can easily be found in this market, such as bats, snakes, marmots, and birds. It is widely understood that, due to their feeding habits and environments, exotic animals are extremely susceptible to and serve as elevated potential carriers of different viruses and bacteria. In order to determine the potential cause of pneumonia-causing bacteria or viruses, the scientists examined environmental samples of these animals sold on the Huanan market (Menachery & Gralinski, 2020).

In Malaysia, the virus spread after the first imported COVID-19 case from Wuhan, China, was announced by neighbouring Singapore. The danger of COVID-19 became increasingly apparent on 23 January 2020, which was also the republic's first positive case. In this first instance, Johor established eight close contacts in Malaysia (Abdullah, 2020). Within less than 48 hours of Singapore's first reported occurrence, on 25 January 2020, Malaysia reported the first positive COVID-19 case. Patients have increased drastically from time to time until the government has decided to lift Movement Control Order (MCO) that was implemented on 18 March 2020 to Malaysians to break the covid-19 chain and restrict movement people into out an area. This move was critical as China's situation demonstrated that the pandemic could be regulated by isolating people's

infectious community and practicing social distancing. During MCO, people found that it is much easier to order online through mobile food delivery than going to a market and being among people. The social distance preserved and there are various options.

During pandemic Covid-19, the food delivery app always involves daily supplies delivery service for customers. The quality also significantly impacts user perception. (Elvandari et al., 2018) stated that the most important characteristics influencing online food distribution systems are order enforcement, delivery efficiency, food quality, and prices.

1.2 PROBLEM STATEMENT

The food service sector covers all events, programs, and company operations engaged in the processing and serving food to people dining away from home (Moore Allison, 2017). But at the beginning of 2020, because of Covid-19, the world has had a significant effect on all people worldwide, including Malaysians, who ended the government's lockdown, leaving people unable to go out to eat or have a meal with their family and friends. Regardless of the negative impacts of Covid-19, due to the consumer's regular preferences, the supply and demand of the food service industry have changed rapidly. However, to get through this pandemic situation and prevent any casualties, the food and beverage industry has positively thought of moving their offerings from the usual in-store to online services like via websites and social media platforms.

A new wave has struck the food and beverage (F&B) industry in Malaysia, online food ordering. The latest dining out is confined to ‘tapau-ing’ (take-away in local

Mandarin slang) and eating out, ordering in (Milo EC, 2018). Then some concerns can be detected using these applications. The Foodpanda Malaysia Commercial Director said there are times when there is a delay in delivering the payment provider (Alvee Khan, 2016). That in turn delays bringing the order to the restaurant and delivering the food on time. It also mentioned the weather as a cause of the lower customer's expectation for the performance and efforts.

In this research, there are three key factors influencing customer satisfaction on food delivery apps that closed to effort expectancy, performance expectancy, and social influence. One of the variables that challenge customer satisfaction is effort expectancy. Venkatesh et al. (2003) classify effort expectancy as the degree of ease associated with any device when using it. That is because, often, there is a problem with the request to order food. For instance, the customer cannot identify the location. So it made it difficult for consumers to use the food application to get or order food and beverages. Operators of delivery apps would need to provide the accurate information requested by users in detail.

According to McCann Katie (2020), clients may get a false impression of the restaurant due to traffic or road conditions or a wrong turn. The restaurant can damage the customer's opinion if food arrives cold or poorly presented when the customer receives it. They have not many chances to turn a negative experience around because they are not there when customers eat their food. Charging commission is also strongly discouraged for using delivery apps, as the added charge will lead to consumer dissatisfaction.

Furthermore, the social influence of food delivery apps in Malaysia will affect customer satisfaction. Schiff Jennifer Lonoff (2015) discovered that social media is one of the social forces driving traffic to brands as a vital customer relationship tool. When

not correctly used, it can also harm the brand. Negative company feedback can be difficult, both socially and economically. A delivery app service needs to provide users with different advantages to prevent them from switching to another delivery app service. When choosing which app to use, consumers were substantially influenced by their peers, suggesting that delivery app providers must be proactive in seeking word-of-mouth marketing.

In conclusion, there are three main keys that led to customer's dissatisfaction that need to be clear and solved. In order to induce customer satisfaction of food delivery apps in Malaysia, it was important to understand the significance of factors such as effort expectancy, performance expectancy, and social influence from a realistic perspective.

1.3 RESEARCH OBJECTIVES

The purpose of this research study are:

i. To examine the relationship between effort expectancy and customer satisfaction on food delivery apps in Kuala Lumpur, Malaysia.
ii. To identify the relationship between performance expectancy and customer satisfaction on food delivery apps in Kuala Lumpur, Malaysia.
iii. To analyze the relationship between social influence and customer satisfaction on food delivery apps in Kuala Lumpur, Malaysia.

1.4 RESEARCH QUESTIONS

The research questions are:

i. What is the relationship between effort expectancy and customer satisfaction on food delivery apps in Kuala Lumpur, Malaysia?
ii. What is the relationship between performance expectancy and customer satisfaction on food delivery apps in Kuala Lumpur, Malaysia?
iii. What is the relationship between social influence and customer satisfaction on food delivery apps in Kuala Lumpur, Malaysia?

1.5 SCOPE OF STUDY

The coverage of this study was the factor affecting customer satisfaction on food delivery apps in Kuala Lumpur, Malaysia. Different customers have other pleasures that influenced by many factors. This study focused on the local customer in Malaysia as respondents. The location to be selected for this study is Kuala Lumpur, Malaysia. They have been selected because researchers identified an individual's need by understanding through factors. The factor affecting customer satisfaction in using food delivery apps was significant for the food and beverage sector to run out of their business in this period. This study was to understand the factors affecting customer satisfaction using food delivery apps through effort expectancy, performance expectancy, and social influence.

Consequently, this paper aimed to examine the factors affecting customer satisfaction in using food delivery apps in Kuala Lumpur, Malaysia.

1.6 SIGNIFICANT OF STUDY

This study was about the factors affecting customer satisfaction on food delivery apps in Kuala Lumpur, Malaysia. A clearer picture has been shown of the relationships between effort expectancy, performance expectancy, social influence, and customer satisfaction through this study. The outcome of this study could be beneficial not only in the academic but also for the food service industry.

1.6.1 Academic Contributions

This research helped researchers who are looking for a chance to gain information in the food service industry. This study also helped fill up the gap in customer satisfaction, especially the studies related to food delivery apps. There was still limited research conducted on customer satisfaction on the food delivery apps. This study could encourage other researchers to conduct more similar or further research in a different geographical area.

1.6.2 Practical Contributions

This study could provide a pathway and guidance for the food service industry on which decision should satisfy the customer to maximize their profit. This research can let the restaurant know a more precise image of serving their online customer and engaging them with more excellent value. This study could also show them more detailed information on the factors affecting customer satisfaction on the food delivery apps in Malaysia. The restaurant can also learn about how close the relationships of the effort expectancy, performance expectancy, and social influence was affected customer satisfaction on Malaysia's food delivery apps.

1.7 DEFINITIONS OF THE TERMS

The terms included in the research study are effort expectancy, performance expectancy, social influence, and customer satisfaction. Below was the definition of each of the terms.

1.7.1 Effort Expectancy

Effort Expectancy was defined as a belief that using a particular technology will be effortless and easy to use. It was because of the degree of simplicity associated with the use of a process or a system. Next, the hypothesis that effort expectancy positively affected the behavioral intention to use, as well as the actual use of a technique or a technology, has regularly been formulated in previous studies (Arman & Hartati, 2015; Chang, Hwang, Hung, & Li, 2007; Phichitchaisopa & Naenna, 2013).

1.7.2 Performance Expectancy

Ventakesh et al. (2003) can define performance expectancy as the degree to which an individual believes that it was enhanced efficiency and gained performing activities by using a specific method. People was more likely to use food delivery apps when people feel that this might help them make it easier to purchase food and drinks.

1.7.3 Social Influence

Social influence was the degree to which a smartphone user feels that significant individuals consider using smart apps (Okumus et al., 2018). Social influence was also

defined as how others influenced a person's behavior decisions. Their opinions, thoughts, and attitudes were essential for accepting new online purchase technologies (Lee, Sung & Jeon, 2019).

1.7.4 Customer Satisfaction

Customer satisfaction was a term widely used in hospitality marketing. Customer satisfaction was defined as the number of customers or the percentage of total customers whose experience has been reported with a company that the products or services exceeds the objectives of satisfaction (Ajzen & Fishbein, 2005). The faithful customers bid free word of judgment by mouth. Food consists of external and internal elements for customer satisfaction.

1.8 SUMMARY

In this chapter, the researchers gave an overview of variable factors that affected customer satisfaction on food delivery apps. In the meantime, the researcher also explained the subject that was the background of the study, problem statement, research question, and research objective. The study's scope also included as well as the significance of study and definition of the term.

CHAPTER 2

LITERATURE REVIEW

2.1 INTRODUCTION

A detailed overview of previous research on a topic was an examination of the writing. In a literature review, the term "literature" refers to the content of the work. Published or unpublished research papers summarize, clarify, analyse, and conduct in the areas related to one's studies, which should be described critically by others. A literature review establishing a reader's landscape and provides them with a complete image to recognise in-field innovations.

Observing (Mukesh, Salim, & Ramayah, 2013), novels, poems, and others are used in the general sense of the term 'literature'. Nevertheless, the term literature referred to a literature review written or published in the setting of a study. Unreported research essay that others can describe, objectively summarise, explain, analyse, and conduct in the fields related to one's study. These articles are meant to clarify and examine the question of one's employment.

As all of us know, smart technologies and mobile applications (APPS) have been an extensive and integral part of the rapid growth of Information Communication Technology (ICT) and smartphones in daily life (Baabdullah, Alawan, Rana & Patil,

2019). Mobile applications were created and intended for downloading and use via smartphones or similar mobile platforms, such as food delivery apps. The food delivery apps can be described as mobile applications downloaded by smartphone users and used to access restaurants, view food menus, place food orders and make purchases without any physical interaction with restaurant workers as an innovative and convenient platform (Okumus & Bilgihan, 2014).

According to Mukesh, Salim & Ramayah (2013), the independent variable was an explanatory variable or indicator. This was supposed to give effect, either positively or negatively, to the dependent variable. The researchers will conclude that each shift in the independent variable increases or decreases for each level of change. In other words, the independent variable (IV) accounts for the dependent variable disparity (DV).

It was possible to refer to the dependent variable (DV) as the criterion or outcome predictor. It was an aspect that expectable and explainable. Dependent variable variance (DV) was what a researcher has obtained and tries to describe and quantify by other techniques. The central theme of the research operation in which it raised most research work believed to be this variable (Mukesh, Salim, & Ramayah, 2013).

2.2 UNDERLYING THEORY OF CUSTOMER SATISFACTION

The meaning of the word theory can be described in several ways before starting to provide the theory of customer satisfaction. According to the theory described by Poole

and Van de Ven (1989), a good theory was a restricted and precise image. The relationship between variables and particular predictions is clearly explained by a good theory (John, 1998). In studying customer satisfaction, there have been distinct model theories used. Each theoretical model has its variables (Emil, Doris & Maja, 2017).

2.2.1 The Dissonance Theory

The theory of dissonance indicates that a person was expecting a high-value product. The discrepancy and cognitive dissonance are understood and obtained by a low-value commodity (Cardozo, 1965). In other words, the unconfirmed expectations produce a state of dissonance or mental discomfort (Yi, 1990). According to this theory, adjusting the perceived discrepancy can cause dissonance created demand for its removal. This theory maintains that post-exposure ratings are mainly a result of expectation since it was that acknowledging disconfirmation is psychologically unpleasant for the job. Therefore, consumers misrepresent expectation-discrepant outcomes at their previous expectation stage (Oliver, 1977, p. 480). For example, a customer may feel psychological stress and try to mitigate it by changing their view of the product if there was a difference in product perceptions and product performance (Yi, 1990). This intake asserts Cardozo. For example, suppose that customers go to a restaurant that they expect to be friendly and face an unappetizing meal. To decrease the dissonance, the client, who had traveled a long way and paid a high price for the meal, may complain that the food was not as bad as it looked or that she likes overcooked food.

The researchers followed this strategy by implicitly believing that customers would. Generally, the product's performance deviation from their expectations or effort expenses in some respects, and some cognitive repositioning will be needed (Oliver, 1980). This theory has not received much support from scientists, partly because it was not cleared if, in any consumption situation, consumers would make certain adjustments to inconsistencies as predicted by the model. For example, Oliver (1977) argues in his critique of the Dissonance principle was satisfaction emerges from a contrast between X, one's expectation, and Y, product efficiency. Therefore, it was the extent and direction of this disparity that affects one's post-decision degree of effects. X serves only for the comparative baseline to be given. Besides, customers were under no particular obligation to overcome the X-Y gap. In truth, satisfaction or dissatisfaction was believed to result from recognition and recognition of dissonance.

If the Principle of Dissonance holds, then businesses should aspire to boost. The product performance requirements are significantly higher to achieve a higher quality assessment (Yi, 1990). The validity of this assumption was nevertheless doubtful. It can backfire by increasing expectations dramatically above the product results and failing to reach these expectations, as small discrepancies can be mostly ignored. In contrast, large differences can contribute to a rather gloomy assessment. The definition of "tolerance level" fails to take this suggestion into account. The degree of tolerance means that as long as the buyers could accurately expect the range, they can accept a range of products around a point estimate. Suppose a brand performance expectations similar to the average (initial expectation) are within the appropriate performance latitude. In that case, it can then be assimilated to the norm (Woodruff et al., 1983). The perceived output around a performance average is likely to be considered equal to the bar over some interval. The perceived outcome is outside the appropriate range. The brand performance will then be

perceived as distinct from the standard, which will trigger disappointment, not a high product assessment, in contrast to this model's expectation.

As a complete description of customer satisfaction, the Dissonance Theory fails; however, it helped to recognize that standards are not static and that they can shift during the experience of consumption. For example, during the holiday, customers can generate the importance of changing pre-holiday expectations and a fresh set of expectations due to holiday experiences. So, when they traveled from one adventure to the next, such as from the hotel's reception to the room or restaurant, customers can update their room perceptions due to the previous encounter's success (Danaher & Arweiler, 1996).

2.2.2 The Contrast Theory

The principle of contrast theory was one of the most significant impacts on food delivery apps for customer satisfaction. According to this theory, when actual product output falls short of consumer expectations for the product, the contrast between expectations and results were lead the customer to exaggerate the difference (Yi, 1990). The theory of contrast maintains that a customer who receives a less valuable than the expected product will magnify the difference between the received product and the expected product (Cardozzo, 1965).

This theory predicts that the performance of products below expectations will be rated lower than it really was (Oliver & DeSarbo, 1988). In other words, the theory of

contrast will suggest that outcomes that deviate from expectations would cause the subject to react favorably or unfavorably to the disconfirmation experience in that a negative disconfirmation was assumed to result in a bad product evaluation, whereas positive disconfirmation should cause the product to be highly valued. For example, in terms of the conditions for food delivery app consumers may say that such applications are one of the worst because they take the opportunity in charging extra improper charges such as taxes, wage costs and others.

Therefore, it is strange if the hypotheses held by these theories can be accepted or rejected when implemented in studying the sample customer satisfaction that affected food delivery apps. For example, it was clear whether all internal purchasing decisions can change the level of customer satisfaction with applications that offer food services in the food and beverage industry.

2.2.3 Expectancy-Disconfirmation Paradigm (EDP)

Expectancy-Disconfirmation Paradigm (EDP) can be used to explain customer satisfaction which is the theory developed by Oliver for two papers written in 1977 and 1980. This theory suggests that disconfirmation was correlated with the scale of one's initial expectation of the company's products or services. If a business offers products or services that exceed their expectations for them, satisfaction will be high. Satisfaction affected by the size and direction of experience of the disconfirmation occurs by

comparing the performance of the products or services with expectations (Ekinci & Sirakaya, 2004).

In the past study done by Szymanski and Henard, it had identified in a meta-analysis which concluded the disconfirmation theory was one of the best predictors in experiment the level of customer satisfaction (Petrick, 2004). Based on Mattila & O'Neill (2003), they stated that among the theories which used to discuss satisfaction, the disconfirmation theory was the most popular theories. Typically, the satisfactions act as the result of the customer experience with products or services when a comparison of perceptions and expectation with the objective standard of products or services. The ways of the products or services delivered are said to be a more important consideration than the process. They also mentioned that the feeling of dissatisfaction would occur towards the products or services performed when the perceptions of the customer not met by the business (Mattila & O'Neill, 2003).

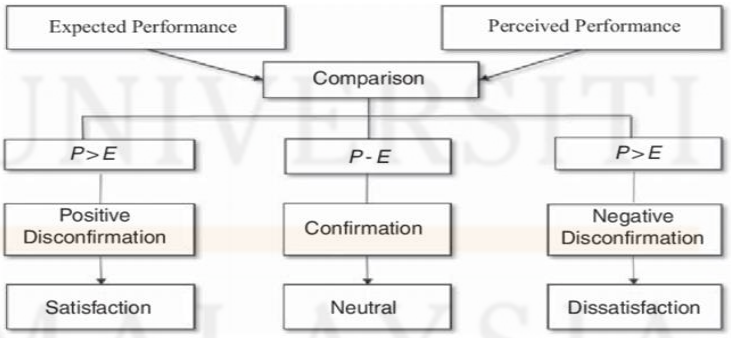


Figure 2.1: Expectancy-Disconfirmation Paradigm on customer satisfaction
Source: Adapted from Oliver, (1980)

There was an updated definition regarding the disconfirmation theory. It discussed the satisfaction level as the fulfilment response from the guest or the customers. The

classification of satisfaction level was a judgement of the products or services where a business can offer, reaching the level of consumption-related fulfilment or not. The level was known as "under" or "over" the level of fulfilment by the customers (Yau & You, 1994).

2.3 CUSTOMER SATISFACTION

2.3.1 Customer Satisfaction

Customer satisfaction would improve the repurchasing behavior of the customer and increase trust in buying other products (Cardozo,1965). Customer satisfaction was a psychological satisfaction state for a product's perceived value or the acquisition of service by a product (Howard & Sheth, 1969). The size of the difference between the expected demand and the predicted value determines customer satisfaction. The actual effect was the buying behavior of the product or service (Hemple, 1977). It refers to the assessment of the purchased product or the experience of consumption (Churchill & Surpreant, 1982).

Consumer satisfaction was a reflective measure of the discrepancy between the service of the customer and the service experienced by purchasing conduct (Tes & Wilton, 1988). The level of customer satisfaction is determined by the accuracy of pre-purchase and post-purchase value expectations (Ciavolino & Dahlgaard, 2007). Customers can

improve their sense of satisfaction when perceptions and beliefs have achieved a certain degree of continuity. On the contrary, clients would decrease their sense of satisfaction if perceptions and value led to a state of inconsistency. As a combined psychological reaction to the continuity between pre-purchase anticipation and post-purchase evaluation of consumer transaction conduct, customer satisfaction could be summarized.

From two viewpoints, the degree of customer satisfaction could be investigated: the extent of the transaction and the character of acknowledgement. Next, customer loyalty could be divided into particular and cumulative transactions in terms of the transaction size. It was possible to differentiate consumer satisfaction between useful and cognitive attributes in the field of character recognition.

2.3.2 Antecedents of Customer Satisfaction

Nowadays, we were all conscious that food was an essential part of the tourism industry. This was because it was not feasible to distinguish the food service function from the tourism industry. In rural areas, tourism and food processing as potentially valuable economic growth drivers (Hall et al., 2003). For instance, food spending was a significant component of the tourist budget. It can constitute a cornerstone of many national and sub-national economies in general, with reports that food and beverages account for as much as a third of total expenditure.

Next, for foreign people to visit a destination, food has been a significant feature. As Ardabili, et al. (2011) stated, the food was one of the tourists' critical tacit considerations when selecting the destination. Besides, travellers continually travel to destinations searching for culinary experiences. It was critical for food service providers to preserve their consumers' loyalty because food was an essential feature of tourism. Customer satisfaction also contributed to positive results for the food service sector. The satisfaction of the customer in the food service industry may be closely related to restaurant revenue. In order to keep them and to create market share, restaurateurs work hard to meet customers. Many researchers have found that fulfilled customers in the food service industry contributed to good intention to act, word of mouth and revisit intention.

Moreover, satisfaction may be characterized as a customer's fulfilment after buying a good or service (Oliver, 1997). Satisfaction is the emotion that arises when a person completes a service, in the process after a service is purchased. Customer satisfaction was an essential part of a successful company, particularly in the service industry. Customer satisfaction play a crucial role in any company organization's performance, whether intended for a product or a service. For the efficient delivery of service as the principle of customer satisfaction is essential. Customer satisfaction with the goods or services was also viewed as the secret to sustainability and long-term viability (Law, et al., 2004). Today, several studies have agreed that customer satisfaction was essential for the organization to prosper and survive.

Last but not least, just for benefits, food service providers must provide their clients with value. Customer satisfaction in the food service industry may be related directly to restaurant revenue. In order to keep them and to gain market share, restaurants work hard to satisfy customers. This study explored the literature to include details on the

antecedents of customer satisfaction in the food service sector, as previously, customer satisfaction contributes to beneficial outcomes for food service sector suppliers.

2.4 EFFORT EXPECTANCY

Venkatesh et al. (2003) defined effort expectancy as the degree of ease associated with some device while utilizing it. It means that effort expectancy refers to the effort needed to use the system, whether simple or others. For example, using the food delivery application was essential because customers can make an order for food and beverages at any restaurant. Then, the employer handles the order from an application like Foodpanda, Grab Food, Bungkusit, and others.

Next, the second definition of effort expectancy can also be defined as "the level of ease associated with the use of the scheme" (Venkatesh et al., 2003, p.450). Related to performance expectancy, Venkatesh et al. (2003) introduced into this notion three structures from other theories that are perceived ease of use, difficulty and ease of use. Firstly, the perceived ease of use was a term from the Technology Acceptance Model (Davis, 1986) related to someone's idea that it would be easy to use modern technology. Secondly, the term built into the effort expectancy is the MPCU's difficulty (Thompson et al., 1991). Complexity in this method, as shown by the customers, was interpreted as the complexity in using the method. Lastly, it is the IDT's core construct (Rogers, 1995), and its description is distinct from a disparity equivalent to the complexity. From that

statement, the concept of complexity involves a general system, while the invention was about ease of usage (Venkatesh et al., 2003).

Last but not least, the parallels between specific definitions were verified by Thompson et al. (1991). In previous research, the theory that effort expectancy strongly affects the psychological purpose to use and the practical use of a method or technology has been routinely formulated. Besides, many of the researchers noticed the support for this relation, but others concluded that there was no substantial effect on effort expectancy (Arman & Hartati, 2015; Bennani & Oumlil, 2013). In addition, Arman and Hartati (2015) argue that the possible explanation may have been the sample's feature. Nearly 70 per cent of the participants had a maximum age of 50 years, 67 per cent were professionals with much experience, and both the influence of effort expectancy was mild previously described age and experience.

2.5 PERFORMANCE EXPECTANCY

Perception by consumers of the major services and advantages of using new ones. It has been verified repeatedly that technological products and services have the effect of new technological products and services on behavioural purpose and real adoption (Alalwan & Dwivedi, 2017). Performance anticipation refers to the potential of the new system and application to help customers accomplish in a more convenient and effective way what they need and want (Venkatesh, 2020). Customers were more likely to provide

a positive response and intention to use a new system if they believe that the system saves them more time and effort than conventional ones, presenting statistical evidence that supports the important role of success expectation in contributing to the intention of the customer to use food delivery apps.

According to Yeo (2017), the use of such applications as one of the factors similar to the various performance expectations were found to have a significant impact on the intention of customers to use the online food ordering system. In this study, performance expectancy was able to have a positive impact on customer satisfaction with this application. For example, a customer can access any restaurant at any time and on any day of the week by using a food delivery app, have a wide range of food choices, collect enough details, and place their orders without having to move physically. Moreover, during the covid-19 pandemic, this application has become one of the successful platforms in Malaysia and globally because it can facilitate the affairs of the people better in daily life.

Therefore, if they felt the high utility benefits in using such creative applications, it can be said that customers tend to be happy and content with the experience of using food delivery apps.

2.6 SOCIAL INFLUENCE

Social influence played a crucial role in how others influence a person's behaviour decisions. There were two types of social influence. According to Chkhartishvili et al. (2018) stated the information influence was the provision of credible, real-world evidence. This influence was significant when consumers felt the need to make informed choices. When customers felt the need to make wise choices, this impact was significant. They believed in the opinion or use of the product by those who are considered credible products as proof of the quality of the product. Normative social influence involved meeting other people or groups (Perfumi et al., 2019). The most significant normative influence was exertion in major reference groups, such as immediate family members.

Individuals have changed their behaviour according to their social environment. Social influence has been showing to have a substantial effect on users' behavioural satisfaction towards new technologies, products and services. There were associated with external stress (from people around in their life, such as friends, family and colleague), and a person feels that they are satisfaction or dissatisfaction the mobile commerce applications (Lee, Sung & Jeon, 2019). It was one of the most critical factors associated with customers who use or reject the new system.

Some e-commerce research has proved the vital role of social influence. The social influence has a substantial effect on customer satisfice to use smartphone payments (Khalilzadeh et al., 2017). According to Verkijika (2018) also stated that social impact played a role in forecasting customers satisfice to use e-commerce applications in South

Africa. Moreover, social influence has played a role in predicting the satisfice of United States customers using mobile food apps (Okumus et al., 2018).

According to this proposition, Xiao, Zhang and Tang (2016) have proven that social influence played a vital role in shaping users' satisfaction with food delivery apps. The social recognition that customers may receive from others in terms of their use of food delivery applications increase the social value reflected in these systems and, accordingly, increase the customer's happiness. It can say that customers are more likely to be influenced by individual surrounding them when evaluating their experience (satisfaction or dissatisfaction) with the food delivery apps.

2.7 THE RELATIONSHIP BETWEEN EFFORT EXPECTANCY, PERFORMANCE EXPECTANCY, SOCIAL INFLUENCES AND CUSTOMER SATISFACTION ON FOOD DELIVERY APPS

The relationship between independent and dependent variables be the fundamental factors that can affect customer satisfaction in the food service industry. Independent variables which were factors have a direct effect on the independent variable in customer satisfaction on food delivery apps. Effort expectancy, performance expectancy, social influences was brought an excellent result to affected customer satisfaction. Hence, there was a strong connection for each of them.

The relationship between effort expectancy and customer satisfaction has affected food delivery apps. Easy to make a food order and payment can be complete without any assistants. The more comfortable and complicate used food delivery apps can reflect the time and effort required by the customer. Chimote & Dhole (2017) added that trusted and useful payment systems for food delivery apps have a positive impact on customer satisfaction. Therefore, it can be said that customers were satisfied with the experience of using food delivery apps as long as they believe that the easier to use and complexness of using it is low (Okumus et al., 2018).

The relationship between performance expectancy and customer satisfaction has affected food delivery apps. Customers can visit any restaurant at no particular time of the week with the apps, have a broad selection of food choices, gather enough information, and make their orders with no physical movement. Traffic problems, roadblock and no dine-in in restaurants during Movement Control Order (MCO) can be solved using the food delivery apps (Coronavirus, 2020). The customer believed that the use of innovative apps has a high utilitarian value if the customer was satisfied with their experience in using food delivery apps (Zhao & Bacao, 2020).

The relationship between social influence and customer satisfaction has affected food delivery apps. The experience of food delivery apps from friends or family members, either good or bad, will influence users' behavioural satisfaction or dissatisfaction on the apps. The delay of delivery foods caused dissatisfaction to the customer with the bad experience. They were more likely to be influenced by the people surrounding them when evaluating their experience (Lee et al., 2019).

2.8 CONCEPTUAL FRAMEWORK

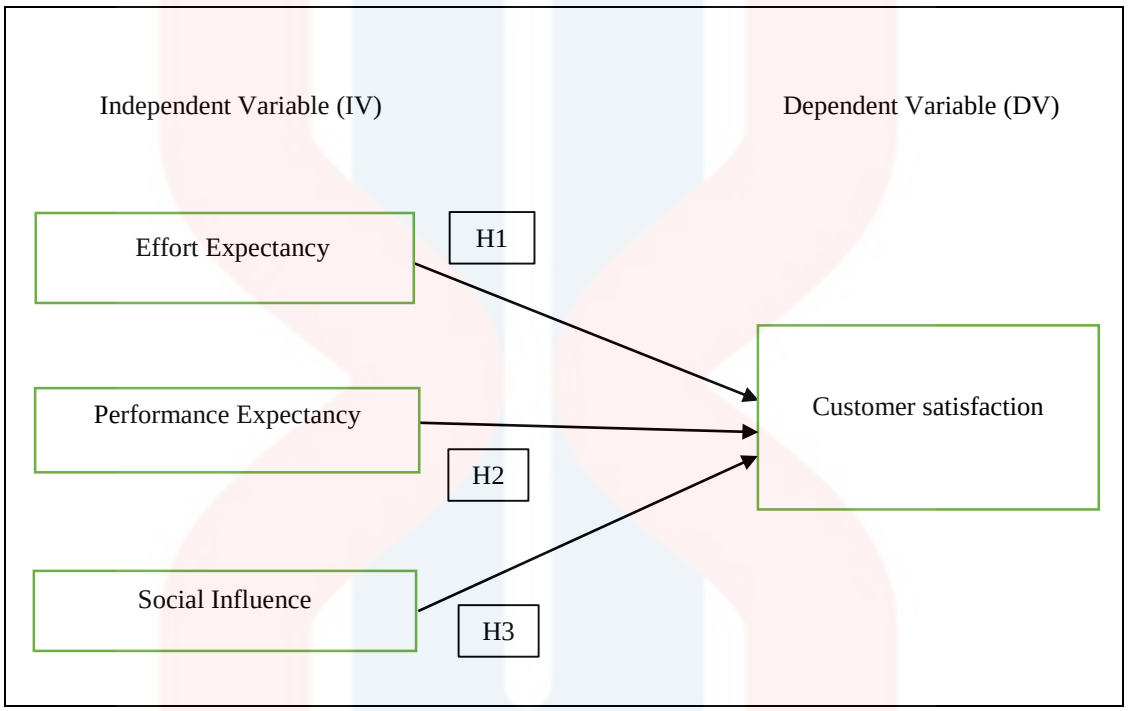


Figure 2.1: The Conceptual Framework of the study

Source: Adopted from Alalwan, (2020)

2.9 HYPOTHESIS

A hypothesis must be realistic and testable because it was taken into consideration current knowledge and techniques. Moreover, the hypothesis was defined as an explanation prediction of the relationship between two variables. It implied that a systematic relationship exists between an independent variable and a dependent variable. Thus, the study has proposed:

H 1: There was relationship between effort expectancy factor and customer satisfaction on food delivery apps in Kuala Lumpur, Malaysia.

H 2: There was relationship between performance expectancy factor and customer satisfaction on food delivery apps in Kuala Lumpur, Malaysia.

H 3: There was relationship between social influence factor and customer satisfaction on food delivery apps in Kuala Lumpur, Malaysia.

2.10 SUMMARY

This study measured the relationships of effort expectancy and customer satisfaction on food delivery apps in Kuala Lumpur, Malaysia. Besides, this study also investigated the relationship between performance expectancy that influenced customer satisfaction on food delivery apps in Kuala Lumpur, Malaysia. This study also measured the relationship between social influences and customer satisfaction on food delivery apps in Kuala Lumpur, Malaysia.

CHAPTER 3

METHODOLOGY

3.1 INTRODUCTION

We would like to address the methods of research methodology used for the analysis in this chapter, which included research design, population, and sampling. We may also want to speak about research instruments, a plan for data collection, and a plan for data analysis.

3.2 RESEARCH DESIGN

A research design was the project design for a study that provided the specification of the method that researchers pursued to formulate test hypotheses or achieve their study goals (McDaniel and Gates, 1999).

Quantitative analysis inquired about a measurable investigation of numerical data obtained in summary, used methods, such as questionnaire surveys. In order to speculate

on the discoveries, the examination needs an example size to have increasingly factual control (Kumar, Talib, & Ramayah, 2013).

The purpose of the study was to determine the factors affecting customer satisfaction on food delivery apps in Kuala Lumpur, Malaysia. Following the effort expectancy factor, performance expectancy factor, and social influence factor, the expressive research plan is the correct approach. For the inquiry, a quantitative analysis methodology has been used in this study.

3.3 TARGET POPULATION

Population referred to the entire population, case, or concern a researcher needs to explore. The target population was defined as a set of people with common characteristics to let researchers interested in a study on them (McLeod, 2014). The researchers have chosen the target population to participate in the study would be smartphone users in Malaysia. Malaysia had approximately 26.69 million smartphone users in January 2020 (Digital Data Reportal, 2020). So, the target respondents of this research were those who already use food delivery apps among 26.69 million smartphone users in Malaysia. In particular, those who live in Kuala Lumpur. There were too many food delivery services in Kuala Lumpur due to a big city and high population (Lee, 2020). Kuala Lumpur has a high population of 7,996,830 and is a busy modern city compared to other states in Malaysia (Kuala Lumpur Population, 2020).

3.4 SAMPLE SIZE

Sample size illustrated of the respondent in Malaysia was those who live in Kuala Lumpur (Krejcie & Morgan, 1970). Hence, there had a total of 400 forms spread to the target population.

$$s = \frac{X^2 NP(1-P)}{d^2(N-1) + X^2 P(1-P)}$$

s = required sample size

X^2 = the table value of chi-square for 1 degree of freedom at the desired confidence level (3.841)

N = the population size

P = the population proportion (assumed to be 0.50 since this would provide the maximum sample size)

d = the degree of accuracy expressed as a proportion (.05)

Figure 3.1: Formula for Determining Sample Size

Source: Krejcie & Morgan (1970)

$$s = \frac{3.841(266900000)(0.5)(1-0.5)}{(0.05)^2(266900000-1) + 3.841(0.5)(1-0.5)}$$

$$s = \frac{256290725}{667250.96}$$

s = 384.099

s = 384

3.5 SAMPLING METHOD

Sampling method could saw as the identification process of which the researchers selected types of entities of the sample to undergo his or her study. The knowledge and judgment of the researchers rely on deciding the ways of category for respondents to choose to conduct the study. For this research, the researchers adopted the convenience sampling, which was under the non-probability sampling technique. According to (Polit & Hungler, 1995), the non-probability selection for the researchers to select the respondents said to be unknown. Since the researchers conducted the study as her university academic project, the cost-effective ways should be chosen by the researchers since there may be a limited cost charged to the researchers. Also, the sample cannot be calculated in the population. Therefore, convenience sampling was a group of most readily available subjects to be used as the sample to conduct the study (Cohen et al., 2000).

3.6 DATA COLLECTION

In statistical research, the collecting of data played a significant role. In this research, as a primary data collection method, questionnaires have been distributed to respondents. The primary data was the data gathered for the first time to find a solution to the problem.

The questionnaire was the primary source of knowledge with a range of questions for respondents by ticking the one they consider acceptable (Ajayi, 2017).

Each collection of questionnaires has to attach a cover letter. For the respondents, the cover letter contained the material of the research intent. Respondents would then know the motive and intention of the report. There were five sections that respondents needed to tick for their response, and the answer was the information we gathered for the report. The questionnaire was distributed to local Malaysians.

3.7 RESEARCH INSTRUMENTS

Research instruments were defined as tools for people to get the data on researchers did from a research subject like interview session and questionnaire. Then, in this study of food delivery apps, the data collected through questionnaires for researchers to find information and also details.

The questionnaire was used as a tool for the study on food delivery apps to collect data from the respondents. Hence, the questionnaires that were given to respondents contained and also developed with a variety of questions. Firstly, Section A states the demographic question identified as age, race, status, gender, and income level. Secondly, Section B was the first of the independent variables, which was effort expectancy. Next, Section C was for the second independent variable, which was performance expectancy. Section D was the third independent variable, which was the social influence. Then,

Section E was the dependent variable that states the question related to customer satisfaction with food delivery apps.

Moreover, the questionnaire has given a multiple-choice and a Likert scale for the respondent to answer. Then, multiple-choice questions were essential for the respondent to choose the answer from the list of options provided in the question. The Likert information would measure of one to seven for strongly disagree to the strongly agree. There was a seven-point Likert scale ranging from 1 to 7 that used for each part of the questionnaire. The researchers have chosen a seven-point Likert scale because it provides a more precise reflection of the respondent's proper evaluation.

Table 3.1: Measurement of Likert Scale

Strongly Disagree / Sangat Tidak Setuju					Strongly Agree / Sangat Setuju	
1	2	3	4	5	6	7

3.8 DATA ANALYSIS

Data analysis was defined as one of the processes of transforming, modelling, and cleaning data to discover wherever useful information was for business decision-making.

Moreover, data analysis was aimed to extract useful information from data and decide based on the data analysis in the study of food delivery apps. There were varieties of explicit information techniques, research, content review, business insight, information perceptions, and information mining. The information collected in this analysis has been analysed by the Statistical Package for the Social Science Version of 26 (SPSS). It was a comprehensive set of statistical tools for process statistical to generate various outputs to answer the objective study and process statistical data.

3.8.1 Descriptive Statistic

A descriptive statistic defined as was typically distinguished from inferential statistics. With descriptive statistics, researchers were merely describing what was or what the data shows. Moreover, researchers try to reach conclusions that extend beyond the immediate data alone with inferential statistics. For instance, it used inferential statistics to infer from the sample data what the population might think. Alternatively, researchers use inferential statistics to judge the probability that an observed difference between groups was a dependable one or one that might have happened by chance in this study. Hence, it also used inferential statistics to make inferences from our data to more general conditions and use descriptive statistics to describe what was going on in our data.

Skewness relates to the symmetry of the data distribution. For example, there were many high scores, the data indirectly will be positively skewed. If there were much lower scores, the data will be negatively skewed (Diekhoff, 1992). As researchers know, the acceptable values for skewness fall between -1 + 1.

3.8.2 Reliability Test

Reliability extends to how a system tests something consistently. If the same outcome can reliably obtain the same conditions using the same methods, the calculation was accurate.

A test of reliability was a way of estimating the consistency of the measurement technique used in a study or thesis to collect data. The outcome typically produced by reliability was a reliable result of similar meaning (Blumberg et al., 2015). The measurement method must first be accurate for the findings from a study to consider valid. Reliability was the concern with consistency or how far the survey questions were the same type of data each time asked by the respondent. It was critical for track and compared the findings from external sources with previous internal surveys and benchmarks.

In a different opinion, the reliability test also was the measurement in basic terms. Method (questionnaire) created using multiple statements of the Likert scale. Cronbach's

alpha was used to assess internal accuracy and to calculate the reliability of the scale. The value was considered appropriate by Tavakol and Dennick (2011) to be more than 0.7.

3.8.3 Pearson Correlation Coefficient

The Pearson coefficient were a type of correlation coefficient that expresses the relationship between one variable and another variable calculated at the same interval or scale of the ratio. The Pearson correlation coefficient was often used to calculate the frequency of a linear relationship between two variables. The Pearson correlation generally aimed to draw a line of best fit from the data of two variables, and the Pearson correlation coefficient referred to as r, indicates how far all these data points were to this best fit line.

One of the significant tests that calculated the strength of the linear relationship between the independent variables (IV) and the dependent variable (DV) was the Pearson Correlation Coefficient analysis. This study intended to examine whether there were associations between the independent variables (IV), which are the effort expectancy, performance expectancy, social influence, and the dependent variable (DV), which was customer satisfaction on food delivery apps Kuala Lumpur Malaysia.

When the correlation coefficient (.91 to 1.00) or (-.91 to 1.00) was very high, the strength of the relationship was very strong. As (.71 to.90) or (-.71 to.90) means strong,

(51 to.70) or (-.51 to -.70) means medium, (.31 to.50) means low (.01 to.30) means very low or small, and .00 means no correlation connection.

Table 3.1: Pearson coefficient

CORRELATION COEFFICIENT (r)	STRENGTH OF RELATIONSHIP
(.91 to 1.00) or (-.91 to 1.00)	Very strong
(.71 to 1.00) or (-.71 to .90)	Strong
(.51 to 1.00) or (-.51 to -.70)	Medium
(.31 to 1.00) or (-.31 to -.50)	Weak
(.01 to 1.00) or (-.01 to -.30)	Very weak
(.00)	No correlation

3.9 SUMMARY

The research methodology and design demonstrated the overall process flow provided to study by study. These methods used data sources and data processing. In this problem-solving, the research phase, the overall approach, and the research methodology present all parameter validation issues. The research methodology has laid some foundations and has developed and formulated for researchers. This imply that it allows researchers to see it as an example. Research results had to be researched as a model forgather and analysed research data from previous statements. The research, in particular, allowed the flow of new researchers into the research setting and methodology. At the end of this chapter, all the components of this study hopefully use in future studies.

CHAPTER 4

RESULTS AND DISCUSSION

4.1 INTRODUCTION

This chapter examined reliability analysis, respondent demographics, descriptive analysis, and Pearson's coefficient analysis. This study collected data from 403 respondents. IBM SPSS Statistics version 26 was used to analyse the data in this research.

4.2 RELIABILITY ANALYSIS

The questionnaires' reliability was determined through reliability analysis. Cronbach's Alpha analysis was used to determine the data's reliability and interior reliability. The table below shown the Rules of Thumb of Cronbach’s Alpha coefficient size (Hair et al., 2007).

Table 4.1: Rule of Thumb of Cronbach's Alpha coefficient size

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

Source: Hair et al. (2007)

Table 4.1 illustrated the relative accuracy (pilot test) of the dependent and independent variables. The survey was piloted with 30 respondents before being distributed to 403 respondents via the online survey.

Table 4.2: Result of Reliability Coefficient Alpha for the Independent Variables and Dependent Variable

Variable	Number of item	Cronbach's Alpha coefficient	Strength of Association
Effort Expectancy	5	0.957	Excellent
Performance Expectancy	5	0.952	Excellent
Social Influence	5	0.953	Excellent
Customers Satisfaction on food delivery apps	5	0.954	Excellent

Cronbach's Alpha Coefficient values for the independent and dependent variables in this research were summarised in Table 4.2. According to the table, both variables were greater than 0.6. As a consequence, the shown result was reliable and can be accepted in this study.

Five questions were used to measure the effort expectancy variable, which was associated with customer satisfaction on food delivery apps in Kuala Lumpur, Malaysia. Cronbach's Alpha for this section's question was 0.957, which was considered excellent. As a result, the coefficients obtained for the effort expectancy questions were reliable.

Following that, five questions measured the performance expectancy variable, which was found to be associated with customer satisfaction on food delivery apps in Kuala Lumpur, Malaysia. Cronbach's Alpha coefficient, as shown in this section, is 0.952, which is also excellent. As a result, the coefficients for the questions in the variable of performance expectancy were reliable.

Additionally, five questions were used to evaluate the social influence variable that influenced customer satisfaction on food delivery apps in Kuala Lumpur, Malaysia. Cronbach's Alpha value for this section was 0.953, which is considered excellent. As a result, the coefficients for the questions in the variable of social influence were reliable.

Lastly, in measuring the customer satisfaction on food delivery apps in Kuala Lumpur, Malaysia, five questions were used, and the Cronbach's Alpha result for this section's question was 0.9574, which indicated excellent. Therefore, the coefficient obtained for these questions to measure customer satisfaction on food delivery apps in Kuala Lumpur, Malaysia, was also reliable.

Since the Cronbach's Alpha coefficient for the variables surpassed 0.7, the questionnaires were highly accurate, and the research can continue. Overall, the

reliability test established that the respondent comprehended the questions adequately, indicating that the questionnaires were approved for this analysis.

4.3 DEMOGRAPHICS CHARACTERISTICS OF RESPONDENT

The frequency analysis was part of the study's fundamental analysis. The data from Section A of the questionnaire included questions about respondents' age, gender, race, marital status, and income level with food delivery apps (FDA). The demographic profiles of the respondents were provided in the form of a table and a pie chart.

4.3.1 Age

Table 4.3: Number of Respondent by Age

Age	Frequency	Percentage (%)	Cumulative Percentage (%)
19-22	86	21.3	21.3
23-26	148	36.7	58.1
27-30	90	22.3	80.4
31 and above	79	19.6	100.0
Total	403	100.0	

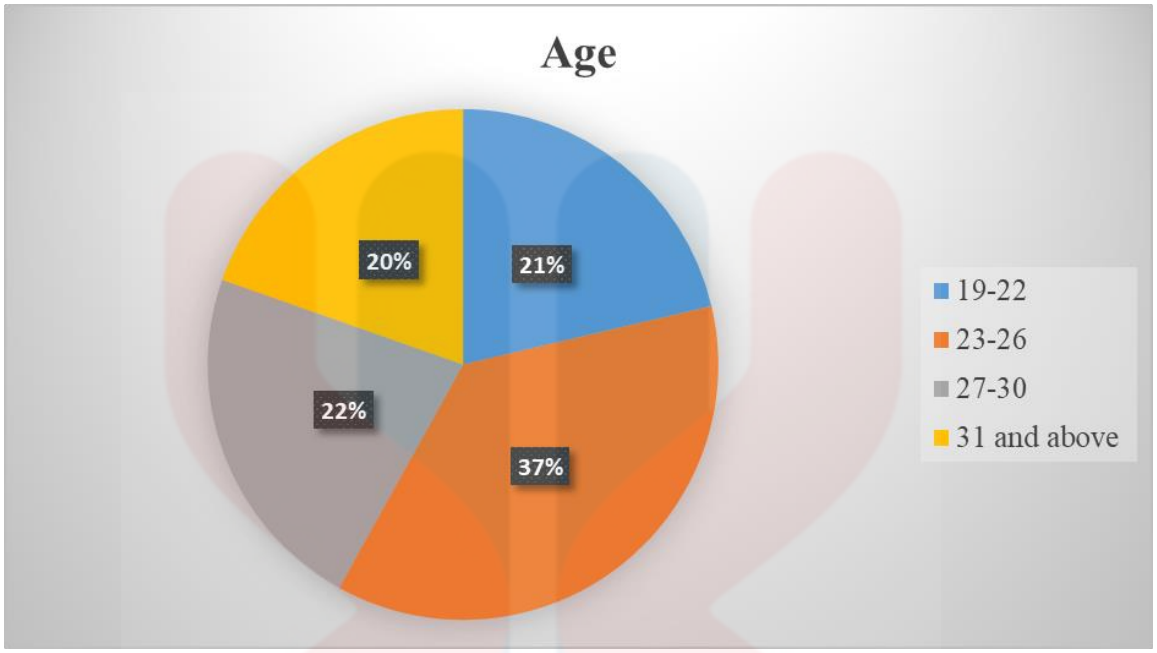


Figure 1.1: Percentage of Respondent by Age

Table 4.3 and Figure 4.1 showed the total respondents by age. There were 403 respondents consisted aged 19-22 (86 respondents), 23-26 (148 respondents), 27-30 (90 respondents) and 31 and above (79 respondents) had responded to the questionnaire. Figure 4.2 showed the highest percentage of respondents was respondents who have a range of aged from 23-26 (37%) and followed by 27-30 which was 22%, 19-22 (21%), and the lowest percentage of respondents was 31 and above (20%).

4.3.2 Gender

Table 4.4: Number of Respondents by Gender

Gender	Frequency	Percentage (%)	Cumulative Percentage (%)
Male	135	33.50	33.50
Female	268	66.50	100.0
Total	403	100.0	

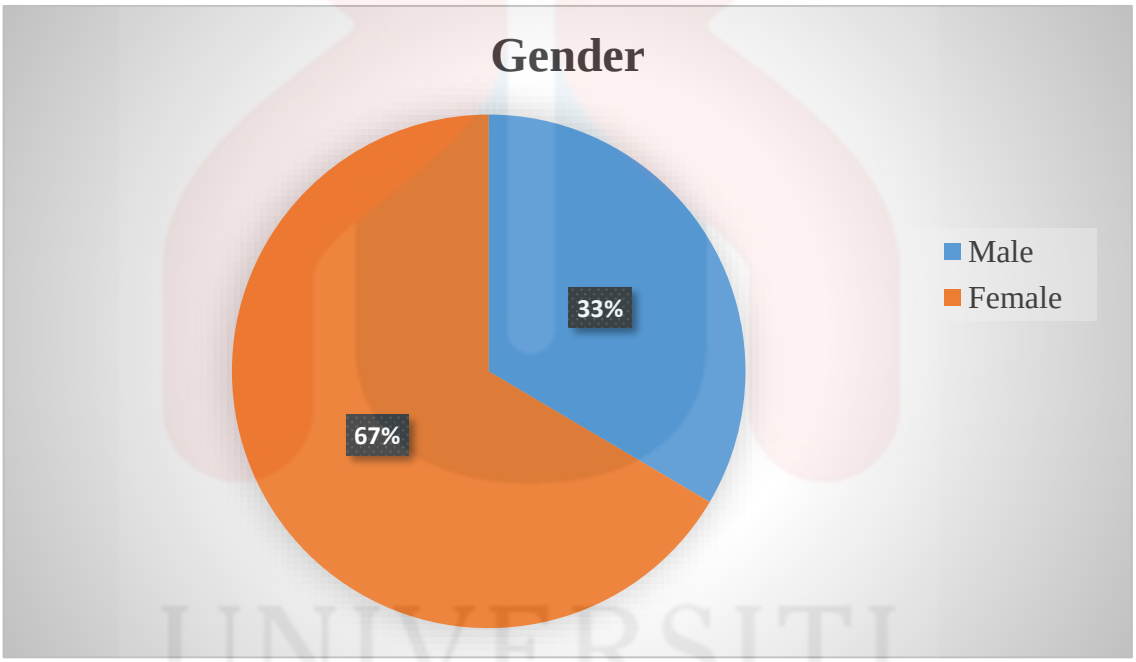


Figure 4.2: Percentage of Respondents by Gender

The gender of respondents shown in Table 4.4 and Figure 4.2. Male respondents totaled 135 respondents, while female respondents totaled 268 respondents. Out of 403 respondents, 33% were male, and 67% were female.

4.3.3 Race

Table 4.5: Number of Respondents by Race

Race	Frequency	Percentage (%)	Cumulative Percentage (%)
Malay	280	69.5	69.50
Chinese	72	17.9	87.4
Indian	42	10.4	97.8
Others	9	2.2	100.0
Total	403	100.0	

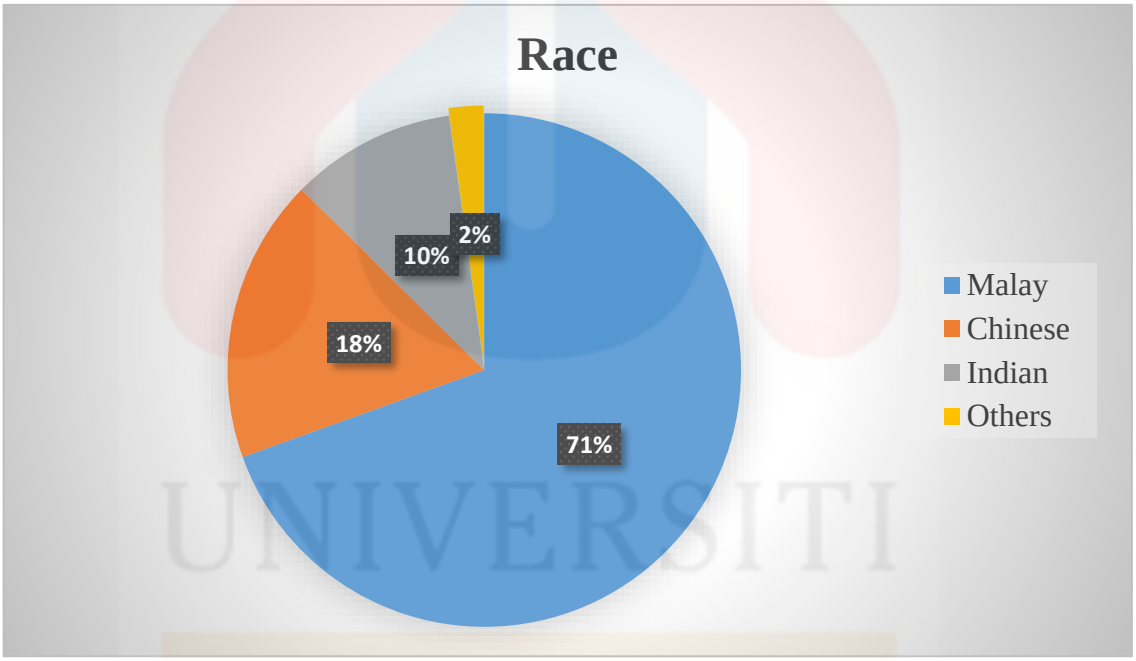


Figure 4.3: Percentage of Respondents by Race

Table 4.5 and Figure 4.3 showed the total respondents by race. Four hundred three respondents consisted of Malay (280 respondents), Chinese (72 respondents), Indian (42 respondents), and others (9 respondents) had responded to the questionnaire. Figure 4.3 showed the highest percentage of respondents was Malay (69.5%) and followed by

Chinese, which was 17.9%, next was followed by Indian (10.4%), and the lowest percentage of respondents was other religions (2.2%).

4.3.4 Marital Status

Table 4.6: Number of Respondents by Marital Status

Marital Status	Frequency	Percentage (%)	Cumulative Percentage (%)
Single	182	45.1	45.1
Married	182	45.1	90.2
Divorced	39	9.7	100
Others	-	-	100
Total	403	100	

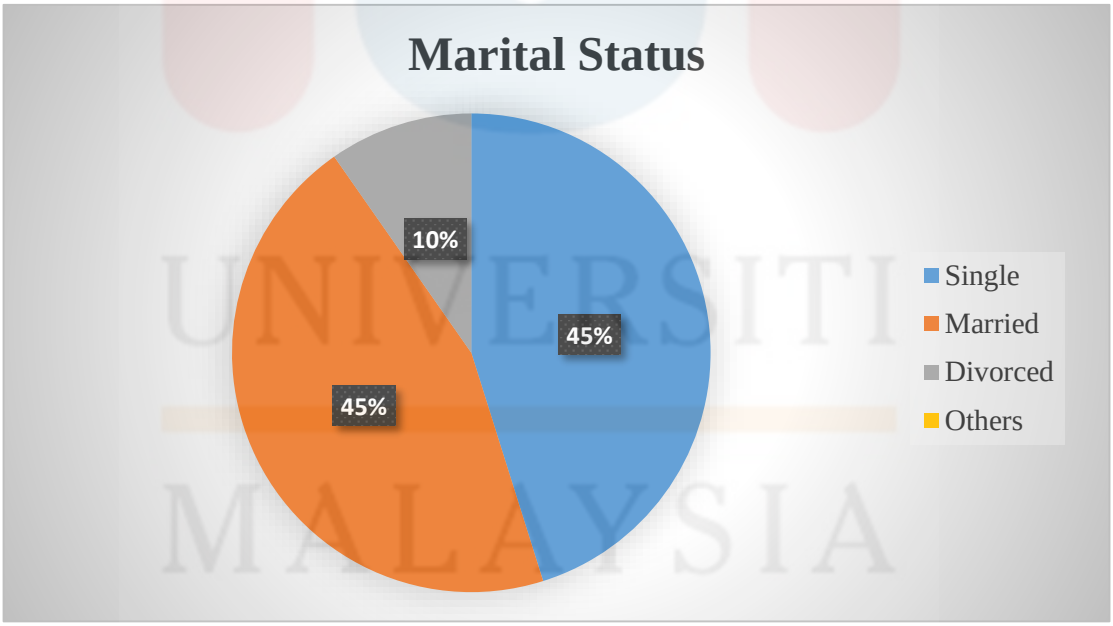


Figure 4.4: Percentage of Respondents by Marital Status

Table 4.6 and Figure 4.4 showed the total respondents for marital status. The total number of respondents for single and married were 182 respondents while the number of divorced was 39 respondents and the total number of respondents for others was only 0 respondents. Out of 403 respondents, both single and married were 45.1% of total respondents, 9.7% were divorced, and the remaining 0% were other respondents involved in this study.

4.3.5 Income Level

Table 4.7: Number of Respondents by Income Level

Income Level	Frequency	Percentage (%)	Cumulative Percentage (%)
< RM1000	89	22.1	22.1
RM1000 – RM1999	93	23	45.1
RM2000 – RM3999	186	46.4	91.5
RM4000 >	35	8.7	100
Total	403	100	

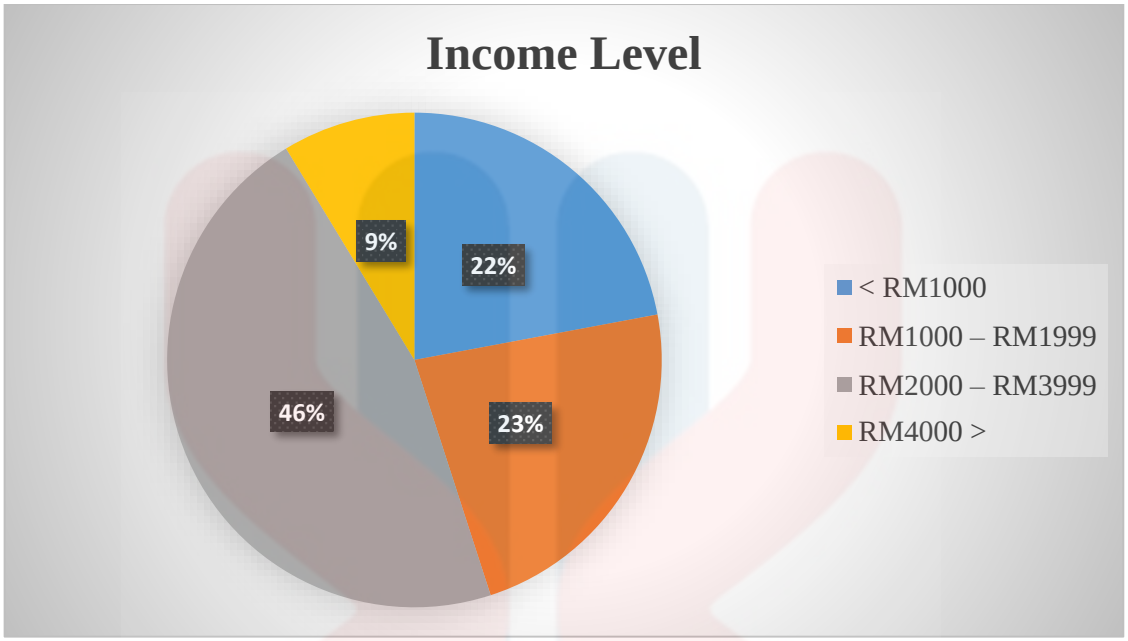


Figure 4.5: Percentage of Respondents by Income Level

Table 4.7 and Figure 4.5 showed the total respondents for income level. There were 22.1% (89 respondents) whose income level below RM1000 had responded to the questionnaire, followed by 23% (93 respondents) whose income level from RM1000-1999. The highest was 46.4% (186 respondents) who had income level from RM2000-RM3999, and the least of respondents had income level more than RM4000, which accounted for 8.7% (35 respondents).

4.4 DESCRIPTIVE ANALYSIS

The mean and standard deviation for sections B, C, D, and E of the questionnaires were examined in this analysis.

4.4.1 Independent Variable (IV) And Dependent Variable (DV)

Table 4.8: Descriptive Statistic

Variables	N	Mean	Standard Deviation
Effort Expectancy	403	4.4114	1.21359
Performance Expectancy	403	4.3885	1.21359
Social Influence	403	4.3002	1.15740
Customer Satisfaction	403	3.1210	0.53960

The number of respondents, as well as the mean and standard deviation of independent and dependent variables, was shown in Table 4.8. The highest mean for the independent variables was effort expectancy, at 4.4114, followed by performance expectancy, at 4.3885, and social influence, at 4.3002. The dependent variable mean was 3.1210.

4.4.2 Effort Expectancy

Table 4.9: Descriptive statistic of effort expectancy

No	Item Description	N	Mean	Standard Deviation
1.	Learning how to use food delivery apps is easy for me.	403	4.56	1.263
2.	My interaction with food delivery apps is clear and understandable.	403	4.29	1.308
3.	I find Internet food delivery apps easy to use.	403	4.37	1.335
4.	It is easy for me to become skillful at using food delivery apps.	403	4.38	1.297
5.	It is simple step for me to order food using food delivery apps.	403	4.46	1.359

The independent variable, effort expectancy, was analysed used the mean and standard deviation in Table 4.9. The item with the highest mean value, 4.56, indicated that respondents believed that using food delivery apps was easy. The lowest mean value was 4.29 for item 2, indicating that respondents believed that their relationship with food delivery apps was straightforward and understood. The data collection from 403 respondents showed that values closest to the mean had a standard deviation higher than one.

4.4.3 Performance Expectancy

Table 4.10: Descriptive statistic of performance expectancy

No	Item Description	N	Mean	Standard Deviation
1.	I find food delivery apps useful in my daily life.	403	4.44	1.372
2.	Using food delivery apps increases my chances of achieving tasks that are important to me.	403	4.32	1.304
3.	Food delivery apps help me accomplish tasks more quickly.	403	4.47	1.318
4.	Using food delivery apps increases my productivity.	403	4.37	1.329
5.	Food delivery apps can get more income or profit.	403	4.35	1.408

Table 4.10 showed the mean and standard deviation analysis on the independent variable which was performance expectancy. The highest mean value was item 3 which was 4.47, where respondents agreed that food delivery apps help them accomplish tasks more quickly. The lowest mean value was item 2 which was 4.32, where the respondent slightly agreed that using food delivery apps increases the chances of achieving tasks that are important to the people in Kuala Lumpur. For the data set from 403 respondents with the standard deviation most of the values which higher than 1, it indicated the values close to mean.

4.4.4 Social Influence

Table 4.11 Descriptive statistic of social influence

No	Item Description	N	Mean	Standard Deviation
1.	People who are important to me think that I should use food delivery apps	403	4.37	1.276
2.	People who influence my behavior think that I should use food delivery apps.	403	4.18	1.265
3.	People whose opinions that I value prefer that I use food delivery apps.	403	4.24	1.287
4.	The attitude of people that are important to me will affect my think to use the food delivery apps.	403	4.27	1.272
5.	The experience on use food delivery apps by people will affect my thinking to use food delivery apps.	403	4.43	1.208

Table 4.11 showed the mean and standard deviation analysis of respondents on the independent variable which was situational influences. Item 5 scores the highest mean value which was 4.43, where the respondents agreed that the experience in used food delivery apps by people will affect their thinking to use food delivery apps. The lowest mean item 2, with the mean value of 4.18, where the respondent slightly agreed that people who influence their behavior think that they should use food delivery apps. From the data set from 403 respondents with the standard deviation most of the values which higher than 1, indicated the values close to mean while the standard deviation which was greater than 1, indicating the values were more dispersed.

4.4.5 Customer Satisfaction

Table 4.12: Descriptive statistic of customer satisfaction

No	Item Description	N	Mean	Standard Deviation
1.	How often do you use food delivery app (FDA)?	403	3.25	0.908
2.	Why do you use food delivery app?	403	2.40	1.107
3.	What kind of food or drinks is always purchased using food delivery app (FDA)?	403	2.51	1.105
4.	Your satisfaction toward price that being offer in using food delivery app (FDA)	403	3.77	0.884
5.	Are you satisfied with the service provided while using the food delivery app (FDA)?	403	3.68	0.861

Table 4.12 showed the mean and standard deviation analysis of respondents on the dependent variable which was customer satisfaction. Item 4 scores the highest mean value which was 3.77, where the respondents agreed that their satisfaction towards price that was offered in using food delivery apps (FDA). The lowest mean item 2, with the mean value 2.40, where the respondent somewhat does not know why they use the food delivery apps. From the data set from 403 respondents with the standard deviation most of the values which lower than 1, indicated the values close to mean while the standard deviation which was greater than 1, it indicating the values were more dispersed.

4.5 INFERENTIAL ANALYSIS

4.5.1 PEARSON CORRELATION COEFFICIENT

One of the most influential studies that tested the linear relationship between the two variables was Pearson's correlation analysis. The aim of this study was to see if there were any associations between the independent variables (effort expectancy, performance expectancy, and social influence) and the dependent variable (customer satisfaction). Researchers must determine if the degree of strength of the association was sufficient and if the relationship was important.

Table 4.13: Strength Interval of Correlation Coefficient

Size of Correlation	Interpretation
(.90 to 1.00) or (-.90 to 1.00)	Very high positive (negative) correlation
(.70 to 1.00) or (-.70 to .90)	High positive (negative) correlation
(.50 to 1.00) or (-.50 to -.70)	Moderate positive (negative) correlation
(.30 to 1.00) or (-.30 to -.50)	Low positive (negative) correlation
(.00 to .30) or (-.00 to -.30)	Negligible correlation

Source: Abgunbiade and Ogunyika, (2013)

Hypothesis 1: Effort Expectancy

H1: There was relationship between effort expectancy and customer satisfaction on food delivery apps in Kuala Lumpur, Malaysia.

Table 4.14: Correlation coefficient of effort expectancy and customer satisfaction on food delivery apps in Kuala Lumpur, Malaysia.

		Customer Satisfaction	Effort Expectancy
Customer Satisfaction	Pearson correlation	1	0.407**
	Sig. (2-tailed)		0.000
	N		403
Effort expectancy	Pearson correlation	0.407**	1
	Sig (2-tailed)	0.000	
	N	403	403

Pearson correlation coefficient, significant value, and the total number of cases were shown in Table 4.14. The p-value was 0.000, which was smaller than the 0.01 level of significance. A correlation coefficient of 0.407 indicated a weak positive correlation between effort expectancy and customer satisfaction on food delivery apps in Kuala Lumpur, Malaysia.

Hypothesis 2: Performance Expectancy

H2: There was the relationship between performance expectancy and customer satisfaction on food delivery apps in Kuala Lumpur, Malaysia.

Table 4.15: Correlation coefficient for performance expectancy and customer satisfaction on food delivery apps in Kuala Lumpur, Malaysia.

		Customer Satisfaction	Performance Expectancy
Customer Satisfaction	Pearson correlation	1	0.439**
	Sig. (2-tailed)		0.000
	N		403
Performance expectancy	Pearson correlation	0.439**	1
	Sig (2-tailed)	0.000	
	N	403	403

Pearson correlation coefficient, significant value, and the total number of cases were shown in Table 4.15. The p-value was 0.000, which was smaller than the 0.01 level of significance. A correlation coefficient of 0.439 indicated a weak positive correlation between performance expectancy and customer satisfaction on food delivery apps in Kuala Lumpur, Malaysia.

Hypothesis 3: Social Influence

H3: There was relationship between social influence and customer satisfaction on food delivery apps in Kuala Lumpur, Malaysia.

Table 4.16: Correlation coefficient for social influence and customer satisfaction on food delivery apps in Kuala Lumpur, Malaysia.

		Customer Satisfaction	Social Influence
Customer Satisfaction	Pearson correlation	1	0.407**
	Sig. (2-tailed)		0.000
	N		403
Social Influence	Pearson correlation	0.407**	1
	Sig (2-tailed)	0.000	
	N	403	403

Pearson correlation coefficient, significant value, and the total number of cases can be seen in Table 4.16. The p-value was 0.000, which was smaller than the 0.01 level of significance. The correlation coefficient of 0.407 indicated a weak positive correlation between social influence and customer satisfaction in Kuala Lumpur, Malaysia.

4.6 FRAMEWORK ANALYSIS

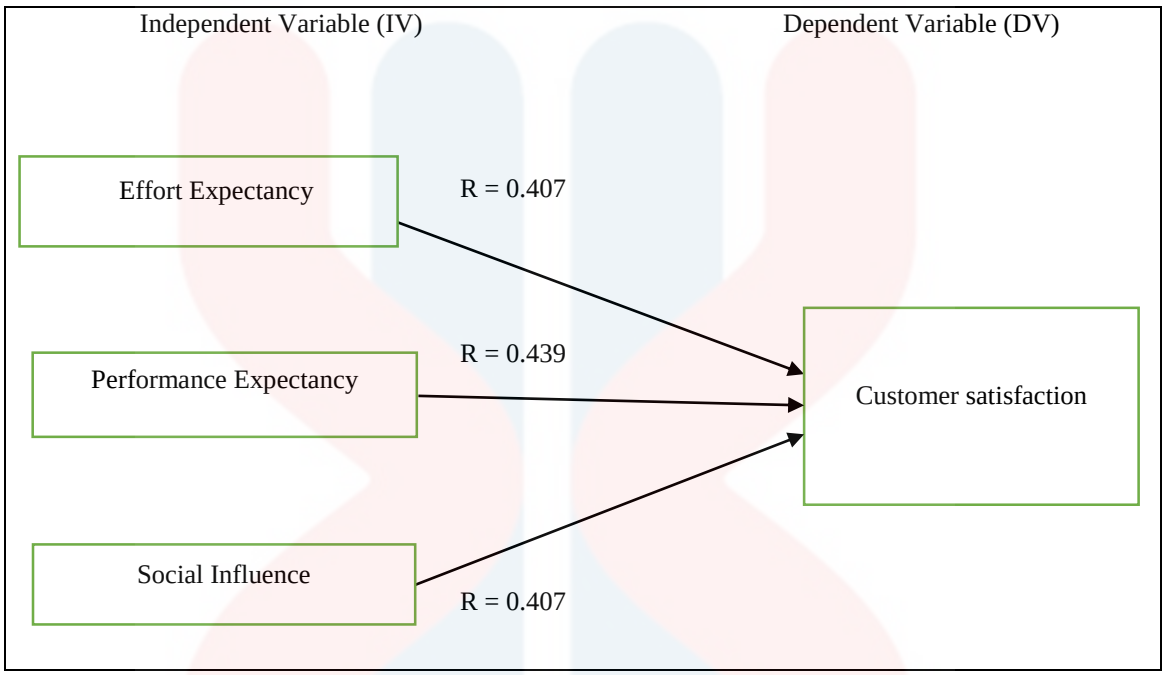


Figure 4.6: Correlation between effort expectancy, performance expectancy, social influence and customer satisfaction on food delivery apps in Kuala Lumpur, Malaysia

The figure showed the framework with the data value for the significant independent variables to the dependent variables. There were three independent variables (effort expectancy, performance expectancy, and social influence) that had a significant relationship to the dependent variable (customer satisfaction). The highest Pearson correlation value was between performance expectancy and customer satisfaction which is 0.439. Meanwhile the lowest Pearson correlation value was between the effort expectancy and social influence between customer satisfaction which was 0.407. Therefore, there were only three independent variables, including effort expectancy, performance expectancy and social influence that had significant relationship to the customer satisfaction on food delivery apps in Kuala Lumpur, Malaysia.

4.7 SUMMARY

The data collected in this study to highlight the customer satisfaction on food delivery apps in Kuala Lumpur, Malaysia. There are 403 respondents that are involved in this study. The age ranges of the respondents were from 19 to 31 and above. According to the findings, the majority of respondents were female and Malay, with the remainder falling into the group of others.

Among the other independent variables, there was a higher mean score of 4.4114, which was effort expectancy, according to the data analyzed. The highest Pearson Correlation value between customer satisfaction on food delivery apps in Kuala Lumpur, Malaysia was 0.439 (performance expectancy), followed by (effort expectancy) and (social influence), both of which add up to 0.407. As a result, the three independent variables (IV) have a weak positive correlation with the dependent variable, according to the findings (DV).

CHAPTER 5

CONCLUSION

5.1 INTRODUCTION

This chapter discussed the recapitulation of study, the finding and discussion about the relationship between effort expectancy, performance expectancy, social influence and customer satisfaction on food delivery apps in Kuala Lumpur, Malaysia. Furthermore, this chapter also deliberated the limitations of the study and suggested several recommendations for future study.

5.2 RECAPITULATION OF STUDY

The research examined the connection between effort expectancy, performance expectancy, social influence, and customer satisfaction on food delivery apps. This analysis aimed to determine the relationship between effort expectancy, performance expectancy, social influence, and customer satisfaction in Kuala Lumpur, Malaysia. Primary data collection used in this situation, and a series of questionnaires to receive input from respondents. The respondent sample consisted of 384 individuals chosen use

the table created by Krejcie and Morgan (1970). Additionally, this research examined the relationship between effort expectancy, performance expectancy, social influence, and customer satisfaction in Kuala Lumpur, Malaysia, through food delivery apps.

The dependent variables were necessary for this study to explore customer satisfaction with food delivery apps in Kuala Lumpur, Malaysia. In addition, independent variables included the expectation of effort, performance expectancy, social influence, and customer satisfaction with food delivery apps in Kuala Lumpur, Malaysia. In effort expectancy, the effort required to operate a system, whether easy or complex, is estimated (Venkatesh et al., 2003). The ability of a new device or technology to assist customers in completing tasks more efficiently and effectively is known as performance expectancy (Venkatesh, 2020). Social influence was critical in determining how satisfied consumers are with food ordering applications (Xiao, Zhang &Tang, 2016).

This research surveyed consumers of food delivery apps in Kuala Lumpur, Malaysia. The data gathered through a google form. A total of 403 respondents founded usable for analysis. This analysis of data included descriptive analysis, reliability analysis, and Pearson's correlation coefficient. Reliability tests were carried out on the independent variables to check the internal consistency of the measuring instruments. They were significantly greater than Sekaran's proposed minimum reasonable reliability of 0.6. Cronbach's Alpha of 0.957 indicated the effort expectancy was highly accurate. It discovered that the effort expectancy had the most significant impact on customer satisfaction related to food delivery applications. Cronbach's Alpha values of performance expectancy and social influence was 0.952 and 0.953 indicated that variables were stable, and both variables retained for further study.

Pearson's correlation coefficient was used in this analysis to characterise the relationship between two variables in terms of their direction and intensity. This finding

showed a poor, low positive correlation between effort expectancy and customer satisfaction on food delivery apps ($r=0.407$, $n=403$, $p<0.01$) and a weak correlation between performance expectancy and customer satisfaction on food delivery apps ($r=0.439$, $n=403$, $p<0.01$). Additionally, social influence ($r=0.407$, $n=403$, $p<0.01$) indicated a poor correlation between social influence and customer satisfaction on food delivery apps in Kuala Lumpur, Malaysia.

5.2.1 Research Question 1: What is the relationship between effort expectancy and customer satisfaction on food delivery apps in Kuala Lumpur, Malaysia?

This study aimed to determine how effort expectancy affects customer satisfaction on food delivery apps in Kuala Lumpur, Malaysia. According to the report, the connection between effort expectancy and customer satisfaction on food delivery apps is weak ($r=0.407$, $n=403$, $p<0.01$). The study discovered a low positive and significant between effort expectancy and customer satisfaction in food delivery apps. Customer satisfaction on food delivery apps was significantly affected by effort expectation. Previous research indicated that effort expectancy, known as the degree of ease with which a system may be used (Venkatesh et al., 2003). This mean effort expectancy applied to the significant role played to use food delivery apps.

5.2.2 Research Question 2: What is the relationship between performance expectancy and customer satisfaction on food delivery apps in Kuala Lumpur, Malaysia?

In this study, performance expectancy was featured as a factor that contributes to the customer satisfaction on food delivery apps in Kuala Lumpur, Malaysia. The past results indicate that performance expectancy was defined as the degree to which an individual believes that it will enhance efficiency and gain performing activities by using a specific method. (Ventakesh et al., 2003). Based on the analysis done, it was found that the strength of the relationship between performance expectancy and customer satisfaction on food delivery apps was at highest level factor ($r=0.439$, $n=403$, $p<0.01$). The finding revealed there was a low positive and significant relationship between performance expectancy and customer satisfaction on food delivery apps. Therefore, it can be seen that performance expectancy is the factor that play and important roles in effecting the customer satisfaction on food delivery apps. This finding seems close to a previous study which only the cognitive component of a performance expectancy is considered.

5.2.3 Research Question 3: What is the relationship between social influence and customer satisfaction on food delivery apps in Kuala Lumpur, Malaysia?

The results of this study showed that the relationship between social influence and customer satisfaction on food delivery apps in Kuala Lumpur, Malaysia at a lower level which is ($r=0.407$, $n=403$, $p<0.01$). According to the results, there was a weak positive relationship between social influence and customer satisfaction. In this part, purchasing decisions are heavily influenced by social factors. This is because social influence plays a crucial role in how others influence a person's behavior decisions. This influence is significant when consumers feel the need to make informed choices. When customers feel the need to make wise choices, this impact is significant. They believe the opinion or use of the product by those who are considered credible products is proof of the quality of the product.

Food delivery apps would be affected by the relationship between social influence and consumer satisfaction. This is also because, friends' or family members' can give positive or negative experiences with food delivery apps can affect users' behavioral satisfaction or frustration with the apps. Customers would be dissatisfied if food is not delivered on time, and they will have a negative experience. (Lee et al., 2019).

5.3 FINDING AND DISCUSSION

The Reliability Test was conducted on 30 respondents before the questionnaire was sent to 403 respondents. It was tested by the Cronbach's Alpha Coefficient indicating the range from 400 – 450 and it showed that the result was good and closed to very good where performance expectancy variable scored the highest Cronbach's Alpha value which is 0.439, and it can see that effort expectancy, and social influence have a same value which is 0.407. Thus, all variables had met the 40 minimum requirement of reliability, since all Cronbach's alpha coefficients of all variables were greater than 0.4.

In the Descriptive Analysis for the independent variables, the highest mean value was the performance expectancy factor variable. The lowest mean value for the independent variables was effort expectancy and social influence was 0.407. It could conclude that performance expectancy factor was the most influence factor affecting customer satisfaction on food delivery apps in Kuala Lumpur, Malaysia.

Correlation analysis was used to determine the linear correlation between the two variables defined as the study's objectives. Correlation Analysis was summarized in Table 5.1, and there was a moderate positive relationship between effort expectancy, performance expectancy, and social influence.

Table 5.1: Summary of Correlation Analysis

Hypothesis	Significant Value	Conclusion	Correlation Value	Conclusion
1	0.000	Accepted	0.407	Weak Positive Correlation
2	0.000	Accepted	0.439	Weak Positive Correlation
3	0.000	Accepted	0.407	Weak Positive Correlation

5.4 LIMITATION

As with any study, it also had limitations that posed difficulties for the researchers in completing it. This research has several limitations, one of which was the selection of respondents. In this study was not all people in Kuala Lumpur, Malaysia can be respondents that wanted to answer questions or receive a questionnaire from the researchers. Additionally, some respondents believe that responding to the researchers' questions would be a waste of their time. Certain individuals may want to avoid researchers invading their privacy and may be uninterested in responding to the questionnaire.

An attitude like that of a handful of people here, it was given a bit of a problem for researchers to complete the study as soon as possible of having to wait longer to collect information from respondents. This needs the researchers to take almost one month to spread the questionnaire and to get their response on the questionnaire. The researchers have to be very understanding and know how to interact with the targeted respondent as

their behavior or response cannot be expected. However, the process of getting their response goes well as many of the respondents give their commitment very nicely.

Next limitation in this study is variable. This study only focused on the three independent variables which are effort expectancy, performance expectancy and social influence factors and one dependent variable which is customer satisfaction on food delivery apps. As in the hospitality sector, there are many factors that influencing the customer satisfaction on food delivery apps in Kuala Lumpur, Malaysia. The other factors also had a relationship in this study as well. This was because of the limited resources and references for the researchers to make a research base on other independent variables.

Additionally, the data collection process is one of the study's limitations. The researchers gather data in this study solely through an online survey. This was because the research respondents for this study are people who lived in Kuala Lumpur, Malaysia so it was a little difficult for the researchers to collect the data through interviews due to their limited time to spend on it. When researchers do an online survey, they have no way of knowing if the information provided by respondents is accurate. Additionally, conducting an online survey requires a significant amount of time for respondents to complete the questionnaire, delaying the data collection process.

The last limitation of this study is that it is a quantitative study. This research is entirely quantitative research, and therefore there is no extension of the research. When there is no further research on this study, especially in qualitative research, the other researcher cannot know further about the factor influencing the customer satisfaction on food delivery apps in Kuala Lumpur, Malaysia. The other researcher cannot get a better understanding about this research.

5.5 RECOMMENDATION

This research suggests that further studies can be carried out on the factor affecting customer satisfaction on food delivery apps in Perak, Malaysia since this study had only focus on customer satisfaction on food delivery apps in Kuala Lumpur, Malaysia. It could look for parallels between the results. This study can produce different results if it applies to customer satisfaction on food delivery apps in Johor, Malaysia. Therefore, there were other customers to answer the questionnaires instead of focusing only on Kuala Lumpur, Malaysia.

Next, the current study only focuses on three factors affecting customer satisfaction with food delivery apps in Kuala Lumpur, Malaysia. However, this study might ignore other significant factors that affect customer satisfaction with food delivery apps in Kuala Lumpur, Malaysia. Therefore, future researchers can recommend other variables like economic factors to carry out new findings in their study.

Besides, this study is limited to 400 samples that can be measured as small markets. According to Krejcie & Morgan (1970), the amount would be sufficient and suitable. Larger sample sizes could be used to systematize millions of customer satisfaction on food delivery apps in Kuala Lumpur, Malaysia. Therefore, future researchers should expand their sample size to increase the accuracy and reliability of the study.

At last, develop several open-ended questions or a personal interview for respondents rather than have them complete the scaling questionnaire digitally. The interview process enables researchers to obtain a strong response rate, clarify ambiguities, and quickly follow up on incomplete responses. Then, this technique can help minimize misunderstandings and yield more accurate research outcomes.

5.6 CONCLUSION

At the end of this chapter, researchers present the study's goal in relation to the problem under investigation. The relationship between the variables of effort expectancy, performance expectancy, and social influence on customer satisfaction on food delivery apps in Kuala Lumpur, Malaysia is investigated in this report. Based on the literature that has been reviewed, a research framework has been created. Researchers also intended to look at the connections between each of the independent variables and the dependent variables.

This study had 403 participants who took part in the online survey process. Statistical Package for the Social Sciences (SPSS) software was used to collect and analyze the data, which was focused on descriptive statistics, reliability analysis, and correlation analysis. All variables were higher than 0.6 as a result of the reliability review. Therefore, the result presented is trustworthy and can be acknowledged in this report.

As a result, it can be concluded that there is a significant relationship between effort expectancy, performance expectancy, and social influence on customer satisfaction on food delivery apps in Kuala Lumpur, Malaysia. As a result, it is hoped that all of the knowledge given in this study would assist related parties in generating income and benefit, thereby boosting Malaysia's economy with food delivery apps (FDA) which are GrabFood, Foodpanda, Bungkusit and others.

REFERENCES

A.U.M.S., S. R. (2020). COVID-19 outbreak in Malaysia: Actions taken by the Malaysian Government. *International Journal of Infectious Diseases*. Retrieved November 19, 2020, from https://www.sciencedirect.com/science/article/pii/S1201971220304008

Abdullah, N. (2020). *Kenyataan Akhbar KPK 11 Mac 2020 – Situasi Semasa Jangkitan Penyakit Coronavirus 2019 (COVID-19) Di Malaysia*. From the Desk of the Director-General of Health Malaysia. Retrieved December 11, 2020, from https://kpkesihatan.com/2020/03/11/kenyataan-akhbar-kpk-11-mac-2020-situasi semasa-jangkitan-penyakit-coronavirus-2019-covid-19-di-malaysia

Ajayi, V. O. (2017). Primary Sources of Data and Secondary Sources of Data. Benue State University, Makurdi, 1-6.

Ajzen, I., & Fishbein, M. (2005). The influence of attitudes on behavior. The handbook of attitudes. *Red. D. Albarracin, BT Johnson & MP Zanna. Mahwah: Erlbaum*, 173-221.

Alalwan, A. A. (2020). Mobile food ordering apps: An empirical study of the factors affecting customer e-satisfaction and continued intention to reuse. *International Journal of Information Management*, *50*, 28-44.

Alalwan, A. A., Dwivedi, Y. K., & Rana, N. P. (2017). Factors influencing adoption of mobile banking by Jordanian bank customers: Extending UTAUT2 with trust. *International Journal of Information Management*, *37*(3), 99-110.

Anon. (2020). Coronavirus: Limited Dine-In Service in Kuala Lumpur, Putrajaya and Selangor Eateries as Movement Restrictions Kick In. *New Straits Times*. Retrieved December 6, 2020, from https://www.straitstimes.com/asia/se-asia/coronavirus-limited-dine-in-service-in-kuala-lumpur-putrajaya-and-selangor-eateries-as

Ardabili, F. S., Rasouli, E. H., Daryani, S. M., Molaie, M., & Sharegi, B. (2011). The role of food and culinary condition in tourism industry. *Middle-East Journal of Scientific Research*, *9*(6), 826-833.

Baabdullah, A. M., Alalwan, A. A., Rana, N. P., Kizgin, H., & Patil, P. (2019). Consumer use of mobile banking (M-Banking) in Saudi Arabia: Towards an integrated model. *International Journal of Information Management*, *44*, 38-52.

Blumberg, B., Cooper, D. R., & Schindler, P. S. (2014). *Business research methods*. London: McGrawHill Education.

Cardozo, R. N. (1965). An experimental study of customer effort, expectation, and satisfaction. *Journal of marketing research*, *2*(3), 244-249.

Charlene Li, Miranda Mirosa & Phil Bremer (2020). Review of online food delivery platforms and their impacts on sustainability. *Sustainability*, *12*(14), 5528.

Chimote, V., & Dhole, S. (2017). Review Paper on Food Ordering and Payment System using GPS and Android. *International Journal of Engineering Science and Computing, 7*(4), 10397-10399.

Chkhartishvili, A. G., Gubanov, D. A., & Novikov, D. A. (2018). *Social Networks: Models of information influence, control and confrontation* (Vol. 189). Springer.

Churchill, G., & Surprenant, C. (1982). An Investigation into the Determinants of Customer Satisfaction. *Journal of Marketing Research, 19*(4), 491-504. doi:10.2307/3151722

Ciavolino, E., & Dahlgaard, J. J. (2007). ECSI–customer satisfaction modelling and analysis: a case study. *Total Quality Management, 18*(5), 545-554.

Cohen, L., Manion, L., & Morrison, K. (2000). *Research Methods in Education 5th Edition.* London: Routledge Falmer.

Coppolino Perfumi S., Bagnoli, F., Caudek, C., & Guazzini, A. (2019). Deindividuation effects on normative and informational social influence within computer-mediated-communication. *Computers in human behavior*, 92, 230-237.

Danaher, P. J., & Arweiler, N. (1996). Customer satisfaction in the tourist industry: A case study of visitors to New Zealand. *Journal of Travel Research, 35*(1), 89-93.

Digital 2020: Malaysia - DataReportal - Global Digital Insights. (2020). Retrieved December 19, 2020, from https://datareportal.com/reports/digital-2020-malaysia

Ekinci, Y., & Sirakaya, E. (2004). An examination of the antecedents and consequences of customer satisfaction. *Crouch GI, Perdue RR, Timmermans HJP, & Uysal M. Consumer Psychology of Tourism, Hospitality and Leisure. Cambridge, MA: CABI Publishing*, 189-202.

Emil, J., Doris, G.O., & Maja, U.M. (2017). Tourist Behaviour: An Overview of Models to Date. *Management International Conference*. Retrieved December 6, 2020, from http://www.hippocampus.si/ISBN/978-961-7023-71-8/2.pdf

Guru99.com. (2020). *What Is Data Analysis? Types, Process, Methods, Techniques*. Retrieved December 15, 2020, from www.guru99.com/what-is-data-analysis.html

Hall, C. M., & Sharples, L. (2003). The consumption of experiences or the experience of consumption? An introduction to the tourism of taste. In *food tourism around the world* (pp. 13-36). Routledge.

Hamzat, S., & Mabawonku, I. (2018). Influence of Performance Expectancy and Facilitating Conditions on use of Digital Library by Engineering Lecturers in universities in South-west, Nigeria. *Library Philosophy and Practice*. Retrieved December 20, 2020, from https://digitalcommons.unl.edu/cgi/viewcontent.cgi?article=4653&context=libphilprac

Hempel, D. J. (1977). Consumer satisfaction with the home buying process: Conceptualization and measurement. *The conceptualization of consumer satisfaction and dissatisfaction*, 7-15.

Hirschberg, C., Rajko, A., Schumacher, T., & Wrulich, M. (2016). The changing market for food delivery. Retrieved December 20, 2020, from https://www.mckinsey.com/industries/technology-media-and-telecommunications/our-insights/the-changing-market-for-food-delivery#

Howard, J. A., & Sheth, J. N. (1969). The theory of buyer behavior. *New York*, *63*.

India, Hyderabad. (2019). *Online Ordering System Definition.* Nibblematrix.com. Retrieved November 29, 2020, from www.nibblematrix.com/online-ordering-system-definition/

Insuranceopedia. (2015). What Is a Coverage Area? - Definition from Insuranceopedia. *Insuranceopedia.com*. Retrieved December 22, 2020, from www.insuranceopedia.com/definition/55/coverage-area

Jodee, T. (2020). *Top 11 Food Delivery Services for When You're Home, Avoiding COVID-19*. Retrieved November 12, 2020, from https://productnation.co/my/27481/best-food-delivery-service-malaysia/

Jyotishman Das (2018). Consumer perception towards' online food ordering and delivery services: An empirical study. *Journal of Management*, *5*(5), 155-163.

KcLau. (2020). *Comparison of Malaysia Top 3 Food Delivery Apps/ Service*. Retrieved December 22, 2020, from https://kclau.com/blogging/malaysia-food-delivery-apps-comparison/

Khalil Zadeh, N. K., Khalilzadeh, M., Mozafari, M., Vasei, M., & Ojaki, A. A. (2017). Challenges and difficulties of technology commercialization− a mixed-methods study of an industrial development organization. *Management Research Review*, 40(7), 745-767.

Khalilzadeh, J., Ozturk, A. B., & Bilgihan, A. (2017). Security-related factors in extended UTAUT model for NFC based mobile payment in the restaurant industry. *Computers in Human Behavior*, *70*, 460-474.

Krejcie, R. V., & Morgan, D. W. (1970). Determining sample size for research activities. *Educational and psychological measurement*, *30*(3), 607-610.

Kuala Lumpur Population. (2020). Retrieved January 23, 2021, from Worldpopulationreview.com website: https://worldpopulationreview.com/world-cities/kuala-lumpur-population

Kumar, M., Abdul Talib, S., & Ramayah, T. (2013). *Business research methods*. Selangor: Oxford University Press, 52.

Lau, T. and David, N. (2019). Online food delivery services: making food delivery the new normal. *Journal of Marketing advances and Practices*, *1*(1), 62-77.

Lee, A. (2020). 9 Food Delivery Services in KL Other Than Grab & Food Panda So You Can Still Feast While at Home. Retrieved January 23, 2021, from TheSmartLocal Malaysia - Travel, Lifestyle, Culture & Language Guide website: https://thesmartlocal.com/malaysia/kl-food-delivery/

Lee, S. W., Sung, H. J., & Jeon, H. M. (2019). Determinants of continuous intention on food delivery apps: extending UTAUT2 with information quality. *Sustainability*, 11(11), 3141.

Logistic, Folo. (2018). *The History and Modern Revolution of Food Delivery Service | Folo-Blog*. Folo.My. Retrieved November 12, 2020 from https://folo.my/blog/what-is-a-food-delivery-service

Mattila, A. S., & O'Neill, J. W. (2003). Relationships between hotel room pricing, occupancy, and guest satisfaction: A longitudinal case of a midscale hotel in the United States. *Journal of Hospitality & Tourism Research*, *27*(3), 328-341.

McCann, K. (2019). *Pros and Cons of Offering Food Delivery Service.* TouchBistro. Retrieved December 6, 2020, from https://www.touchbistro.com/blog/pros-and-cons-of-offering-food-delivery-service/

McDaniel, C. D., & Gates, R. H. (1999). *Contemporary marketing research*. West publishing company.

McLeod, S. A. (2014). *Sampling Methods*. Simply Psychology. Retrieved December 6, 2020, from: www.simplypsychology.org/sampling.html

Menachery, V. D., & Gralinski, L. E. (2020). Return of the Coronavirus: 2019-nCoV. *Viruses*, *12*(2), 135.

Milo, E. C. (2018). *The food delivery battle has just begun in Malaysia*. Ecinsider.my. Retrieved December 11, 2020, from https://www.ecinsider.my/2018/02/food-delivery-companies-malaysia.html

Moore, A. (2019*). Food Service Industry: Definition & History Video with Lesson Transcript.* Study.com. Retrieved November 11, 2020, from https://study.com/academy/lesson/food-service-industry-definition-history.html

Okumus, B., & Bilgihan, A. (2014). Proposing a model to test smartphone users' intention to use smart applications when ordering food in restaurants. *Journal of Hospitality and Tourism Technology*, 31-49.

Okumus, B., Ali, F., Bilgihan, A., & Ozturk, A. B. (2018). Psychological factors influencing customers' acceptance of smartphone diet apps when ordering food at restaurants. *International Journal of Hospitality Management*, *72*, 67-77.

Oliver, R. L., & DeSarbo, W. S. (1988). Response determinants in satisfaction judgments. *Journal of consumer research*, *14*(4), 495-507.

Oliver, R. L. (1977). Effect of expectation and disconfirmation on post exposure product evaluations: An alternative interpretation. *Journal of applied psychology*, *62*(4), 480.

Oliver, R. L. (1980). A cognitive model of the antecedents and consequences of satisfaction decisions. *Journal of marketing research*, *17*(4), 460-469.

Petrick, J. F. (2004). The roles of quality, value, and satisfaction in predicting cruise passengers' behavioral intentions. *Journal of travel research*, *42*(4), 397-407.

Polit, D. F., & Hungler, B. P. (1995). *Nursing research: Principles and methods*. J.B. Lippincott Co: Philadelphia, Pa.

Schiff, J. L. (2015). *7 Ways Social Media Can Improve Customer Satisfaction*. CIO. Retrieved December 12, 2020, from https://www.cio.com/article/2984024/7-ways-social-media-canimprovecustomersatisfaction.html

Secon, H. A. (2020). *A Comprehensive Timeline of the New Coronavirus Pandemic, From China's First COVID-19 Case to The Present*. Business Insider Malaysia (2020). Retrieved November 13, 2020, from https://www.businessinsider.my/coronavirus-pandemic-timeline-history-major-events-2020-3?r=US&IR=T

S. Jessy, A. (2017). *We Try to Find Out Why the Food Delivery Service In Malaysia Is So Horrible, Lifestyle.* Rojakdaily.com. Retrieved November 12, 2020, from https://rojakdaily.com/lifestyle/article/3846/why-does-the-food-delivery-service-in-malaysia-mostly-suck-we-find-out

Statista. (2020). *Frequency of Ordering Food On Food Delivery Apps in Malaysia as of June 2020*. Statista Research Department. Retrieved November 14, 2020, from https://www.statista.com/statistics/1143154/malaysia-ordering-food-from-food-delivery-apps-frequency/

Suhartanto, D., Helmi Ali, M., Tan, K. H., Sjahroeddin, F., & Kusdibyo, L. (2019). Loyalty toward online food delivery service: the role of e-service quality and food quality. *Journal of foodservice business research*, *22*(1), 81-97.

Tavakol, M., & Dennick, R. (2011). Making sense of Cronbach's alpha. *International journal of medical education*, *2*, 53.

Tse, D. K., & Wilton, P. C. (1988). Models of consumer satisfaction formation: An extension. *Journal of marketing research*, *25*(2), 204-212.

Thompson, R. L., Higgins, C. A., & Howell, J. M. (1991). Personal computing: Toward a conceptual model of utilization. *MIS quarterly*, 125-143.

Vaterlaus, J. M., Aylward, A., Tarabochia, D., & Martin, J. D. (2021). "A smartphone made my life easier": An exploratory study on age of adolescent smartphone acquisition and well-being. *Computers in Human Behavior*, *114*, 106563.

Venkatesh, V., Morris, M.G., Davis, G.B., & Davis, F.D. (2003). User acceptance of information technology: Toward a unified view. *MIS Quarterly*, 27(3): 425-478. Retrieved December 11, 2020, from http://www.vvenkatesh.com/wpcontent/uploads/2015/11/2003(3)_MISQ_Venkatesh_etal.pdf

Venkatesh, V., Thong, J., & Xu, X. (2012). Consumer Acceptance and Use of Information Technology: Extending the Unified Theory of Acceptance and Use of Technology. *MIS Quarterly*, *36*(1), 157-178.

Venxhin Pang. (2016). *We Visited Foodpanda Malaysia. Conclusion? We Never Want to Run a Food Delivery Startup*. Vulcan Post. Retrieved November 19, 2020, from https://vulcanpost.com/600797/foodpanda-malaysia-behind-the-scenes-food-delivery/

Verkijika, S. F. (2018). Factors influencing the adoption of mobile commerce applications in Cameroon. *Telematics and Informatics*, *35*(6), 1665-1674.

Wacker, J. G. (1998). A definition of theory: research guidelines for different theory-building research methods in operations management. *Journal of operations management*, *16*(4), 361-385.

Williams, G., Tushev, M., Ebrahimi, F., & Mahmoud, A. (2020). Modeling user concerns in Sharing Economy: the case of food delivery apps. *Automated Software Engineering*, *27*(3), 229-263.

Woodruff, R. B., Cadotte, E. R., & Jenkins, R. L. (1983). Modeling consumer satisfaction processes using experience-based norms. *Journal of marketing research*, *20*(3), 296-304.

Yau, O. H. (1994). *Consumer behaviour in China: Customer satisfaction and cultural values* (pp. 68-93). London: Routledge.

Yeo, V. C. S., Goh, S. K., & Rezaei, S. (2017). Consumer experiences, attitude and behavioral intention toward online food delivery (OFD) services. *Journal of Retailing and Consumer services*, *35*, 150-162.

Yi, Y. (1990). A critical review of consumer satisfaction. *Review of marketing*, *4*(1), 68-123.

Zhao, Y., & Bacao, F. (2020). What factors determining customer continuingly using food delivery apps during 2019 novel coronavirus pandemic period?. *International journal of hospitality management*, *91*, 102683.

Ziku, R. M., Kurniawati, L., Utan, F. M. E., & Nabung, A. (2019). Antecedents of customer satisfaction in food service business (a review). *International Journal of Applied Sciences in Tourism and Events, 3*(1), 12-23.

Zulkarnain, K., Ahasanul, H., & Selim, A. (2015). Key success factors of online food ordering services: an empirical study. *Malaysian institute of Management, 50*(2), 19-36.

APPENDICES

QUESTIONNAIRE: THE FACTORS AFFECTING CUSTOMER SATISFACTION ON FOOD DELIVERY APPS IN KUALA LUMPUR, MALAYSIA

SECTION A: DEMOGRAPHIC DETAILS

Please tick (/) as appropriate.

Sila tandakan (/) mengikut kesesuaian.

1. Age / *Umur*
   - 19 – 22 years / *tahun* ☐
   - 23 – 26 years / *tahun* ☐
   - 27 - 30 years / *tahun* ☐
   - 31 and above / *dan ke atas* ☐

2. Gender / *Jantina*
   - Male / *Lelaki* ☐
   - Female / *Perempuan* ☐

3. Race / *Bangsa*
   - Malay / *Melayu* ☐
   - Chinese / *Cina* ☐
   - Indian / *India* ☐
   - Others / *Lain-lain* (……) ☐

4. Marital Status / Status perkahwinan
   - Single / *Bujang* ☐
   - Married / *Berkahwin* ☐
   - Divorced / *Bercerai* ☐
   - Other / *Lain-lain* (…….) ☐

5. Income level / *Pendapatan*

< Rm1000	
Rm1000 – Rm1999	
Rm2000 – Rm3999	
Rm4000 >	

Please evaluate your opinion regarding each of the following statements in the scale from "Strongly Disagree" to "Strongly Agree" by circle the number in the most appropriate cage, which is based on your last using food delivery apps experience.

Sila menilai pendapat anda mengenai setiap pernyataan berikut dalam skala dari "Sangat Tidak Setuju" hingga "Sangat Setuju" dengan membulatkan nombor dalam yang paling sesuai dalam sangkar, yang berdasarkan pada pengalaman terakhir anda menggunakan makanan penghantaran aplikasi.

The scale used in providing the responses is as follows:

Skala yang digunakan dalam memberikan jawapan adalah seperti berikut:

1 – Strongly disagree *Sangat Tidak Setuju*

2 – Disagree *Tidak Setuju*

3 – Slightly Disagree *Sedikit Tidak Setuju*

4 – Neutral *Neutral*

5 – Slightly Agree *Sedikit Setuju*

6 – Agree *Setuju*

7 – Strongly Agree *Sangat Setuju*

Section B Independent Variable: Effort Expectancy

1.	Learning how to use food delivery apps is easy for me. *Belajar bagaimana untuk menggunakan makanan penghantaran aplikasi adalah mudah bagi saya.*	1	2	3	4	5	6	7
2.	My interaction with food delivery apps is clear and understandable. *Interaksi saya dengan makanan penghantaran aplikasi adalah jelas dan difahami.*	1	2	3	4	5	6	7
3.	I find Internet food delivery apps easy to use. *Saya dapati internet makanan penghantaran aplikasi mudah untuk digunakan bagi saya.*	1	2	3	4	5	6	7

4.	It is easy for me to become skilful at using food delivery apps. *Ia adalah mudah bagi saya untuk menjadi mahir menggunakan makanan penghantaran aplikasi.*	1	2	3	4	5	6	7
5.	It is simply step for me to order food using food delivery apps. *Langkah-langkah untuk menempah makanan dalam makanan penghantaran aplikasi adalah mudah bagi saya.*	1	2	3	4	5	6	7

Section C Independent Variable: Performance Expectancy

1.	I find food delivery apps useful in my daily life. *Saya dapati aplikasi penghantaran makanan berguna dalam kehidupan seharian saya.*	1	2	3	4	5	6	7
2.	Using food delivery apps increases my chances of achieving tasks that are important to me. *Menggunakan aplikasi penghantaran makanan meningkatkan peluang saya untuk mencapai tugas yang penting bagi saya.*	1	2	3	4	5	6	7
3.	Food delivery apps help me accomplish tasks more quickly. *Aplikasi penghantaran makanan membantu saya menyelesaikan tugas dengan lebih cepat.*	1	2	3	4	5	6	7
4.	Using food delivery apps increases my productivity. *Menggunakan aplikasi penghantaran makanan meningkatkan produktiviti saya.*	1	2	3	4	5	6	7
5.	Food delivery apps can get more income or profit. *Aplikasi penghantaran makanan boleh mendapat lebih banyak pendapatan atau keuntungan.*	1	2	3	4	5	6	7

Section D Independent Variable: Social Influence

1 .	People who are important to me think that I should use food delivery apps. *Orang yang penting bagi saya berpendapat bahawa saya harus menggunakan aplikasi penghantaran makanan.*	1	2	3	4	5	6	7
2 .	People who influence my behaviour think that I should use food delivery apps. *Orang yang mempengaruhi tingkah laku saya berpendapat bahawa saya harus menggunakan aplikasi penghantaran makanan.*	1	2	3	4	5	6	7
3 .	People whose opinions that I value prefer that I use food delivery apps. *Orang yang berpendapat saya hargai lebih suka saya menggunakan aplikasi penghantaran makanan.*	1	2	3	4	5	6	7
4 .	The attitude of people that are important to me will affect my think to use the food delivery apps. *Sikap orang yang penting bagi saya akan mempengaruhi*	1	2	3	4	5	6	7

	pemikiran saya untuk menggunakan aplikasi penghantaran makanan.							
5 .	The experience on use food delivery apps by people will affect my thinking to use food delivery apps. *Pengalaman menggunakan aplikasi penghantaran makanan oleh orang akan mempengaruhi pemikiran saya untuk menggunakan aplikasi penghantaran makanan.*	1	2	3	4	5	6	7

SECTION E: CUSTOMER SATISFACTION ON FOOD DELIVERY APPS

1. How often do you use the food delivery app (FDA)?
   Berapa kekerapan anda menggunakan aplikasi penghantaran makanan?

   Never / *Tidak pernah* ☐
   Rarely / *Jarang* ☐
   Adequate / *Memadai* ☐
   Frequent / *Kerap* ☐
   Very often / *Selalu* ☐

2. Why do you use the food delivery app?
   Mengapakah anda menggunakan aplikasi penghantaran makanan?

   Busy working / *Sibuk bekerja* ☐
   Transportation problem / *Masalah transportasi* ☐
   Variety of choice / *Kepelbagaian pilihan* ☐
   Cashless transaction / *Transaksi tanpa tunai* ☐
   Other / *Lain-lain* ☐

3. What kind of food or drinks is always purchased using the food delivery app (FDA)?
   Apakah jenis makanan atau minuman yang selalu dibeli menggunakan aplikasi penghantaran makanan?

   Local food / *Makanan tempatan* ☐
   Western food / *Makanan Barat* ☐
   Fast food / Makanan segera ☐
   Dessert / *Pencuci mulut* ☐
   Others / *Lain-lain* ☐

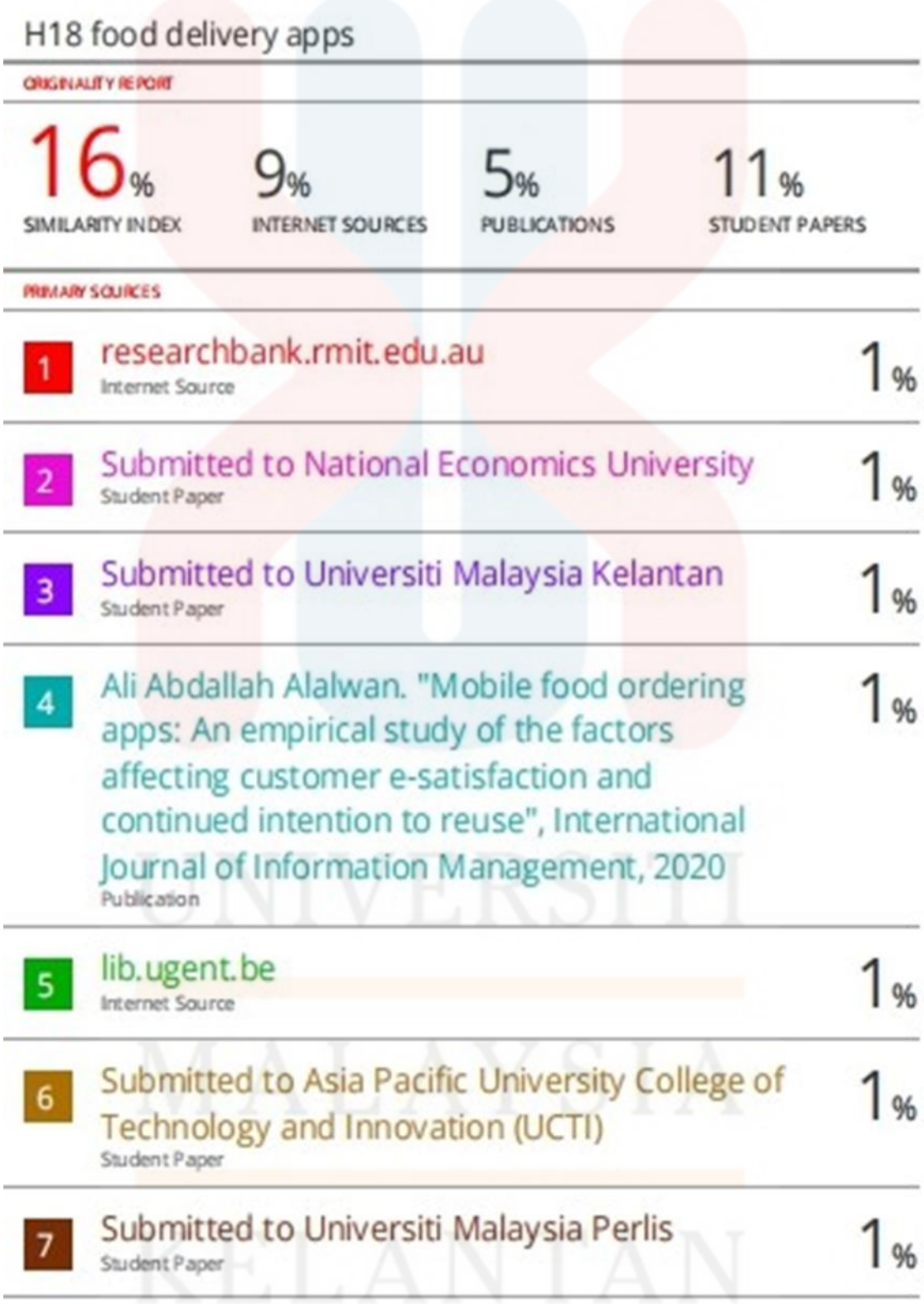
4. Your satisfaction toward price that being offer in using food delivery app (FDA)?
   Tahap kepuasan anda terhadap harga yang ditawarkan oleh aplikasi penghantaran makanan?

   Very unsatisfied / *Sangat tidak puas* ☐
   Unsatisfied / *Tidak puas* ☐
   Normal / *Biasa* ☐
   Satisfied / *Puas* ☐
   Very satisfied / *Sangat puas* ☐

5. Are you satisfied with the service provided while using the food delivery app (FDA)?
   Adakah anda berpuas hati dengan layanan yang diberikan semasa menggunakan aplikasi penghantaran makanan?

   Very unsatisfied / *Sangat tidak puas* ☐
   Unsatisfied / *Tidak puas* ☐
   Normal / *Biasa* ☐
   Satisfied / *Puas* ☐
   Very satisfied / *Sangat puas* ☐

RESULT OF TURNITIN



H18 food delivery apps

ORIGINALITY REPORT

16%	9%	5%	11%
SIMILARITY INDEX	INTERNET SOURCES	PUBLICATIONS	STUDENT PAPERS

PRIMARY SOURCES

1	researchbank.rmit.edu.au Internet Source	1%
2	Submitted to National Economics University Student Paper	1%
3	Submitted to Universiti Malaysia Kelantan Student Paper	1%
4	Ali Abdallah Alalwan. "Mobile food ordering apps: An empirical study of the factors affecting customer e-satisfaction and continued intention to reuse", International Journal of Information Management, 2020 Publication	1%
5	lib.ugent.be Internet Source	1%
6	Submitted to Asia Pacific University College of Technology and Innovation (UCTI) Student Paper	1%
7	Submitted to Universiti Malaysia Perlis Student Paper	1%