



**ONLINE CUSTOMERS' SATISFACTION TOWARDS FOODPANDA SERVICES IN  
SELANGOR DURING PANDEMIC**

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**DIPLOMA IN BUSINESS STUDIES**

**JUNE 2020**

## **ACKNOWLEDGEMENT**

Firstly, we would like to acknowledge a deep sense of gratitude to our Supervisor, Mrs Norsyila Binti Rashid for her guidance and supervision in completing our project research.

On the other hand, we also thank to our lecturer, Dr. Murugadas who always taught us and guided us to understand the things we should know while studying Business Project and in producing a good project research work.

Apart from that, we would also like to thank to Politeknik Sultan Salahuddin Abdul Aziz Shah for giving us the opportunity to complete our research which is online customers' satisfaction towards Foodpanda services in Selangor during pandemic. With this platform, we can continue this research and gain more knowledge about social media and anything related in this field.

There is nothing more important to us in making this project a success than our family members. We want our loving parents and guidance to be with us in whatever we pursue. Most importantly, thank you to our teammates who have worked together to create this through thick and thin and provide endless inspiration. Most importantly we would like to thank our classmates who are DPM5A who have shared their knowledge and helped each other to create it.

## **DECLARATION OF ORIGINALITY**

We, student of Politeknik Sultan Salahuddin Abdul Aziz Shah, majoring in Business Studies, hereby confirm that we are the sole author of the written work here and have compiled it with our own words without plagiarism from any other sources.

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With the signatures, researchers are confirming that

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## **ABSTRACT**

Online food delivery service is the process of ordering food from a website or other application. Nowadays, the technological advancement result in increasing of online shopping activities and online food deliveries especially during the Movement Control Order (MCO). Due to that, the researchers decided to conduct a research on online customers' satisfaction towards Foodpanda delivery service during the pandemic at Selangor as there was a surge in household spending. The main purpose of this project is to understand the level of the factors which consist of security perception, customer service, product information quality and purchasing process convenience that effect customer satisfaction when using Foodpanda delivery services at Selangor. The researchers are using a descriptive method and the questionnaires was given to the Foodpanda user via Google form using social media as the distribution platform that were distributed among 384 people and was given 283 response. The conclusion for this research is all the result from this study shows that all variables have positive and high level of mean, thus indicating that most respondent are extremely satisfied with Foodpanda delivery service. Moreover, among all the factors, purchasing process convenience has the highest level of means; this indicates that respondent values purchasing process convenience above all else during pandemic.

## **ABSTRAK**

Perkhidmatan penghantaran makanan dalam talian adalah proses memesan makanan dari laman web atau aplikasi lain. Pada masa kini, kemajuan teknologi mengakibatkan peningkatan aktiviti membeli-belah dalam talian dan penghantaran makanan dalam talian terutamanya semasa Perintah Kawalan Pergerakan (MCO). Oleh kerana itu, para penyelidik memutuskan untuk melakukan kajian mengenai kepuasan pelanggan dalam talian terhadap perkhidmatan penghantaran Foodpanda semasa wabak di Selangor kerana terdapat lonjakan perbelanjaan isi rumah. Tujuan utama projek ini adalah untuk memahami tahap faktor-faktor yang merangkumi persepsi keselamatan, perkhidmatan pelanggan, kualiti maklumat produk dan kemudahan proses pembelian yang mempengaruhi kepuasan pelanggan ketika menggunakan perkhidmatan penghantaran Foodpanda di Selangor. Pengkaji menggunakan kaedah deskriptif dan soal selidik telah diberikan kepada pengguna Foodpanda menggunakan borang google di media sosial yang diedarkan di antara 384 orang. Hasil dari kajian ini menunjukkan bahawa tahap min pada semua pemboleh ubah adalah tinggi, jadi ia menunjukkan tahap kepuasan yang menonjol di kalangan responden terhadap perkhidmatan penghantaran Foodpanda. Di antara semua pemboleh ubah tersebut, kemudahan proses pembelian mempunyai tahap min yang paling tinggi, ini menunjukkan bahawa responden menilai kemudahan proses pembelian di atas semua pemboleh ubah semasa pandemik.

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## CHAPTER 1 INTRODUCTION

### 1.1. Introduction

Nowadays, the technological advancement result in increasing online shopping and online food delivery service during the Movement Control Order (MCO), the researcher decided to conduct a research on online customers' satisfaction towards Foodpanda delivery service during the pandemic. The part in this chapter would be the background of the research, problem statement, research objectives, and research questions, scope of the research, significance of the research and definition of the operational terms.

### 1.2. Background of the research

The COVID-19 pandemic or coronavirus pandemic is still an on-going global pandemic that has its first outbreak in China and then slowly mitigated towards the world including Malaysia. It is regarded as the most crucial health calamity of the century, and caused massive damage towards the economy, politics, and social lives (Indranil Chakraborty & Prasenjit, 2020). Malaysia has its biggest local outbreak to emerge in March when a Tabligh Jamaat gathering was held in Sri Petaling, and it leads to spikes in local cases and export cases (Nor Fazila Che Mat, et al., 2020). Thus, the disaster management team planned their Standard Operation Process where they manage humanitarian aid distribution process. (Gao et al., 2011). Since then, both government and private agencies began cooperating with each other in order to have efficient coordination in order to lessen the gap in services, delivery and resources. (Mazrul Hisham et al., 2020). There, it was a radical alteration of consumer spending their money and how e-commerce had commenced (H.Akram, A.Khan 2020). In the food industry, there is a rapid decline of customers as shops and restaurants are forced to close and use other alternative such as ordering food via online services (Scott R. Baker, et al 2020). Foodpanda, one of agency helping is the second-best delivery services offered to Malaysians. (Lirong, 2020)

Foodpanda is a mobile food delivery marketplace that was owned by Berlin based company "Delivery Hero SE." It was founded by Rico Wyder and Lukas Nagel in South East Asia before shortly had a global expansion that was led by Ralf Wenzel, Felix Plog and Ben Bauer. In November 2017, they re-branded their logo from orange to pink that was followed by acquisition by Delivery Hero in December 2016. It was said that they continue their in-house



brands or “cloud kitchens” in 2018. However, starting 2019, it only had three private label brands under its cloud kitchen like FLRT and Great Khichd experiment (Salman S.H & Varsha Bansal, 2019).

### 1.3. Problem statement

When the government had enforced Movement Control Order (MCO) to stop the spread of virus (Nor Fazila Che Mat et al., 2020). There was a drastic change on consumer money spending. In the food industry, there is a rapid decline on the number of customer because the shops and restaurants are forced to shut down their operation and were recommended to use other alternative such as buying foods via online services. However, at the beginning of MCO, people started panic buying behaviour for products and services. As a result, the numbers of purchases and orders via online has been increasing day by day.

Based on this situation, the researchers are curious and interest to conduct a research on how security perception that include safety, personal information and payment security (Madininos & Theodoridis, 2010) of the customer, by how customer service help their customers in giving respond towards customers questions (Chang & Chen 2009) during pandemic, product information quality that always up to date, complete and consistent (Madininos & Theodoridis, 2010) during pandemic, and purchasing process convenience that offer an easy and quick purchasing process (Madininos & Theodoridis, 2010) for the customer during pandemic that will affect customer satisfaction on Foodpanda services in Selangor. The highlight of this research is to investigate the level of customer satisfaction and delivery services during pandemic and its implication on online food services.

### 1.4. Research objectives

- I. To investigate the level of security perception Foodpanda delivery services during pandemic.
- II. To investigate the level of customer service of Foodpanda delivery services during pandemic.

- III. To investigate the level of product information quality of Foodpanda delivery services during pandemic.
- IV. To investigate the level of purchasing process convenience of Foodpanda delivery services during the pandemic.

#### 1.5. Research questions

- I. What is the level of security perception towards Foodpanda delivery services during the pandemic?
- II. What is the level of customer service towards Foodpanda delivery services during the pandemic?
- III. What is the level of product information quality towards Foodpanda delivery services during the pandemic?
- IV. What is the level of purchasing process convenience towards Foodpanda delivery services during the pandemic?

#### 1.6. Scope of the research

The scope of this research is to measure the level of customers' satisfaction towards online food delivery services, Foodpanda during pandemic at Selangor. Furthermore, this research is conducted to determine which factor of security perception, customer service, product information quality and purchasing process convenience has the most significant at Foodpanda delivery services. In conducting this research, an online questionnaire will be used as a research instrument tool which will be distributed among selected respondents in Selangor.

#### 1.7. Significance of the research

The study of Online Customers' Satisfaction towards Foodpanda delivery services in Selangor during Pandemic can be a learning paradigm in identify the effect of security perception,

customer service, product information quality and purchasing process convenience in study and investigate the effects of pandemic towards online food shopping. This study will be beneficial for Foodpanda Company because they will know the level of customers' satisfaction towards their delivery services during pandemic. The analysis result shall be the best reference source for Foodpanda Company to improve their services day by day. This also presents:

- More knowledge about food delivery services during pandemic.
- Knowledge for food delivery service companies to understand more about customers' needs and wants during pandemic.
- Better understanding about customers' satisfaction towards food delivery services during pandemic.

#### 1.8. Definition of operational terms

##### i) Online food delivering

Use to advertise the food delivery service to the customer (J. Azizul, A. Albattat, I. Ahmad Shahrman et al. 2019). Customers just needed to order through online apps and wait for a few minutes to receive the order. This service usually used by busy individual and stay in cities. Example for online foods delivery apps is Grab food, Dah Makan, Honest Bee etc. (G. Prabowo, A. Nugroho., 2019)

##### ii) Pandemic

Known as virus spreading that causes death. The virus is extremely easy to spread from a person to the other person (S. Gilman., 2010).

##### iii) Customer satisfaction

It is when the customer had been using the service or product and it meet with their expectation and it has an impressive performance. If the customer happy, usually it has a potential to repurchase the product or services. (X. Guo, K. Ling, M. Liu., 2012)

## 1.9. Summary

This chapter contains an introduction to the research that researchers want to determine the online customer's satisfaction towards Foodpanda delivery services during the pandemic. This chapter also explains about the problem statement of the study about to investigate the level of customer satisfaction and delivery services during pandemic. The question raised in this study is to know the level of security perception, customer service, product information quality and purchasing process convenience toward Foodpanda delivery services during pandemic. For the scope and limitations of the study, it is limited in Selangor only. Finally, the term definition section explains the meaning of the term in this study.

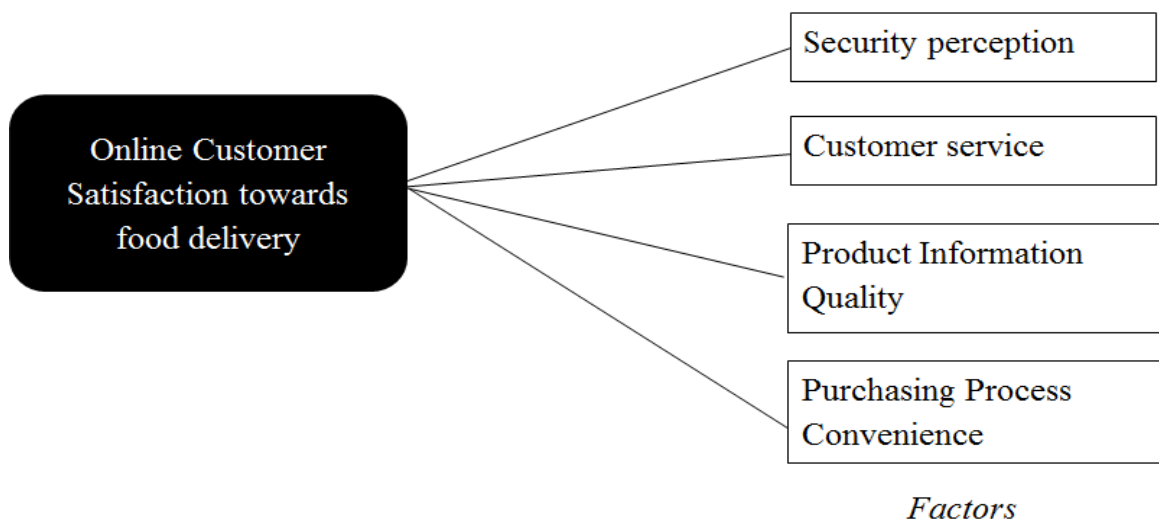
## CHAPTER 2 LITERATURE REVIEW

### 2.1. Introduction

This chapter will discuss the online customer satisfaction towards Foodpanda delivery services at Selangor during pandemic. Many factors can affect this online customer satisfaction towards online Foodpanda delivery services. This chapter will explain the theory applied for the research and discover how each variable affects customer satisfaction by looking at the related topic.

Then, the other things that included in this chapter are online customer satisfaction towards food delivery services and the factors which are security perception, customer service, product information quality, and purchasing process convenience.

### 2.2. Concepts/Theory



*Figure 1 Constructed framework of online customer satisfaction and the factors*

#### 2.2.1. Security Perception

Security perception could also be regards as one of the key factors to influence customer satisfaction (Maditinos & Theodoridis 2010; Schaupp & Belanger 2005; Liu, et al. 2008). From the perspectives of Maditinos & Theodoridis 2010, security is a

mean of safety, personal information management and payment security. Christy and Matthew (2005) illustrated that security is the ability of website in protecting consumer personal information from online transaction from unauthorized usage. However, with that said, with the outbreak that has happen, where most people have freedom of time, the security of an online transaction, privacy and safety could be deterred as people could break into customer privacy without even the company knowing. Another study suggests that security perception defined as the extent to which customer believes that transmitting sensitive information to the website is secure (Hsin Hsin Chang & Su Wen Chen 2009). Moreover, Online store that proved credential, privacy policy and trust are the several parameters of online security the more these parameters are develop, the higher the level of customer satisfaction will be (Madinis & Theodoridis, 2010). Thus, online retailers should be diligence when creating a safe online shopping environment (Liu, et al, 2008), especially in time of crisis such as this.

Consumers are overly concerned on the security, liability, and privacy of the online website (Gefen, 2000). It can be divided into concerns about user authentication and concerns about data and transaction security (S. Subashini, V. Kavitha 2010).

### *2.2.2. Customer Service*

Customer service can be defined as providing prompt responses to enquires and help in solving problem by willing personnel (Chang & Chen, 2009). In another study by Kim, Park and Jeong (2004), it can also be defined as a system of activity that comprises customer support systems, complaints processing, ease of reporting complaint and friendliness when reporting complaint. In previous studies of articles, researchers had examined the effect of customer services towards customer satisfaction. Zhen et al. (2009) tested a few factors including customer service that result in only customer service, fulfilment or reliability, ease of use had elevated level influence towards online customer satisfaction. In this study, researcher must test whether this factor had positive or no influence when the pandemic comes to play since consumers might react differently because of their shopping experience as stated from Kumar (2005).

An ignorance of customer inquiries may cause dissatisfaction that as an overall could affect online retailers too. It is important for online retailer to provide a method of

contacting for customer easy access for complaint or queries on information related to the products, even if there had to do changes from their previous method to adapt to the current situation. For example, Topshop (UK) had suffered from the growing competition from online stores that will either put them out of business or permanently close (Eleonara Pantano, et al. 2020).

### 2.2.3. *Product Information Quality*

Product according to Cambridge Dictionary is a something that created to be sold; usually it is produced by industrial process. While in Wikipedia (business), product is something that created for customer use; it is anything that can be given to the market to make sure customer satisfied. Information quality in Wikipedia (business context) is known as the advantage to words product. Quality for every person is defined differently because it is subjective.

Product information quality is a complete, up-to-date, and easy to understand about the product in online website (Madininos & Theodoridis, 2010). This product information is particularly important to the customer when they are searching and purchasing product. Product information provided by the seller helps to decrease the cost of information search and information processing by customer (Park & Kim, 2003). To relate to the crisis, we must ask is product information relevant when customers are buying online? Should retailer improve the quality of product information? Since the product in online website and the customer not able to choose by holding it, the online seller must put detail product information completely (Liu et al., 2008). Thus, information products in website help the customer to compare the product, take the right purchase decision and increase transaction security (Liu & Arnett, 2000; Park & Kim, 2003; Lin, 2007).

Quality information on the website gives a strong impact to the customer, especially during the pandemic since customer is more wary and fearful towards online seller (Khan et al. 2015). In general, the accurate information, updated and consistent information in website increase overall customer satisfaction (Park and Kim, 2003).

#### 2.2.4. *Purchasing Process convenience*

In Wikipedia, purchasing is the process used by business or organization to get goods or services to accomplish its goals. According to business dictionary, buying process is a set of procedure used to identify product for buying, identify the quality and compliance of product, make a buying transaction, and make sure purchasing operation have been executed appropriately. For convenience, based on oxford learner's dictionaries is a something useful and able to make things easier or faster to do, or more comfortable.

E-commerce or online market are growing rapidly, and it has changed the business patterns, especially during the Covid-19 where customers and retailer had to take drastic measures to adapt. During an online shopping availability and convenience without limited time (Brynjolfsson Eland smith M.D.,2000), this is especially true where right most people are in their house with unlimited time and limited activity to be done. A convenience online market can give a lot of benefit to the customer, such as customer can choose the lower prices, faster searches, easy to compare and a lot of choices. The online market can put recommendation product and offer variation of ways in payment method to increase the shopping convenience of customer (Farhang Salehi, Bentolhoda Abdollahbeigi et al, 2012). Offer a simplified, easy, and quick purchasing process for the customer is the most important for online marketers (Maditinos & Theodoridis, 2010).

In the Sri Lankan Perspective context also Silva and Abeysekara (2012) find that convenience in customer experience during their internet banking has a high probability in customer satisfaction. In general, purchasing process convenience in online market could increase purchasing intention of the customers.

#### 2.2.5. *Customer Satisfaction*

Customer satisfaction can be identified as “a person’s feeling of pleasure or disappointment” which occurs because of comparison between product or service performance (Kotler and Keller 2012). Oliver (2018) however, defines customer satisfaction as “consumer’s fulfillment response”. Moreover, in the study of literature,



customer satisfaction had been one of the most examined constructs in the market (Deyalage, P A; Kulathunga K M S D, 2018). Recent literature had shown the perceived scarcity of products and it could affect consumer choices, which could lead to more consumer fulfillment responses (Hamilton, et al. 2019).

Consumers' perception on the difference between product performance and their predictions of performance has resulted in satisfaction judgment according to paradigm by Oliver (1980). During the pandemic, repeated unavailability of brands due to stock-out, could alter consumers' preferences in a deeper way. Positive disconfirmation had led to high satisfaction whereas a negative one reflects a low satisfaction (Parker & Mathews, 2001). Therefore, it is important to undertake detail and critical attention when providing customers to increase the level of customer satisfaction (Deyalage, P A; Kulathunga K M S D, 2018).

H1: Security Perception has a positive impact towards Foodpanda delivery services during the pandemic.

H2: Customer service has a positive impact Foodpanda delivery services during the pandemic.

H3: Product information quality has a positive impact towards Foodpanda delivery services during the pandemic

H4: Purchasing process convenience has a positive impact towards Foodpanda delivery services during the pandemic.

### 2.3. In Relation to Studies

From the above theories and previous studies by researcher, we have found out that security perception has the highest level on customer satisfaction as they have 62% of citation from 18 different articles, furthermore customer satisfaction which have 55% and 16 different article in mention, then product information quality which have 15

different citation of frequency and 52 percentage and finally purchasing process convenience which have 12 mentioned in different past literature, however it is not one of the lesser known factors. All of these have been made by Deylage P.A. and Kulathunga KMSD in 2018 in their study of *Conceptual Model of Factors Affecting Satisfaction of Online Customers*.

However, would consumer perceive security perception as the most factors during the pandemic? Or would customer perceive purchasing process convenience has more impact since they find there was an ease of usage of Foodpanda apps during the pandemic?

Moreover, Mazrul Hishamet al., (2020) in his research of *Humanitarian Logistics: A Disaster Relief Operations Framework During Pandemic Covid-19 in Achieving Healthy Communities*, has reported that even private sectors such as Foodpanda should collaborate to attend the needs from arising disaster, i.e., pandemic. By having trust in the collaboration, it ensures efficiency thus making the job more coordinated towards customers and less risk would occur, resulting in consumers' satisfaction.

#### 2.4. Summary

This chapter is completed by using useful information and references that made by other researchers to support the research topic that is how the behavior of consumer changes during and before the worldwide crisis. Moreover, researcher have decided to choose four types of determinants which are security perception, customer service, product information quality, and purchasing process convenience.

Security perception in this context is about the ability of website in protecting consumer personal information from online transaction from unauthorized usage.

Product information quality is a complete, up to date product in website and it helps decrease the cost for information search from customer to seller. Purchasing process convenience is the process to get good and services to accomplish goals and customer service can be refer as providing prompt responses to enquires and help in solving problem. For the four hypotheses in this chapter, all the factors have positive impact on

online customer satisfaction towards Foodpanda delivery services during the pandemic.

On the following chapter, researchers shall proceed with the methodology to ensure methods that should be carried out from the study.

## CHAPTER 3 METHODOLOGY

### 3.1. Introduction

Methodology is the systematic procedure that the researcher starts from identifying the problem to the conclusion. In this chapter, methodology discusses on research design, data collection method, research instrument, sampling technique, pilot test and data analysis method.

### 3.2. Research Design

In this section, this study will briefly explore which research design that will be used. Research design refers to methods and procedures in which variables in the problem research are collected and analyzed. There are four types of framework, which is descriptive, correlational, experimental, review and meta-analytic (Muaz, Jalil Mohammad, 2013). The study shall use descriptive method where surveys or questionnaire will be distributed to Foodpanda customer. Moreover, we had also chosen the quantitative research approach and data-collection to conduct this research. Quantitative research involves the use of structural questions that respondents can have the option to choose from. (Burns & Bush, 2006)

### 3.3. Data Collection Method

The definition of data collection could be a method of gathering information from relevant and scientific sources to get the best response to test the hypothesis and analyze findings. There are two categories of data collection: Primary method and Secondary method. In this research of online customer satisfaction towards Foodpanda delivery services during pandemic, we will conduct primary data collecting through surveys and questionnaire as this method is practical, on-point, and cost-efficient. If, researchers are unable to collect through primary data, then sources of secondary data could suffice, and in some cases, they are enough to solve the research problem (Ghuri & Grønhaug, 2015). Example of secondary data sources are books, articles, statistics, and research reports.

### 3.4. Research Instrument

In research and study, instrument is important to measure and achieve the objective of research. It helps in determining whether the data are recovering the research or not. It is usually used to measure variables. Online survey approach or online questionnaires, are chosen because it is the most suitable method to use in current situation as researcher must prevent themselves from physical touch and social distancing and they are low-cost pricing. Not only that, the survey is quite flexible and user's friendly towards respondents. Using this survey, it will be easier for respondent to complete the scaling and ranking given. In conclusion, customers will express their satisfaction in many ways. The scores that are achieved in customer satisfaction studies are used to create a customer satisfaction index.

The questionnaire consists of five parts in total.

#### **Part A**

Consist of general information such as Age, Occupation, Gender, Status, and Monthly Income.

#### **Part B**

Consist of questions regarding security perception. There would be five questions that use element of security perception that respondent must answer about Foodpanda.

#### **Part C**

Consist of questions related to customer service. There would be five questions that use element of customer service that respondent must answer about Foodpanda.

#### **Part D**

Consist of questions regarding product information quality. There would be five questions that use element of product information quality that respondent must answer about Foodpanda.

## **Part E**

Consist of questions regarding purchasing process convenience. There would be 5 questions that use element of purchasing process convenience that respondent must answer about Foodpanda.

### 3.5. Sampling Technique

Sample is a part of population whose properties are studied to get information about the whole (Webster, 1985). A set of respondents is when researchers communicates and deals with people. Respondents are people chosen from a larger population for the purpose of survey. Population is a group of individuals, object or items from which samples are taken for measurement (Muhamad Zarif Alfian bin Zainudin, Farah Natasha binti Hisham et al. 2019).

In this research, we used quantitative data. In quantitative data, data are collected through measuring things. This data is then analyzed through number comparisons and statistical inference. In quantitative data, researcher use post-positivist claims for developing knowledge. (Creswell, 2003). Non-probability sampling chosen by researcher is convenience sampling. Researcher can determine the size sample. We can combine convenience and judgmental, convenience and quota, judgmental and quota technic.

According to Worldometer, total population in Malaysia are 32 365 999. In Selangor, based on demographic statistic first quarter 2020, Department of Statistics Malaysia number of populations are 6 569 500, thus researcher has decided to choose Selangor as the target place to collect respondent as each researcher are familiar with the demographic. Based on Krejcie & Morgan 1970 table the approximate of total sample for this research are 384 peoples. The samples of this study are Foodpanda's users who reside in Selangor. Researcher used convenience sampling technique in this research whereby the researcher pass out questionnaires to the Foodpanda's users.

### 3.6. Pilot Test

A pilot test is defined as a type of Software Test that validates system components or the entire system in real-time operating conditions. The purpose of a pilot test is to assess the

possibilities, time, cost, risk, and performance of a research project. In the pilot test, a selected group of people of end users try out the tested system and provide feedback before the system is fully utilized. Pilot Testing is important because it helps in many ways such as checking the availability of questionnaires for full scale implementation, better decisions on time and providing opportunities to measure target population's reaction to the questionnaire. The pilot test has been distributed to 30 people randomly consist of Foodpanda users via online survey form.

### **CRONBACH ALPHA (RELIABILITY)**

Cronbach's alpha is an easy-to-use test for calculating the reliability, or internal consistency, of composite scores. Cronbach's alpha gives us a simple method of measuring whether a score is reliable or not. It is used assuming that you have several items that measure the same basic construct. The researchers distributed questionnaires to Foodpanda user. After obtaining answers given by the 30 respondents, the researchers will evaluate the reliability of the survey questionnaire using Cronbach's Alpha statistic.

#### **Reliability Coefficients for Each Variable (N=30)**

<b>Variables</b>	<b>No. of Items</b>	<b>Item Deleted</b>	<b>Cronbach's Alpha</b>
Security perception	5	0	.809 (Better)
Customer Service	5	0	.757 (Good)
Product Info Quality	5	0	.912 (Best)
Purchasing process convenience	5	0	.852 (Better)

The basic rule for reliability testing is 0.7 or higher indicating good reliability. Based on the results in the table above, Security Perception, Customer Service, Product Info Quality, And Purchasing Process Convenience was reported to have excellent reliability with Cronbach's Alpha 0.809, 0.757, 0.912 and 0.852.

### 3.7. Data Analysis Method

The data from the surveys were statistically analyzed using IBM 'Statistical Package for The Social Sciences (SPSS). These data will then be arranged and summarized according to the categories of the study as mentioned previously which includes security perception, customer service, product information quality and purchasing process convenience. Results of the analysis will then be displayed using statistical summary tables, charts, and graphs in a form that will be easier to understand.

### 3.8. Summary

This chapter is about whole view of methodology in this research. Descriptive method and quantitative data were used in this research. The data acquired from online questionnaire. The data was obtained is using a structured questionnaire instrument because it easier to use quantitative tools of analysis than using unstructured questionnaire. The research methodology used relates to research question section in Chapter one and explanation of the analysis has been state clear.



## CHAPTER 4 RESULT AND DISCUSSIONS

### 4.1. Introduction

This chapter is divided into several parts such as respondent's analysis, information, and the implementation of their opinions on the customer satisfaction toward Foodpanda app in Selangor during pandemic.

The questionnaire is divided into five (5) sections. Section A contains general question information about respondent, Section B includes security perception, Section C includes customer service, Section D includes product information quality and Section E includes purchasing process convenience.

Data gathered from respondent were analyzed using Statistical Package for Social Science (SPSS). SPSS is a data management and analysis program which design to do statistical procedures like analysis, including descriptive statistics as well as sophisticated inferential statistical procedures. A frequency analysis was run, and data were cleaned to ensure that data were correctly coded and entry. Descriptive statistics consist of means, percentages, and frequencies (Hair, 2010; Pallant, 2011).

### 4.2. Demographic

**Table 1: Demographic profile sample**

Measures	Items	Frequency	Valid%
Age	15 – 19	33	11.7
	20 – 29	182	64.3
	30 – 39	33	11.7
	40 – 49	18	6.4
	Above 50	17	6
Gender	Female	224	79.2
	Male	59	20.8
Status	Single	201	71
	Married	76	26.9
	Others	6	2.1
Occupation	Student	153	54.1
	Government staff	26	9.2
	Private company staff	69	24.4
	Self-employed	12	4.2
	Others	23	8.1

Monthly income	Below RM 1 000	99	35
	RM 1001 – RM 2000	44	15.5
	RM 2001 – RM 3000	34	12
	RM 3001 – RM 4000	16	5.7
	RM 4001 and above	21	7.4
	Others	69	24.4

As presented in Table 1, analysis of respondents' demographic characteristics where female respondents (79.2%) are higher compared to male respondents (20.8%). Also, majority of the respondents (64.3%) were from the age group of 20 – 29 follows by the age group of 15 – 19 and 30 – 39 that both have 11.7%, next to 40 – 49 age group of respondents (6.4%) and finally respondent above the age of 50 (6%). These signify that the majority of Foodpanda users are people from the age of 20. Respondents' status is single (71%) while married respondent are at 26.9 % and the others at 2.1%, indicating that fairly a large amount of unmarried respondent prefer to order food online during the pandemic.

In terms of occupation, 153 respondents (54.1%) consist of students whereas 69 of respondents (24.4%) are from private company staff. Respondent with the occupation as a government staff is only at 9.2% while other occupation is at 8.1% and self-employed is only at 4.2%. Besides that, many respondents (35%) earn below RM 1000 as the monthly income, which indicates that, the majority of respondent could be students who have yet to earn consistent income follow by others amount of income by 24.4%. Moreover, 69 respondents (24.4%) have uncertain number of income while 44 respondents (15.5%) have wages between the range of RM 1000 to RM 2000, follow up by income range of RM 2001 to RM 3000 by 12%, RM 4001 above by 7.4% and finally wage between RM 3001 to RM 4000 is only on 5.7%

#### 4.3. Reliability and Normality Analysis

The reliability of each item in the instruments was measured using the Cronbach's Alpha Coefficient. Each dimension of the questionnaire was calculated separately to facilitate clear understanding. The reliability analysis is then conducted to derive the consistency of a measuring instrument in measuring whatever concept it is measuring. Reliability of measure is an indication

of the stability and consistency with which the instrument the concept and helps to assess the “goodness” of a measure.

**Table 2: Reliability Coefficients for Each Variable (N=283)**

<b>Variables</b>	<b>No. of Items</b>	<b>Item Deleted</b>	<b>Cronbach's Alpha</b>
Security perception	5	0	.821 (Better)
Customer Service	5	0	.864 (Better)
Product Information Quality	5	0	.862 (Better)
Purchasing process convenience	5	0	.827 (Better)

As rules of thumb, values which were above 0.6 were considered acceptable and 0.8 is the most appropriate and acceptable as stated by Pallant J., (2011). Based on the table above appended all variable that addressed in the questionnaire achieved reliability of 0.8 above. Since the items used in the questionnaire is reliable as they had already been previously used and tested by other researchers in the same field of study. This result also showed that the questionnaire is understandable and align with the situation.

The coefficient alpha for the dimension of Customer Service pursuing high coefficient values of 0.864, followed by the Product Info Quality in the second placed with the coefficient values of 0.862. Next in place is purchasing process convenience with the reliability of 0.827 followed by Security perception with 0.821 in the fourth place. Since the questionnaire is adopted based on previous studies; Factors Affecting Online Customer Satisfaction: The Sri Lankan Perspective in 2019 by PA Deyalage, D. Kulathunga, adapted process is implement and a few amendments have been done on the wording of the items to suit this research. The amendments were trusted not to change the original means of the questions and this was proven with the tremendous coefficient values.

Table 3 describes the results of the normality test for the constructs in the measurement model. The results of the main assumption in the maximum likelihood Estimation (MLE) method, which is based on skewness and kurtosis, show that the data sets of all constructs are normally distributed and have skewness and kurtosis of less than +/-2. The skewness ranged from -0.7 to 1.418, and the kurtosis ranged from -0.432 to 1.355.

**Table 3: The Assessment for Normality of Data Distribution**

<b>Variables</b>	<b>Skewness</b>	<b>Kurtosis</b>	<b>Distribution Statues</b>
Security perception	-1.391	-.066	Normal
Customer Service	-1.119	-.077	Normal
Product Information Quality	-1.341	-.204	Normal
Purchasing process convenience	-1.989	1.968	Normal

Multicollinearity is a problem when the independent variables are highly correlated (0.8-0.9). Independent variables should not be highly correlated with each other, and the norm is in the range of low to moderate correlation as it does not pose any serious problems. This assumption can be assessed by determining the Variable Inflation Factor and tolerance. The descriptive statistics were also calculated for each construct to investigate their level among the respondents. The three levels of categories according to the mean consist of **low (1.00 – 2.33)**, **medium (2.34 -3.67)** and **high (3.68 – 5.00)** (Mohd Najib Ghafar, 2004).

**Table 4: Descriptive Statistics for Security Perception (N= 283)**

<b>Security Perception (Mean = 4.1774 Std. Deviation = .5629)</b>			
<b>Items</b>	<b>Mean</b>	<b>Std. Deviation</b>	<b>Level</b>
1. Foodpanda staffs comply with SOP (Standard Operating Procedure) during Covid. / Kepatuhan pekerja Foodpanda terhadap SOP semasa COVID.	4.2968	.64979	High
2. Foodpada application security when purchasing / Keselamatan aplikasi Foodpanda apabila membuat pembelian	4.2792	.73645	High
3. Confidence on relying personal information (name, address, contact info) on the Foodpanda app. / Keyakinan untuk memberi maklumat peribadi (nama, alamat dan no. telefon) kepada aplikasi Foodpanda.	4.0636	.80525	High
4. The Foodpanda application security features during the pandemic. / Ciri-ciri keselamatan aplikasi Foodpanda ketika pandemik.	4.1731	.69577	High
5. Privacy policy provided by Foodpanda app to the customer. / Polisi privasi yang Foodpanda sediakan kepada customer.	4.0742	.78875	High

Table 4 shows the descriptive statistics for the Security Perception satisfaction. Overall, the mean of the Security Perception stands at 4.1774 (High). However, the value is only 0.1194 differences between 4.2968 (highest mean). All the items in security perception score a high level. Among these prominent levels of means the item “Foodpanda staffs comply with SOP (Standard Operating Procedure) during Covid” has the highest mean (Mean = 4.2968). This means that the respondents were satisfied with how the staffs in Foodpanda are active in keeping their distance and safety during the pandemic.

**Table 5: Descriptive Statistics for Customer Service (N= 283)**

<b>Customer Service (Mean = 4.0417 Std. Deviation = .67966)</b>			
<b>Items</b>	<b>Mean</b>	<b>Std. Deviation</b>	<b>Level</b>
1. The speed of customer service replying during the pandemic. / Kepantasan perkhidmatan pelanggan membalas aduan semasa pandemik.	4.0389	.84336	High
2. Ease level in contacting customer service during the pandemic. / Kemudahan untuk menghubungi talian khidmat pelanggan semasa pandemik.	3.9541	.87195	High
3. The ability to enquire online about the delivery made. / Kebolehan bertanya tentang maklumat penghantaran pesanan yang dibuat secara dalam talian	3.9753	.88891	High
4. The ability to enquire online about the delivery of order made / Kebolehan bertanya tentang maklumat penghantaran pesanan yang dibuat secara dalam talian	3.9470	.88767	High
5. Responsibility and friendly attitude of Foodpanda staff during the pandemic / Kebertanggungjawaban dan kemesraan staf	4.2933	.71622	High

Table 5 shows the descriptive statistics for the Customer Service satisfaction. Overall, the mean of the Customer Service stands at 4.0417 (High). However, the value is only 0.2516 differences between high levels 4.2933. All the items in Customer Service have high level of indicator. Among these high levels of means the item “Responsibility and friendly attitude of Foodpanda staff during the pandemic” has the highest mean (Mean = 4.2933). This concludes that the respondents were satisfied with Foodpanda staff attitude towards them during pandemic.

**Table 6: Descriptive Statistics for Product Information Quality (N= 283)**

<b>Product Information Quality (Mean = 4.1081 Std. Deviation = .62640)</b>			
<b>Items</b>	<b>Mean</b>	<b>Std. Deviation</b>	<b>Level</b>
1. The relevance of product information provided by the application. / Kesesuaian perkaitan maklumat produk yang disediakan.	4.1449	.76968	High
2. The sufficiency of product information provided by the application. / Kecukupan maklumat produk yang disediakan.	4.0671	.78939	High
3. The update of product information during the pandemic. / Pengemaskinian maklumat produk semasa pandemik.	4.0565	.80578	High
4. Level of understanding of the product information provided by the application. / Kemudahan untuk memahami maklumat produk yang disediakan.	4.1696	.77610	High
5. The safety measures that is included in the product information. / Garis panduan keselamatan yang termasuk dalam maklumat produk.	4.1025	.75800	High

Table 6 shows the descriptive statistics for the Product Information Quality satisfaction. Overall, the mean of Product Information Quality stands at 4.1081 (High). However, the value is only 0.0615 differences between 4.1696 (highest mean). All the items have result of prominent level performance. Among these high levels of means the item “Level of understanding of the product information provided by the application” has the highest mean (Mean = 4.1696). This concludes that the respondents were satisfied with information of the product that is easy to understand in Foodpanda app during pandemic.

**Table 7: Descriptive Statistics for Purchasing Process Convenience (N=283)**

<b>Purchasing Process Convenience (Mean = 4.2905 Std. Deviation = .57119)</b>			
<b>Items</b>	<b>Mean</b>	<b>Std. Deviation</b>	<b>Level</b>
1. The time to check out purchase. / Masa untuk menyelesaikan transaksi pembayaran.	4.3145	.73661	High
2. The variety of payment method to avoid the spread of Covid-19. / Kepelbagaian pilihan untuk menyelesaikan transaksi pembayaran bagi mengelakkan penyebaran Covid19.	4.3852	.71215	High
3. The ease to manage the shopping basket in the application. / Kesenangan untuk menguruskan troli membeli-belah dalam aplikasi ini.	4.2155	.78064	High
4. The convenience of the arrangement of products in the application. / Kemudahan susun atur produk dalam aplikasi tersebut	4.1590	.76688	High
5. Emphasizing the importance of social distancing during payment. / keutamaan untuk penjarakkan sosial semasa membuat pembayaran.	4.3781	.71594	High

Table 7 shows the descriptive statistics for the Purchasing Process Convenience satisfaction. Overall, the mean of the Purchasing Process Convenience stands at 4.2905 (High). However, the value is only 0.0947 differences between high levels 4.3852. All the items have result of prominent level performance. Among these high levels of means the item “The variety of payment method to avoid the spread of Covid-19” has the highest mean (Mean = 4.3852). This means that the respondents were satisfied with variation of payment method in Foodpanda app that can avoid the spread of Covid-19 during pandemic.



**Table 8: Mean Level according to Variables**

<b>Variables</b>	<b>Level</b>	<b>Frequency</b>	<b>%</b>
Security perception	Low (1.00 – 2.33)	0	0
	Medium (2.34 – 3.67)	61	21.6
	High (3.68 – 5.00)	222	78.4
Customer Service	Low	3	1.1
	Medium	81	28.6
	High	199	70.3
Product Info Quality	Low	0	0
	Medium	63	22.3
	High	220	77.7
Purchasing Process Convenience	Low	0	0
	Medium	42	14.8
	High	241	85.2

Table 8 shows the level of mean on all variables. Based on the table, all the variables have a prominent level of mean which indicates a prominent level of satisfaction among the respondent towards Foodpanda delivery services. However, among the variables, Purchasing Process Convenience has the highest level of mean followed by Product Information Quality, Security Perception and finally Customer Service. This indicates that respondent values Purchasing Process Convenience more than anything else during the pandemic.

## CHAPTER 5 CONCLUSION AND RECOMMENDATION

### 5.1. Introduction

This chapter will discuss about the overall conclusion of the research. This includes discussing the research limitations, future recommendations as well as summarizing the findings gathered from chapter 4.

### 5.2. Discussion

After taking samples and meticulously investigate all the factors, we can conclude that:

1. The level of Security Perception is high (78.4%), thus proving our first hypothesis that Security perception have positive impact towards Foodpanda delivery services during the pandemic
2. The level of Customer Service is high (70.3%), thus proving our second hypothesis that Customer Service have positive impact towards Foodpanda delivery services during the pandemic
3. The level of Product Information Quality of Foodpanda delivery services during the pandemic is high (77.7%), thus proving our third hypothesis that Product Information Quality have positive impact towards Foodpanda delivery services during the pandemic
4. The level of Purchasing Process Convenience of Foodpanda delivery services during the pandemic is high (85.2%), thus proving our final hypothesis that Purchasing Process Convenience have positive impact towards Foodpanda delivery services during the pandemic

However, the majority of respondent in Selangor regards Purchasing Process Convenience (78.4%) as the most significant at Foodpanda delivery services. This aligns with The Sri Lankan Perspective study by PA Deyalage, D. Kulathunga (2019), Influencing Factors for Customer Satisfaction of Mobile by Thilakarathne &

Abeyssekara (2016), Satisfaction Determinants in Greek by Maditinos and Theodoridis (2010), A Conjoint Analysis of Online Consumer Satisfaction by Schaupp and Belanger (2005) where they find convenience in customers' experience have a high probability in customer satisfaction.

The next most significant variable is Security Perception where respondents agreed that the Foodpanda delivery services have a safe and secure online shopping environment amid this pandemic. This corresponds with The Antecedents of online customers satisfaction and customer loyalty in the Indonesian online store by Dharmesti and Nugroho (2012), Satisfaction Determinants in Greek theories suggested by Maditinos & Theoridis, (2010), Consumer perception of interface quality, security, and loyalty in electronic commerce by Chang & Chen (2009) which proved that good security perception amongst the consumers will lead into a higher level of customer satisfaction.

With a very close difference to the previous variable, Product Information Quality was agreed to be significant to Foodpanda delivery services. This correlates harmoniously with studies such as Development of E-Commerce user-consumer satisfaction index by Cho and Park (2001) and Design Quality of Websites for E-Commerce by Liu and Arnett (2000) where good product information quality affects consumers' satisfaction positively.

Lastly, a huge number of respondents found that Customer Service to be the least significant among all other variables, but it still acquires a high score of significance. This can be further approved by The Sri Lankan Perspective by PA Deyalage, D. Kulathunga (2019), A New Framework for Customer Satisfaction in e-Commerce by Gelard & Negahdari (2011), and General E-S-QUAL Scales Applied to Websites Satisfaction and Loyalty Model by Yang and Tsai (2007) which approves that convenience from customer service received gave off high sense of satisfaction in consumers.

### 5.3. Limitation of Study

Although our findings may be useful, there are several limitations that may cause minor bias. As students, the biggest limitation would be time, as we also had other duties to

fulfill for other courses at the same time. Therefore, the availability of time in researching thoroughly would be limited, but researcher still tries to provide comprehensive information of the study.

Secondly, due to the Covid-19 outbreak still on-going, our geographical scope sample is limited to Selangor Foodpanda users only and gathering responses through online method. There is the possibility where some of the population would still miss, thus causing slight bias.

Finally, the research was only carried out directly between the factors and the sample. There might be other factors that come into play between these, and so the findings for the research might not be too accurate.

#### 5.4. Recommendation

For future study, researchers recommend testing more construct that influence customer satisfaction since this research had only use five determinants. There are a variant amount of customer satisfaction factors such as Delivering, Purchasing, and Merchandising that could serve as an opportunity to test the effect they had on customer satisfaction for a better prediction on online customer satisfaction.

Additionally, by per request of some respondent, there are also the needs to study on which of the food delivery apps in Selangor most used by customers during the pandemic as such study has yet to be made.

Finally, since the research only focus the level of customer satisfactions' factors on Foodpanda delivery services, researcher propose future researcher to do a study on the relationship between the identified factors or others and online customer satisfaction.

This study has an important significance in helping to increase profitability to the Foodpanda delivery service during the pandemic. Other service-related company can also benefit from this study, especially since there were not a lot of studies that focuses on the online customers' satisfaction during the Covid-19 pandemic at the time.

APPENDIX

A. Gantt Chart

Activities	Month/Weeks														
	August			September				October				November			
	1	2	3	1	2	3	4	1	2	3	4	1	2	3	
Title confirmation															
Literature review															
Supervisors negotiating															
Proposal procedure															
Data Collection and Instrument															
Data analysis															
Drafting project															
Project refining and final drafting															
Final project submission															

## B. Questionnaire

### PART A

Consist of general information such as Age, Occupation, Gender, Status, Monthly income, and Education

Terdiri daripada maklumat umum seperti umur, pekerjaan, jantina, status, pendapatan bulanan dan pendidikan

#### I. AGE / UMUR

State / nyatakan	
------------------	--

#### II. GENDER / JANTINA

Female / Perempuan	
Male/ Lelaki	

#### III. STATUS

Single / Bujang	
Married / Berkahwin	
Others / lain-lain	

#### IV. OCCUPATION / PEKERJAAN

Student / Pelajar	
Government staff / Kakitangan kerajaan	
Private company staff / Syarikat swasta	
Self-employed / Bekerja sendiri	
Others / lain-lain	

#### V. MONTHLY INCOME / PENDAPATAN BULANAN

Below RM 1000 / Bawah RM1000	
RM 1001 - RM 2000	

RM 2001 - RM 3000	
RM 3001 - RM4000	
RM4001 above / atas RM4001	
Others / lain-lain	

## Part B – E

Please tick (/) in the correct box for your answers.

These questions will be assessed using the 5-scales method from the highest mark (5) (very satisfied) to lowest mark (1) (very dissatisfied). /

Sila tanda (/) dalam kotak bersesuaian dengan jawapan anda.

Soalan-soalan ini akan dinilai melalui Kaedah Skala-5, daripada (5) (sangat memuaskan). Sehingga (1) (Sangat tidak memuaskan.)

### PART B

	SECURITY PERCEPTION / PERSEPSI KESELAMATAN	1	2	3	4	5
SP1	Foodpanda staffs comply with SOP (Standard Operating Procedure) during Covid. / Kepatuhan pekerja Foodpanda terhadap SOP semasa COVID.					
SP2	Foodpada application security when purchasing / Keselamatan aplikasi Foodpanda apabila membuat pembelian					
SP3	Confidence on relying personal information (name, address, contact info) on the Foodpanda app. / Keyakinan untuk memberi maklumat peribadi (nama, alamat dan no. telefon) kepada aplikasi Foodpanda.					
SP4	The application's Foodpanda application security features during the pandemic. / Ciri-ciri keselamatan aplikasi Foodpanda ketika pandemik.					
SP5	Privacy policy provided by Foodpanda app to the customer. / Polisi privasi yang Foodpanda sediakan kepada customer.					



## PART C

	CUSTOMER SERVICE / PERKHIDMATAN PELANGGAN	1	2	3	4	5
CS1	The speed of customer service replying during the pandemic. / Kepantasan perkhidmatan pelanggan membalas aduan semasa pandemik.					
CS2	Ease level in contacting customer service during the pandemic. / Kemudahan untuk menghubungi talian khidmat pelanggan semasa pandemik.					
CS3	The variety form of contact channels available (FAQ, email, Tel etc.) / Kepelbagaian cara hubung sedia ada Foodpanda. (FAQ, emel, no telefon, dsb)					
CS 4	The ability to enquire online about the delivery made. / Kebolehan bertanya tentang maklumat penghantaran pesanan yang dibuat secara dalam talian					
CS5	Responsibility and friendly attitude of Foodpanda staff during the pandemic / Kebertanggungjawaban dan kemesraan staf Foodpanda semasa pandemik.					

## PART D

	PRODUCT INFORMATION QUALITY / KUALITI MAKLUMAT PRODUK	1	2	3	4	5
PQ1	The relevance of product information provided by the application. / Kesesuaian perkaitan maklumat produk yang disediakan.					
PQ2	The sufficiency of product information provided by the application. / Kecukupan maklumat produk yang disediakan.					
PQ 3	The update of product information during the pandemic. / Pengemaskinian maklumat produk semasa pandemik					
PQ 4	Level of understanding of the product information provided by the application. / Kemudahan untuk memahami maklumat produk yang disediakan.					
PQ5	The safety measures that is included in the product information. / Garis panduan keselamatan yang termasuk dalam maklumat produk.					

## PART E

	PURCHASING PROCESS CONVENIENCE / KEMUDAHAN PROSES PEMBELIAN	1	2	3	4	5
PC1	The time to check out purchase. / Masa untuk menyelesaikan transaksi pembayaran.					
PC2	The variety of payment method to avoid the spread of Covid-19. / Kepelbagaian pilihan untuk menyelesaikan transaksi pembayaran bagi mengelakkan penyebaran Covid19.					
PC3	The ease to manage the shopping basket in the application. / Kesenangan untuk menguruskan troli membeli-belah dalam aplikasi ini.					
PC4	The convenience of the arrangement of products in the application. / Kemudahan susun atur produk dalam aplikasi tersebut.					
PC5	Emphasizing the importance of social distancing during payment. / keutamaan untuk penjarakan sosial semasa membuat pembayaran.					

### C. Summary of Determinants of Online Customer Satisfaction

No.	Determinant	Literature citation	Citation count (n = 31)	
			Frequency	Percentage
01.	Website design	Szymanski & Hise (2000); Cho & Park (2001); Evanschitzky (2004). Kim (2005); Kim & Stoel (2004); Lin (2007); Anand (2007); Liu et al. (2008); Kim et.al. (2009); Chang & Chen (2009); Alam & Yasin (2010), Maditinos and Theodoridis (2010); Al-Kasasbeh et al. (2011); Eid (2011); Gelard & Negahdari (2011); Chen et al. (2012), Guo et al. (2012); Dharmesti & Nugroho (2012); Ranjbarian et al. (2012); Trong et al. (2014); Ting et al. (2016); Tandon et al. (2017)	22	76%
02.	Security	Szymanski & Hise (2000); Evanschitzky (2004); Kim (2005); Schaupp & Belanger (2005); Lin (2007); Anand (2007); Liu et al. (2008); Zeng et al. (2009); Kim et.al. (2009); Chang & Chen (2009); Maditinos and Theodoridis (2010); Eid (2011); Gelard & Negahdari (2011); Guo et al. (2012); Dharmesti & Nugroho (2012); Ranjbarian et al. (2012); Trong et al. (2014); Thilakarathne & Abeysekara (2016)	18	62%
03.	Customer service	Cho & Park (2001); Kim (2005); Anand (2007); Yang & Tsai (2007); Liu et al. (2008); Zeng et al. (2009);	16	55%

		Gelard & Negahdari (2011); Lin et al. (2011); Ranjbarian et al. (2012); Guo et al. (2012); Silva & Abesekara (2012); Trong et al. (2014); Dharmesti & Nugroho (2012); Bellaj (2013); Thilakarathne & Abeysekara (2016); Ting et al. (2016)		
04.	Product Information Quality	Szymanski & Hise (2000); Cho & Park (2001); Evanschitzky (2004); Kim (2005); Lin (2007) Liu et al. (2008); Maditinos And Theodoridis (2010); Eid (2011); Lin et al. (2011) Gelard & Negahdari (2011); Chen et al. (2012); Polites (2012) Guo et al. (2012); Dharmesti & Nugroho (2012); Khan (2015)	15	52%
05.	Purchasing process convenience	Szymanski & Hise (2000); Cho & Park (2001); Evanschitzky (2004); Kim (2005); Schaupp & Belanger (2005); Anand (2007); Maditinos and Theodoridis (2010); Gelard & Negahdari (2011); Ranjbarian et al. (2012); Silva & Abeysekara (2012); Khan (2015); Thilakarathne & Abeysekara (2016)	12	41%
06.	Delivery	Cho & Park (2001); Kim (2005); Schaupp & Belanger (2005); Liu et al. (2008); Alam & Yasin (2010); Lin et al. (2011); Chen et al. (2012); Guo et al. (2012); Dharmesti & Nugroho (2012); Trong et al. (2014)	10	34%
07.	Response	Kim & Stoel (2004); Lin (2007); Yang & Tsai (2007); Liu et al. (2008); Kim	7	24%

		et al. (2009); Dharmesti & Nugroho (2012; Ting et al. (2016)		
08.	Payment	Cho & Park (2001); Kim (2005); Liu et al. (2008); Guo et al. (2012). Dharmesti & Nugroho (2012); Chen et al. (2012), Trong et al. (2014)	7	24%
09.	Merchandising	Cho & Park (2001); Schaupp & Belanger (2005); Anand (2007); Liu et al. (2008); Ranjbarian et al. (2012); Trong et al. (2014)	6	21%
10.	Price	Cho & Park (2001); Kim (2005); Lin et al. (2011); Chen et al. (2012); Khan (2015); Thilakarathne & Abeysekara (2016)	6	21%
11.	Privacy	Schaupp & Belanger (2005); Yang & Tsai (2007); Eid (2011); Chen et al. (2012); Ting et al. (2016)	5	17%
12.	Fulfilment/reliability	Yang & Tsai (2007); Kim et al. (2009); Zeng et al. (2009); Alam & Yasin (2010); Ting et al. (2016)	5	17%
13.	Transaction capability	Kim & Stoel (2004); Liu et al. (2008); Dharmesti & Nugroho (2012); Trong et. al. (2014).	4	14%
14.	Product offerings	Szymanski & Hise (2000); Evanschitzky (2004); Zeng et al. (2009); Gelard & Negahdari (2011)	4	14%
15.	Trust	Kim & Stoel (2004); Lin (2007); Polites (2012); Chen et al. (2012)	4	14%
16.	System Quality	Lin et al. (2011); Polites (2012); Bellaj (2013)	4	14%
17.	Perceived usability	Schaupp & Belanger (2005); Polites (2012); Tandon et al. (2017)	3	10%

18.	Product quality	Schaupp & Belanger (2005); Lin et al. (2011); Guo et al. (2012)	3	10%
19.	Product variety	Alam & Yasin (2010); Dharmesti & Nugroho (2012); Guo et al. (2012)	3	10%
20.	Ease of use	Cho & Park (2001); Zeng et al. (2009)	2	7%
21.	Product attractiveness	Kim (2005); Maditinos and Theodoridis (2010)	2	7%
22.	Service Information Quality	Maditinos and Theodoridis (2010); Trong et. al. (2014)	2	7%
23.	Efficiency	Yang & Tsai (2007); Ting et al. (2016)	2	7%
24.	Perceived usefulness	Tandon et al. (2017)	1	3%
25.	Navigation	Al-Kasasbeh et al. (2011)	1	3%
26.	Personalization	Al-Kasasbeh et al. (2011)	1	3%
27.	Company	Gelard & Negahdari (2011)	1	3%
28.	Additional information services	Cho & Park (2001)	1	3%
29.	Interactivity	Lin (2007)	1	3%
30.	Empathy	Lin (2007)	1	3%
31.	Perceived value	Polites (2012)	1	3%
32.	User participation	Maditinos and Theodoridis (2010)	1	3%
33.	Product customization	Schaupp & Belanger (2005)	1	3%
34.	System availability	Yang & Tsai (2007)	1	3%
35.	Compensation	Yang & Tsai (2007)	1	3%
36.	Time	Alam & Yasin (2010)	1	3%
37.	Return policy	Khan (2015)	1	3%
38.	Web content quality	Bellaaj (2013)	1	3%
39.	Promotional aspect	Silva & Abeysekara (2012)	1	3%

40.	Technological aspect	Silva & Abeysekara (2012)	1	3%
41.	Information fir to task	Kim & Stoel (2004)	1	3%
42.	Entertainment	Kim & Stoel (2004)	1	3%
43.	Product risk	Khan (2015)	1	3%
44.	Delivery risk	Khan (2015)	1	3%
45.	Financial risk	Khan (2015)	1	3%



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