

**FACTORS INFLUENCE CUSTOMER SATISFACTION IN ONLINE FOOD
DELIVERY SERVICES**

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**DIPLOMA IN BUSINESS STUDIES
OF COMMERCE DEPARTMENT**

JUN 2020

DECLARATION OF ORIGINALITY

TITLE : FACTORS INFLUENCE CUSTOMER SATISFACTION IN ONLINE FOOD DELIVERY SERVICES

SESSION: JUN 2020

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ACKNOWLEDGEMENT

In the name of Allah, most gracious and most merciful.

Alhamdulillah, we are very grateful to Allah because we have done this project successfully. Firstly, thanks to our Head of Diploma in Business Studies, Puan Nor Zarina binti Pitdin. Secondly, thanks to Dr Noordini bt. Abdullah as our lecturer for the Business Project course that gave many information and instruction in doing this project paper.

During the course of this study, many people have contributed towards the completion of this project. Our deepest appreciation goes to our advisor, Puan Roslina binti Ahmad, who has routed us throughout the preparation of this project.

And finally our endless love to our family especially mother, father, our siblings and friends for their understanding and supported us throughout our academic's life.

ABSTRACT

This research is focused to find out the factors influence customer satisfaction in online food delivery services. Food delivery services are growing rapidly this year due to the availability of orders and delivery via online. The failure or success of online food delivery services based on some factors like Product Quality, Application Safety, Delivery Guarantee, and Offers towards Customer Satisfaction. To find which of these factors has greater influence on consumer satisfaction, questionnaires were distributed online using google forms to the respondent lives in Taman TTDI Jaya, Shah Alam. This study results of the perceptions of the consumers confirming the Product Quality, Application Safety, Delivery Guarantee, and Offers influenced comfort and satisfaction to the online food delivery services.

This research is used IBM SPSS as the tool analysis. The sampling method used is probability sampling, especially convenience sampling. Multiple regression analysis is used to analyze the response from 384 respondents. Multiple regression analysis revealed that there is positive and significant relationship influence customer satisfaction in online food delivery services.

ABSTRACT

Penyelidikan ini difokuskan untuk mengetahui faktor-faktor yang mempengaruhi kepuasan pelanggan dalam perkhidmatan penghantaran makanan dalam talian. Perkhidmatan penghantaran makanan berkembang pesat tahun ini kerana ketersediaan pesanan dan penghantaran melalui dalam talian. Kegagalan atau kejayaan perkhidmatan penghantaran makanan dalam talian berdasarkan beberapa faktor seperti Kualiti Produk, Keselamatan Aplikasi, Jaminan Penghantaran, dan Tawaran untuk Kepuasan Pelanggan. Untuk mengetahui faktor mana yang mempunyai pengaruh yang lebih besar terhadap kepuasan pengguna, borang soal selidik diedarkan dalam talian menggunakan borang google kepada kehidupan responden di Taman TTDI Jaya, Shah Alam. Kajian ini menghasilkan persepsi pengguna yang mengesahkan Kualiti Produk, Keselamatan Aplikasi, Jaminan Penghantaran, dan Penawaran mempengaruhi keselesaan dan kepuasan terhadap perkhidmatan penghantaran makanan dalam talian.

Penyelidikan ini menggunakan IBM SPSS sebagai analisis alat. Kaedah persampelan yang digunakan adalah persampelan kebarangkalian, terutamanya persampelan kemudahan. Analisis regresi berganda digunakan untuk menganalisis tindak balas daripada 384 responden. Analisis regresi berganda menunjukkan bahawa terdapat hubungan positif dan signifikan mempengaruhi kepuasan pelanggan dalam perkhidmatan penghantaran makanan dalam talian.

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CHAPTER 1: INTRODUCTION

1.1 BACKGROUND STUDY

These days, technologies are getting advanced. Before this, most of everything are based on offline such as using a public telephone and buy some food at a restaurant or a stall. But now in this emerging era, everything is possible with online no matter where and when. Within the food and beverage industry in Malaysia, there is an emerging new wave of the online food delivery services.

Online food delivery services can be defined as a simple and convenient way for customers to purchase food online, without having to go to the restaurant. This system is better than delivery system because the customer does not have to go the restaurant. Therefore, as per this system, the customer visits the restaurant's app or website, browses through the various food items, combos and cuisines available there and goes ahead and selects and purchases the items he or she needs.

These items will then be delivered to the customer at his or her doorstep at the time they choose by a delivery person. Payments for such online orders can be made through debit cards, credit cards, cash or card on delivery, or even through digital wallets. This system for online food delivery is completely safe, secure and is a very popular method that is revolutionizing the way in which the food industry operates.

The purpose of this research is to achieve the factors that influence customer satisfaction in online delivery food services in Malaysia. Other than that, this current research also identifying how these factors affect customer satisfaction in online delivery food services. As the results, this research identified the relationship between product quality, application safety, delivery guarantee and offers with customer satisfaction in online delivery food services.

1.2 PROBLEM STATEMENT

Online food delivery services in Malaysia has developed very rapidly this year. However, these companies received several complains about their food and delivery service and does not achieve customer satisfaction (Hajjah Melati Abdul Hai, vice-president at McDonald's Malaysia, 2020).

Customer satisfaction is a kind of measure of how products or services provided by a company meet customer expectations. Customer satisfaction is one of the most important indicators of consumer purchase intentions and loyalty. Customer satisfaction with services and with goods may derive from, and may be influenced by, different factors and therefore should be treated as separate and distinct (Veloutsou et al., 2005). Early concepts of satisfaction research have typically defined 9 satisfaction as a post choice evaluation judgment concerning a specific purchase decision (Oliver, 1980; Churchill and Suprenant, 1992; Bearden and Teel, 1983; Oliver and DeSarbo, 1988). Customer satisfaction is a term frequently used in marketing. It is a measure of how products and services meet or surpass customer expectation. In the conditions of food delivery services, customer is the focus of its activity knowing the customers' needs is a condition for an optimal combination and factors for production and the strategy of marketing. Consumers are subject that purchase goods and services to satisfy their needs. The consumer behaviour derives from the decision whether, what, when, where and how to purchase goods and services.

In this research, Customer satisfaction plays a massive role in food delivery services. (Eid, 2011) claimed that the trust and the customer satisfaction could be enhanced during online shopping only if the customer is assured of the product quality and quality information. Nowadays, it is normal to assume that good services constantly follow the consumer's needs as a basic assumption in the development of a suitable strategy leading to the consumer's satisfaction.

In conclusion, this study will determine what are the factors that will influence customers satisfaction in online food delivery services.

1.3 RESEARCH OBJECTIVES

The study objectives are achieved; several research objectives have been established:

- i) To examine the relationship between product quality and customer satisfaction
- ii) To examine the relationship between application safety and customer satisfaction
- iii) To examine the relationship between delivery guarantee and customer satisfaction
- iv) To examine the relationship between offers and customer satisfaction

1.4 RESEARCH QUESTIONS

The study was conducted to answer the following questions:

- i) Is there relationship between product quality and customer satisfaction on food delivery purchase?
- ii) Is there relationship between application safety and customer satisfaction on food delivery purchase?
- iii) Is there relationship between delivery guarantee and customer satisfaction on food delivery purchase?
- iv) Is there relationship between offers and customer satisfaction on food delivery purchase?

1.5 THEORETICAL FRAMEWORK

Hypothesis of the study:

- 1) H1: There is a significant and positive relationship between product quality and customer satisfaction.

- 2) H2: There is a significant and positive relationship between application safety and customer satisfaction.

- 3) H3: There is a significant and positive relationship between delivery guarantee and customer satisfaction.

- 4) H4: There is a significant and positive relationship between offers and customer satisfaction.

1.6 SIGNIFICANCE OF STUDY

The finding of this research shows that all factors are related to customer satisfaction. These factors will be considered in online food delivery services

The findings from this study shaded a light on issue of factors that influence customer satisfaction in online food delivery services. The findings of this research helped online food delivery service identified the strength and weakness in their system management towards customer satisfaction. The findings also helped online food delivery services in development of a better system management that can fulfil customers satisfaction and to understand how food delivery services facing lots of problems to maintaining their customers satisfaction

1.7 SCOPE OF STUDY

The scope of study explained the boundaries of this study. This study was conducted to ensure the factors that influence customer satisfaction in online food delivery services as it is can be the representative to the problems happened among the customer of online food delivery services. The aspects were to get consistent finding, this study has been limited to the customers from online food delivery services to explore the solution for customer satisfaction in food delivery services and to avoid this problem to spread and getting bigger.

1.8 OPERATION DEFINITION

Customer Satisfaction

Customer satisfaction is defined as a measurement that determines how happy customers are with a company's products, services, and capabilities. (Eid, 2011) claimed that the trust and the customer satisfaction could be enhanced during online shopping only if the customer is assured of the product quality and quality information. Customer satisfaction information, including surveys and ratings, can help a company determine how to best improve or changes its products and services.

Product Quality

Product quality means to incorporate features that have a capacity to meet consumer needs such as wants and gives customer satisfaction by improving products such as goods and making them free from any deficiencies or defects. (Tsiotsou, 2006) claimed that the perceived product quality had a direct impact on the overall satisfaction of purchase intentions

Application Safety

Application Safety is the state of being safe, the condition of being protected from harm or other non-desirable outcomes. Amongst all the other factors the most important one is transaction security which is application safety. According to (Suh and Han, 2003), security is the biggest issue, the online shopping customers worried about and so higher the system security; higher will be the customer satisfaction. But in online medium, application safety is the system can ensure the customer to provide their personal information and security so that the delivery system can work smoothly

Delivery Guarantee

Delivery Guarantee refers to a delivery that arrive to the customer at the right place and the right time without any damage that occur to the things, foods or others. The company have to make sure that the delivery service can meet customer satisfaction. According to (Dholakia and Zhao, 2010) found that timing plays an important influence on the relationship between online store attributes and satisfaction.

Offers

An offer is a clear proposal to sell or buy a specific product or service under specific conditions, and is made in a manner that customer would understand its acceptance will result in purchase through online food delivery services. (Alam and Yasin, 2010) stated that the product quality, offers, product variety, and delivery performances are the four key factors influencing online shopping consumers' satisfaction

1.9 SUMMARY OF CHAPTER 1

The overall of this finding shows these factors are the most important in order to achieve customer satisfaction in food delivery services. The problem statement, research objectives and research questions have been developed based on previous literature. Additionally, the next chapter has discussed in depth on each variables based on the previous research made by the past researcher.

CHAPTER 2: LITERATURE REVIEW

2.1 INTRODUCTION

This literature review represents on how online food delivery services can maintaining their performance on supporting the food delivery services towards customer satisfaction. Service quality is one of the crucial determinants of customer satisfaction and it will directly influence the organizational achievement in service industry. These days, customer focus on few different ways to increase their loyalty as well as loyalty. When the food delivery services are able to achieve or accomplish the expectation of customers, the customer will be satisfied with the service. Accordingly, service quality measurement must be done frequently in a timely manner to obtain an accurate and significant current level of service quality provided by food delivery services industry in order to increase the customer satisfaction.

The purpose of this study is to elaborate the factors of the influence of online food delivery service quality in customer satisfaction and identify how customer satisfaction level is whether its increasing or decreasing from time to time, identify if is there any problems at the online food delivery that can affect customer satisfactions and dropping feedback from the customers in online food delivery service.

2.2 LITERATURE OVERVIEW

2.2.1 Customer Satisfaction

Customer satisfaction is one of the most important issue concerning business organization of all types which is justify by the customer-oriented philosophy and the principles of continues improvement in modern enterprise. Customer satisfaction is a complex construct. (Khan, Al-Balushi, Algaithi, and Alshihi, 2017) claimed that the information reliability is the factor which highly induces customer satisfaction.

Recently, researchers have argued that there is a distinction between customer satisfaction as related to tangible products and as related to service experiences. This distinction is due to the inherent intangibility and perishes ability of services, as well as the inability to separate production and consumption. Hence, customer satisfaction with services and with goods may derive from, and may be influenced by, different factors and therefore should be treated as separate and distinct (Veloutsou et al., 2005).

Customer satisfaction is a term frequently used in marketing. It is a measure of how products and services supplied by a company meet or surpass customer expectation. (Al Karim, 2013) stated that the information available with diversified products, reasonable prices, easy ordering system, and delivery without damage are the catalysts for online customer satisfaction. Early concepts of satisfaction research have typically defined 9 satisfaction as a post choice evaluation judgment concerning a specific purchase decision (Oliver, 1980; Churchill and Suprenant, 1992; Bearden and Teel, 1983; Oliver and DeSarbo, 1988). Consumers are subject that purchase goods and services to satisfy their needs. (Eid, 2011) claimed that the trust and the customer satisfaction could be enhanced during online shopping only if the customer is assured of the product quality and quality information.

2.2.2 Product Quality

Product quality intends to consolidate highlights that have an ability to address buyer issues, for example, needs and gives consumer loyalty by improving items, for example, products and making them liberated from any inadequacies or imperfections. The objective of food delivery services as described by (Park and Kim, 2001) that the quality of the product, quality of packing and security perceptions impact customer satisfaction and the related information reduces transaction costs and risk.

Product quality has no particular significance except if identified with a particular capacity or potentially object. Taguchi (1982) showed the importance of product design and process control that results in quality products. Moreover, product quality is a method for implementing quality management in food delivery services. Product quality also is an approach to improving the competitiveness, effectiveness and flexibility of customer satisfaction in food delivery services. It is essentially a way of planning, organizing and understanding the customers. (Zamri, 2014) confirmed that the three factors – product quality, brand diversity, and shopping experience influence online shopping customer satisfaction

According to (Lin, Wu, and Chang, 2010) identified the most important factors affecting online consumers' satisfaction are delivery quality, product quality, service quality, system quality and a considerable level of perceived price. The aim is to continuously improve product quality performance in order to satisfy customer requirements (Zairi & Sinclair, 1995). Product quality is an integrated focused on customer satisfaction and continuous improvement customer satisfaction in food delivery services.

2.2.3 Application Safety

Application Safety is the state of being safe, the condition of being protected from harm or other non-desirable outcomes. Amongst all the other factors the most important one is transaction security which is application safety. According to (Suh and Han, 2003), security is the biggest issue, the online shopping customers worried about and so higher

the system security; higher will be the customer satisfaction. But in online medium, application safety is the system can ensure the customer to provide their personal information and security so that the delivery system can work smoothly. Security can likewise allude to the control of perceived dangers so as to accomplish an adequate degree of danger.

According (Zatalini and Pamungkas, 2016) pointed out that the factors leading to customer loyalty and the successful implementation of online retailing are the privacy of customer information and security, and the speed of service. (Azadavar, Shahbazi, and Teimouri ,2011) emphasized that factors such as trust, customer service, the price of products and security, encourage people to buy online products. Amongst all the other factors the most important one is transaction security.

2.2.4 Delivery Guarantee

In the e-commerce environment, the time of delivery plays a crucial role in satisfying and retaining customers. Delivery Guarantee refers to a delivery that arrive to the customer at the right place and the right time without any damage that occur to the things, foods or others. The company have to make sure that the delivery service can meet customer satisfaction. Dholakia and Zhao (2010) found that timing plays an important influence on the relationship between online store attributes and satisfaction. Delayed delivery beyond the common practice will have a negative effect on satisfaction regardless of the road and weather conditions.

According to China Online Shopping Report produced by China Internet Network Information Centre (CNNIC) accessed in 2004, Liu et al. (2008) found that 25 per cent of Chinese customers were not satisfied with delayed delivery or wrong product. Furthermore, their research revealed that delivery is found to have a significant positive influence on customer satisfaction. Order fulfilment variables, particularly on-time delivery, dominate the effects on overall customer evaluations and satisfaction (Dholakia and Zhao, 2010). Delivery becomes particularly important to non-store, including online,

retailing where there is a temporal separation between order placement and delivery of ordered merchandise (Dholakia and Zhao, 2010). As a result, on time delivery plays a very significant role in overall satisfaction and loyalty of customers in online food ordering business.

2.2.5 Offers

As we all know an offer is one of the clear proposals to do the activity of selling or buying a particular product or service under certain circumstances. This is made in a manner that customer would understand its acceptance will result in purchase through online food delivery services. (Alam and Yasin, 2010) stated that the product quality, offers, product variety, and delivery performances are the four key factors influencing online shopping consumers' satisfaction. Offers also play an important role in food delivery services, it will make sure customer have a variety of food to purchase with affordable price. Moreover, offers also include a variety of promotion that is reliable when customer wants to order food. Discount coupons can be offered to customer while purchasing through online food delivery and it can encourage a customer to purchase more. With all that kind of offers, it will enhance the customer satisfaction in food delivery services

2.3 THEORETICAL FRAMEWORK

Based on the above literature, the customer satisfaction is to provide service quality, to maintain purchasing customer, reasonable price and the food quality. As we can see in previous study, there are different contexts including quality of food, quality of service, customer purchasing and price are proposed to follow the research framework. The relationship between these variables in the context are which needs to be studied.

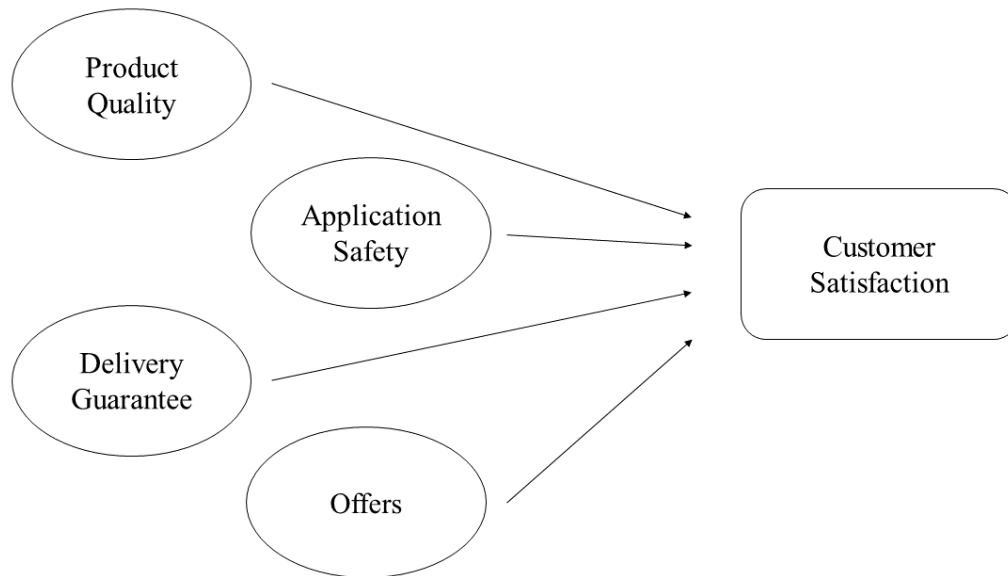


Table 2.3 – Theoretical Framework

Hypothesis of the study:

1. H1: There is a significant and positive relationship between product quality and customer satisfaction.
2. H2: There is a significant and positive relationship between application safety and customer satisfaction.
3. H3: There is a significant and positive relationship between delivery guarantee and customer satisfaction.
4. H4: There is a significant and positive relationship between offers and customer satisfaction.

2.4 SUMMARY OF THE CHAPTER 2

Based on the above literature, the customer satisfaction influences the factors of product quality, application safety, delivery guarantee and offers. As we can see in previous study, there are different context including product quality, application safety, delivery guarantee and offers are proposed to follow the research framework. The relationship between these variables in the context are which needs to be studied.

CHAPTER 3: RESEARCH METHODOLOGY

3.1 INTRODUCTION

This chapter mentioned on how the observe is performed and statistical strategies used to examine the statistics. Elements, that are defined on this chapter, is the research design, populace, sample of populace, sampling technique, device for records series, validation of the questionnaire, administration of the device and method of facts analysis. This study performed is entirely descriptive. Questionnaire are executed to all consumer in Taman TTDI Jaya, Shah Alam to discover the influence of online food delivery service quality on customer satisfaction from their own view.

3.2 RESEARCH DESIGN

The research design is the researcher's overall plan for obtaining answers to the research question guiding the study. This research is a descriptive research that uses quantitative data. It is conducted in order to collect data of the strategies to help improve the online food delivery services towards customer satisfaction. The purpose of the survey is to collect quantitative method information. Quantitative studies are the numerical illustration and manipulation of observations for the cause of describing and explaining the phenomena that those observations reflect. This examine outlines the influence of online food delivery service in customer satisfaction

3.3 POPULATION, SAMPLE AND SAMPLE TECHNIQUE

A population can be defined by any number of characteristics within a group that statisticians use to draw conclusions about the subjects in a study. Sample is defined as a smaller set of data that a researcher chooses or selects from a larger population by using a pre-defined selection method. These elements are known as sample points, sampling units, or observations. The research population consisted of Taman TTDI Jaya, Shah Alam and questionnaires have been distributed to all consumer.

Sampling layout is needed for researchers to gather correct statistics from the right human beings, proper time and proper location for research questions. Sampling manner comprises of five steps that outlined target population, determine sampling body and sampling vicinity, pick suitable sampling technique, determine sampling length and execute sampling manner.

3.3.1 Target Population

Target population is defined because the entire group that researcher is inquisitive about and wishes to draw a conclusion. This specific population is chosen due to the fact, which in this study we are focusing on customers in Taman TTDI Jaya, Shah Alam to improve customer service quality to attract more people to use this app. The age range of target population is eighteen years old and above, wherein they have smartphone and can access any food delivery application. Consequently, they are the pleasant respondents to acquire facts.

3.3.2 Sampling Location

Researchers focused on consumer who lives in Taman TTDI Jaya, Shah Alam. This is because the scope of target population for this research is the consumers in Taman TTDI Jaya, Shah Alam. Besides, questionnaires were distributed to different genders which are male and female through online questionnaires (google form)

3.3.3 Sampling Size

The sample sizes that will be selected are the people living in Klang area. Based on Zamboni (2010), sample size measures that number of individual samples measured or observations used in a survey or experiment. In statistics, sample size is generally represented by the variable “n”. Krejcie and Morgan table is used in determining the sample size. Based on Krejcie & Morgan, (1980), the number of population is exceeding 100 000, which resulting the respondents should be 384.

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

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

3.3.4 Sampling Technique

The larger of the pattern size, the decrease the possibly errors to generalize the populace of observation. Researcher use non-probability sampling in which the respondents are decided on from the population in some non-random manners.

Particularly, stratified sampling technique is chosen whereby researcher has selected the respondents who are relevant and well suited to the cause of the study.

Researchers have used this sampling technique because all targeted respondents need to fit the criteria of that they need to be customers on Taman TTDI Jaya, Shah Alam.

The respondents answer the questionnaire by online.

3.4 DATA COLLECTION METHOD

Data collection is a methodical process of gathering and analysing specific information to proffer solutions to relevant questions and evaluate the results. It focuses on finding out all there is to a particular subject matter. Data is collected to be further subjected to hypothesis testing which seeks to explain a phenomenon. Generally, there have two types of data which is primary data and secondary data. Primary data consists of information gathered for some specific purposes and primary data is also collects through surveys and research. Secondary data are consists of information that already exists somewhere having being collected for some purposes

3.4.1 Primary Data

Primary data has been collected on this study. For this study, online questionnaire is chosen because of its convenience, no cost and extra anonymity. The reason of the questionnaire is to generalize from a sample to a population to make inferences about the target population. The questionnaires were distributed to the respondents from the different gender, age, race and education to develop a system that will surely satisfy the customer satisfaction towards online food delivery services.

3.4.2 Secondary Data

Secondary data is called facts that have been accrued by previous researchers and without problems to be had. The reason of gathering secondary statistics facilitates to make major facts series greater particular and allow researchers to discern out what are the deficiencies and what additional statistics which are wanted to be accumulated for observation. Besides, beyond thesis and journal which associated with this study are used in addition assist the terminologies and theories that have been used for this study.

3.5 RESEARCH INSTRUMENT

On this study, only online questionnaire will be issued. Online questionnaire defines the method where the respondent solution the questionnaire by using their very own. Online questionnaire is very easy to gather statistics and the results can be consistently used to examine and evaluation.

The structure of the questionnaire is done in easy Malay and English language for better understanding of query descriptions to activate critical wondering and analytical behaviour of the respondents. This encourages higher degree of accuracy within the respondents' solutions because of the prevention of confusion in answering the questions.

3.5.1 Questionnaire Design

This research examines several questions addressed to the respondents. This research uses a questionnaire to facilitate data collection. All the different phases of survey design and execution should be considered when designing a questionnaire. For this research, questionnaires will be distribute using Google Form to respondents. The main purpose is to identify customer feedback and suggestion for online food delivery service in customer satisfaction. In this questionnaire consisted of the following 6 sections:

1. Section A: Personal Information
2. Section B: Product Quality
3. Section C: Application Safety
4. Section D: Delivery Guarantee
5. Section E: Offers
6. Section F: Customer Satisfaction

Section A will ask about respondent's personal information, which consists general question such as gender, age, race, profession, how often do you use online food delivery service, when did you mostly order online food delivery and are you satisfy with the foods and services.

Table 3.5.1 – Personal Information

1. Gender
2. Age
3. Race
4. Profession
5. How often do you use online food delivery service?
6. When did you mostly order online food delivery?
7. Are you satisfy with the foods and services?

For questions in Section B, Section C, Section D, Section E and Section F are adapted from a study from (M. Firdouse Rahman Khan, Ghanya Khamies Al Kalbani, Shima Said Al Khansouri, 2018). Those section are divided into 4 parts related to the independent variables, which is product quality, application safety, delivery guarantee and offers. And for Section D is dependent variables which is focus on customer satisfaction.

In section B shows on *Table 3.5.1.1*, consists of four question regarding the product quality This segment recorded about the customers views towards online food delivery services.

In section C shows on *Table 3.5.1.2*, consists of four question regarding the application safety. This segment recorded about the customers views towards online food delivery services.

In section D shows on *Table 3.5.1.3*, consists of four question regarding the delivery guarantee. This segment recorded about the customers views towards online food delivery services.

In section E shows on *Table 3.5.1.4*, consists of four question regarding the offers. This segment recorded about the customers views towards online food delivery services.

In section F shows on *Table 3.5.1.5*, consists of five question regarding the customer satisfaction. This segment recorded about the customers views towards online food delivery services.

Finally, the 384 questionnaires become dispensed to the target respondents. To increases the validity and reliability of the statistics accumulated, the respondents are requested on their willingness to take part inside the questionnaire prior to the questionnaire.

But, under the pandemic of Covid-19 circumstances, the questionnaire cannot be distributed in hard copy to the customers due to obey the SOP from the government for the sake of safety of the researchers. We distributed the questionnaire to the respondent through online using Google Forms.

For all these section, Likert Scale used for the questions.

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

Table 3.5.1.1– Section B (Product Quality)

Questions:
The quality of the product was ensured while purchased online
Through online food delivery, we get reliable information about the product
During online food delivery, we get more diversified products
Information obtained through online food delivery is consistent with the quality of the product

Table 3.5.1.2– Section C (Application Safety)

Questions:
I feel secured providing personal information during online purchases
Online food delivery application has adequate security features
The application helps me to do the right purchase decision
Payment process can be relied upon during online food delivery

Table 3.5.1.3 – Section D (Delivery Guarantee)

Questions:
I got my product delivered in time as per service assurance
The customer service will provide information If they have delivery problem
The rider carries the responsibility perfectly and efficient in delivery
The food is in good condition, there is no defect in the food and the heat of the food is still there.

Table 3.5.1.4 – Section E (Offers)

Questions:
Discount coupons are offered and encourages me to purchase more
Various offers are reliable when customer wants to order food
Service Guarantee is assured during online food delivery purchases
Offer in online food delivery platform outweigh the offers available in the restaurant.

Table 3.5.1.5, – Section F (Customer Satisfaction)

Questions:
I am happy with the quality of food I have received
I am happy and prefer to redo online food delivery
I am satisfied of their timely delivery
I feel comfortable with various offers in ordering food through online
I feel secured with the online food delivery security system

3.5.2 Pilot Test

Before the behaviour of the real questionnaire, a pilot test has been completed to discover the feasible mistakes done inside the questionnaires including the ambiguous questions. Meanwhile, pilot checking out provides the possibilities for the researchers to discover and treatment a wide range of the capability problems in order to arise in getting ready the questionnaire and correct it before the actual questionnaire is carried out. Total of 30 questionnaires were allocated for the pilot test and the collected responses were used to enhance the consistency of the question. Table 3.7 shows the result of the pilot test

Table 3.5.2 – Result of Pilot Test

Context	Number of items	Cronbach's Alpha
Product Quality	4	.945
Application Safety	4	.941
Delivery Guarantee	4	.888
Offers	4	.943
Customer Satisfaction	5	.918

Table 3.5.2.1 - Cronbach's Alpha Table

Cronbach's Alpha	Internal Consistency
0.00 – 0.20	Poor / Unacceptable
>0.20 – 0.40	Questionable / A Bit Reliable
>0.45 – 0.60	Acceptable / Reliable Enough
>0.60 – 0.80	Good / Reliable
<0.80 – 1.00	Excellent / Very Reliable

Source: Hair et al. (2010)

3.6 METHOD OF DATA ANALYSIS

Data analysis is the process of evaluating data using analytic and logical reasoning to examine each components of the data provided. This form of analysis is just one of the steps that must be completed when conducting a research experiment. Data from various sources is gathered, reviewed and then analysed to form some sort of finding or conclusion.

Data analysis in qualitative research can include statistical procedures, many times analysis becomes an ongoing iterative process where data is continuously collected and analysed almost simultaneously. Indeed, researchers generally analyse for patterns in observations through the entire data collection phase

3.6.1 Descriptive analysis

Descriptive analysis refers back to the information of raw statistics into a form in an effort to make researchers clean to apprehend and interpret. Descriptive method is significant since, we introduced our crude information, it is difficult to imagine what the information was appearing, particularly if there was a great deal of it Descriptive records are supplied with the aid of frequencies, measures of central tendency and dispersion. Frequencies system presents records and graphical shows which can be beneficial in presenting many sorts of variables. The motive of frequency is to demonstrate the value which includes the numbers and possibilities for the distinctive classes of a single categorical variable.

Frequencies are usually received from nominal variables which include gender, age, race and profession. In the questionnaire of examine, frequencies analyses had been used in section A. Consistent with that, suggest is a measure of significant tendency which turned into used to investigate information amassed in section B (Product Quality), section C (Application Safety), section D (Delivery Guarantee), section E (Offers) and section F (Customer Satisfaction) mean is usually used to estimate the common when the facts are amassed the usage of an interval scale.

3.6.2 Validity and Reliability

Testing reliability and validity is the important step in the scale development process. The researchers have conducted pilot survey for statistical variability of the scale. Cronbach's Alpha is the most commonly used measure of reliability.

Validity stresses on the instruments' ability to capture or explain what the researchers want to know (Sekaran & Bougie, 2016). Validity refers to the accuracy of the inferences, interpretations, or actions made on the basis of the test scores (Messick, 1989). Validity is the extent to which any measuring instrument measures what it is intended to measure (Thatcher, 2010). According to Pearson's correlation table (r-table), if the value of each item is greater than r-table.

Reliability test is used to determine whether the size objects within the questionnaire are noticeably associated with each other. Reliability refers back to the quantity to which a scale produces regular results if repeated measurements are unfastened from random (Malhotra & Peterson, 2006). In keeping with Malhotra (2007), Cronbach's alpha coefficient gives the most is starting from 0 to 1. The higher the coefficient, the extra dependable are the items in measuring the constructs. A range of 0.6 or less usually suggests unsatisfactory inner consistency and reliability. but the minimum values that indicated appropriateness of anti-image correlation are .50 and 0.60 (Hair, Anderson, Tatham & Black, 1998)

3.6.3 Correlation

To investigate whether all factor independent and dependent variable were independent or inter correlated, a person predict moment correlation analysis conducted.

Correlation test used for inferential statistics. The Pearson correlation will be used to measure the significance of linear bivariate between the independent variables and dependent variables of this study (Sakaran, 2006). Variables association refers to a wide variety of coefficient which measure strength relationship.

Cohen's (1988) conventions to interpret effect size. A correlation coefficient of .10 is thought to represent a weak or small association; a correlation coefficient of .30 is considered a moderate correlation; and a correlation coefficient of .50 or larger is thought to represent a strong or large correlation.

Effect Size (Cohen 1988)	
.10	Weak
.30	Moderate
.50	Strong

3.6.4 Regression Analysis

Multiple regression analysis is a statistical technique that can be used to analyse the effect of two or more independent variables on a single interval-scaled dependent variable (Zikmund, 2000).

Regression analysis will be used to test hypotheses formulated for this study. Five variables (product quality, application safety, delivery guarantee, offers, and customer satisfaction) were entered. Multiple regressions will determine the significant relationship between dependent and independent variables, the direction of the relationship, the degree of the relationship and strength of the relationship (Sekaran, 2006). Multiple regression are most sophisticated extension of correlation and are used to explore the predict ability of a set of independent variables on dependent variable (Pallant, 2001). The data was edited to detect errors and certify that data quality standard is achieved. Proportions were the summary measured used to describe the dependent and independent variable.

Four hypotheses generated. From the hypothesis it gives direction to assess the statistical relationship between the dependent and independent variables.

3.7 SUMMARY OF THE CHAPTER 3

In conclusion, research methodologies have been used in collecting, analysing and interpreting data. Questionnaire changed into used to gain greater accurate information from the large organization of respondents. However primary information, secondary data likes journals had been used to help researchers to higher recognize the topic which changed into being investigated. This chapter helps to know more about their customer needs and satisfaction towards online food delivery services. Target population, sampling location, sampling size and sampling technique were mentioned in the earlier component. Scales used in building the size had been also explained. Aside from that, data coaching approaches such as checking, editing, coding and transcribing were discussed.

CHAPTER 4: ANALYSIS AND RESULT

4.1 INTRODUCTION

This chapter represents the patterns and analysis of results, which are relevant to the research questions and hypotheses. This chapter will further elaborate the output of study based on the SPSS. A pilot test was conducted with the sample size of 30 respondents. The final result of the survey was analysed for 384 respondents from the questionnaires.

4.2 DEMOGRAPHY PROFILE OF RESPONDENTS

A total of 384 responses were obtained from the TTDI Jaya, Shah Alam citizens and other states through google form that the researcher had created to conduct the survey. From the number of questionnaires answered, it had been answered perfectly. The demographic data been analysed using a statistical package for social science (SPSS). For demographic data, the questions asked regarding respondents' demographic profile that includes gender, age, races, profession, how often do they use online food delivery service, when did they mostly order online food delivery and are they satisfy with the foods and services.

Table 4.2.1 - Demographic Profile

Demographic Profile	Frequencies (N)	Percentage (%)
Gender		
Male	227	59.1
Female	157	40.9
Age		
Below 18 years old	72	18.8

19 – 29 years old	217	56.5
30 – 39 years old	72	18.8
40 and above	23	6
<hr/>		
Races		
Malay	261	68
Chinese	47	12.2
Indian	58	15.1
Others	18	4.7
<hr/>		
Profession		
Student	224	58.3
Workers	96	25
Self-Employed	53	15.8
Unemployed	11	2.9
<hr/>		
How often do you use online food delivery service		
Daily Basis	33	8.6
Weekly Basis	139	36.2
Monthly Basis	135	35.2
Few times a year	77	20.1
<hr/>		

When did you mostly order online food delivery

Breakfast	48	12.5
Lunch	180	46.9
Dinner	156	40.6

Are you satisfy with the foods and services

Yes	377	98.2
No	7	1.8

The results as shown in *Table 4.2.1*, a total of 384 respondents were obtained from questionnaires through a google form. By referring to the table, majority of respondents were male with 227 respondents (59.1%) while the respondents female were 157 respondents (40.9%).

The age range of the respondents was varied, below 18 years old comprised of 72 respondents (18.8%). Next, 19-29 years old with 217 respondents (56.5%). Then, 30-39 years old with 72 respondents (18.8%) and for 40 years old and above with 23 respondents (6%).

Majority of the respondents were Malay, which represented (58.3%) with 261 respondents of the sample size. Meanwhile, Indian represented (15.1%) with 58 respondents and Chinese represented (12.2%) with 47 respondents. Lastly, Others races represented (4.7%) with 18 respondents

For the profession, 224 respondents are Students with (58.3%). Next, Workers represented (25%) with 96 respondents. Self-Employed represented (13.8%) with 53 respondents and Unemployed represented (2.9%) with only 11 respondents.

The results for the question of “How often do they use online food delivery service”, The majority 139 respondents of Weekly basis with (36.2%). Meanwhile, Monthly basis at (35.2%) with 135 respondents and Few times a year at (20.1%) with 77 respondents. Lastly, for Daily basis only (8.6%) with 33 respondents.

As for the questions of “When did they mostly order online food delivery”, 180 of the respondents at (46.9%) had order for Lunch. However, 156 of the respondents at (40.6%) had order for Dinner. Lastly, 48 of respondents choose Breakfast with (12.5%).

For the result question of “Are you satisfy with the foods and services”. The majority of the respondents choose Yes which represented (98.2%) with 377 respondents and for No, represented (1.8%) with only 7 respondents.

4.3 VALIDITY AND RELIABILITY TEST

Reliability testing is conducted to ensure that the data is reliable; it satisfies the purpose of the research, for a specified amount of time in a given environment and is capable of rendering a fault free operation. It is always necessary for the researcher to state how researcher made their estimate of the reliability coefficient (G. F. KUDER AND M. W. RICHARDSON, 1937). According to Malhotra (2002), the alpha coefficient below 0.5 portrays weak reliability of the variables. If the alpha coefficient ranges from 0.6 to 0.8, they are considered to be moderate strong. If the alpha coefficient is in the range of 0.8 to 1.0, they are considered to be very strong.

In this study, it illustrates the reliability of five variables. Cronbach's alpha was employed to examine the internal reliability of the 18 items and used to measure the six constructs.

A total of 384 responses were obtained from TTDI Jaya, Shah Alam through google form that the researcher had created to conduct the survey. From the number of questionnaires answered, it had been answered perfectly. After all, 384 questionnaires answered, reliability test was conducted through statistical package for social science (SPSS). The results obtained as shown in *Table 4.3.1* and each of the measurement was significant since the Cronbach's alpha valued more than 0.6 each.

Table 4.3.1 - Reliability Analysis

	Cronbach's Alphas	Cronbach's Alpha Based on Standardized Items	No of items
Product Quality	.806	.806	4
Application Safety	.791	.791	4
Delivery Guarantee	.789	.789	4
Offers	.789	.789	4
Customer Satisfaction	.782	.782	5

4.4 DESCRIPTIVE ANALYSIS

Descriptive analysis is the term given to the examination of information that portrays, show or sum up information in an important manner with the end goal that, for instance, examples may rise out of the information.

The scale measurement used in this study was 5-point Likert scale. For clarity of explanation, the mean scores were divided into three levels, which are low, moderate and high. Mean values of less than 2.49 was categorized as "low", mean values between 2.50 and 3.49 was categorized as "moderate", while mean values of 3.50 to 5.00 was categorized as "high".

4.4.1 Mean for each item in variables (Product Quality, Application Safety, Delivery Guarantee, Offers and Customer Satisfaction)

4.4.1.1 Product Quality

Table 4.4.1.1 - Product Quality

	Mean	Std. Deviation
The quality of the product was ensured while purchased online	4.11	.951
Through online food delivery, we get reliable information about the product	4.10	.832
During online food delivery, we get more diversified products	4.14	.900
Information obtained through online food delivery is consistent with the quality of the product	4.26	.810

The result from *Table 4.4.1.1* shows that respondents are tend with the question “Information obtained through online food delivery is consistent with the quality of the product” as the mean is 4.26 higher than the other three questions which are, the mean value 4.14, 4.11 and 4.10. It shows that mostly respondents obtained information through online food delivery is consistent along with quality of the product.

4.4.1.2 Application Safety

Table 4.4.1.2 – Application Safety

	Mean	Std. Deviation
I feel secured providing personal information during online purchases	3.86	1.060
Online food delivery application has adequate security features	3.98	.833
The application helps me to do the right purchase decision	3.98	.858
Payment process can be relied upon during online food delivery	4.04	.794

The result from *Table 4.4.1.2* shows that respondents are tend with the question as the mean is “Payment process can be relied upon during online food delivery” is 4.04 higher than the other three questions. For the questions “Online food delivery application has adequate security features” and “The application helps me to do the right purchase decision“ came out with the same mean which are 3.98. Lastly, “I feel secured providing personal information during online purchases” with the mean 3.86. It shows that mostly respondents are relied upon payment process during online food delivery.

4.4.1.3 Delivery Guarantee

Table 4.4.1.3 – Delivery Guarantee

	Mean	Std. Deviation
I got my product delivered in time as per service assurance	4.03	.948
The customer service will provide information If they have delivery problem	4.15	.752
The rider carries the responsibility perfectly and efficient in delivery	4.17	.749
The food is in good condition, there is no defect in the food and the heat of the food is still there.	4.21	.736

In terms of delivery guarantee shows at *Table 4.4.1.3*, the highest mean is 4.21, which carries the question of "The food is in good condition, there is no defect in the food and the heat of the food is still there". Moreover, the question of " The rider carries the responsibility perfectly and efficient in delivery" managed to get a mean of 4.17. The third mean is 4.15 by the question of "The customer service will provide information If they have delivery problem". Lastly, "I got my product delivered in time as per service assurance" managed to get a mean of 4.03. It shows that mostly respondents receive the food in good condition, no defect and the heat of the food is still there.

4.4.1.4 Offers

Table 4.4.1.4 - Offers

	Mean	Std. Deviation
Discount coupons are offered and encourages me to purchase more	4.08	.920
Various offers are reliable when customer wants to order food	4.05	.939
Service Guarantee is assured during online food delivery purchases	4.10	.750
Offer in online food delivery platform outweigh the offers available in the restaurant	3.89	.900

A majority number of respondents for Offers section at *Table 4.4.1.4* shows that "Service Guarantee is assured during online food delivery purchases" to be the highest mean 4.10. Subsequent, "Discount coupons are offered and encourages me to purchase more." managed to get the second highest mean of 4.08. Nevertheless, a mean of 4.05 was obtained by the question of "Various offers are reliable when customer wants to order food". Ultimately, the least mean on the service factors is 3.89 that is "Offer in online food delivery platform outweigh the offers available in the restaurant". It shows that mostly respondents assured service guarantee during online food delivery purchases.

4.4.1.5 Customer Satisfaction

Table 4.4.1.5 - Customer Satisfaction

	Mean	Std. Deviation
I am happy with the quality of food I have received	4.15	.878
I am happy and prefer to redo online food delivery	4.08	.970
I am satisfied of their timely delivery	4.29	.804
I feel comfortable with various offers in ordering food through online	4.10	.808
I feel secured with the online food delivery security system	3.97	.871

Referring to the *Table 4.4.1.5* for customer satisfaction shows that "I am satisfied of their timely delivery" be the highest mean of 4.29. Moreover, the mean of 4.15 managed to be obtained by the question "I am happy with the quality of food I have received". Not only that, the mean of 4.10 by the question of "I feel comfortable with various offers in ordering food through online". For the question "I am happy and prefer to redo online food delivery" managed to get mean of 4.08. Lastly, "I feel secured with the online food delivery security system" managed to get the mean 3.97. It shows that mostly respondents are satisfied of their time delivery in food delivery services.

4.4.2 Mean Scores and Standard Deviation for Major Variables

Table 4.4.2 – Overall Mean and Standard Deviation of Major Variables

	Mean	Std. Deviation
Product Quality	4.15	.696
Application Safety	3.97	.700
Delivery Guarantee	4.14	.627
Offers	4.03	.689
Customer Satisfaction	4.12	.634

The result from *Table 4.4.2* shows that overall mean and standard deviation of major variables, it shows that product quality has the highest mean with 4.15. Next, delivery guarantee managed to get mean with 4.14 while customer satisfaction came out with the mean 4.12. Moreover, the mean with 4.03 obtained by offers. Lastly, application safety managed to get mean with 3.97. It shows that product quality plays important role in online food delivery services.

4.5 CORRELATION

In this research, Cohen's (1988) have been used to interpret effect size. A correlation coefficient of .10 is thought to represent a weak or small association; a correlation coefficient of .30 is considered a moderate correlation; and a correlation coefficient of .50 strong or larger is thought to represent a strong or large correlation. It's the descriptive statistics that indicate the strength of relationship. The statistical test tells whether the correlation is significantly different from zero; the absolute value of the correlation coefficient is an effect size that summarizes the strength of the relationship.

Table 4.5 - Correlation

		Product Quality	Applica tion Safety	Delivery Guarantee	Offers	Customer Satisfaction
Product Quality	Pearson correlation sig. (2-tailed)	1				
	N					
Application Safety	Pearson correlation sig. (2-tailed)	.714**	1			
		.000				
	N	384				
Delivery Guarantee	Pearson correlation sig. (2-tailed)	.470**	.619**	1		
		.000	.000			
	N	384	384			
Offers	Pearson correlation sig. (2-tailed)	.692**	.682**	.588**	1	
		.000	.000	.000		
	N	384	384	384		
Customer Satisfaction	Pearson correlation sig. (2-tailed)	.698**	.688**	.581**	.853**	1
		.000	.000	.000	.000	
	N	384	384	384	384	

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

As shown in the *Table 4.5*, the correlation value of perceived quality toward product quality is 0.698, the correlation toward application safety is 0.714, the correlation toward delivery guarantee is 0.470 and the correlation toward offers is 0.692, it shows correlation between variable customer satisfaction and offers has higher correlation than product quality, application safety, delivery guarantee and offers, the significant value of correlation coefficient is 0.000. It means, there are any relation between product quality, application safety, delivery guarantee and offers.

4.5.1 Product Quality

Table 4.5.1 – Product Quality

		Product Quality	Customer Satisfaction
Product Quality	Pearson Correlation	1	.698**
	sig. (2-tailed)		.000
	N	384	384

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

H1: There is a significant and positive relationship between product quality and customer satisfaction.

Based on *Table 4.5.1*, the relationship between Product Quality and Customer Satisfaction is Strong ($r=0.698$). The relationship is also significant at level of 0.00. Therefore, we accept the hypothesis that there is a significant positive relationship between product quality and customer satisfaction

4.5.2 Application Safety

Table 4.5.2 – Application Safety

		Application Safety	Customer Satisfaction
Application Safety	Pearson Correlation	1	.714**
	sig. (2-tailed)		.000
	N	384	384

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

H2: There is a significant and positive relationship between application safety and customer satisfaction.

Based on *Table 4.5.2*, the relationship between Application Safety and Customer Satisfaction is Strong ($r=0.714$). The relationship is also significant at level of 0.00. Therefore, we accept the hypothesis that there is a significant positive relationship between application safety and customer satisfaction.

4.5.3 Delivery Guarantee

Table 4.5.3 – Delivery Guarantee

		Delivery Guarantee	Customer Satisfaction
Delivery Guarantee	Pearson Correlation	1	.470*
	sig. (2-tailed)		.000
	N	384	384

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

H3: There is a significant and positive relationship between delivery guarantee and customer satisfaction.

Based on *Table 4.5.3*, the relationship between Delivery Guarantee and Customer Satisfaction is Medium ($r=0.470$). The relationship is also significant at level of 0.00. Therefore, we accept the hypothesis that there is a significant positive relationship between delivery guarantee and customer satisfaction

4.5.4 Offers

Table 4.5.4 – Offers

		Offers	Customer Satisfaction
Offers	Pearson Correlation	1	.692**
	sig. (2-tailed)		.000
	N	384	384

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

H4: There is a significant and positive relationship between offers and customer satisfaction.

Based on *Table 4.5.4*, the relationship between Offers and Customer Satisfaction is Strong ($r=0.692$). The relationship is also significant at level of 0.00. Therefore, we accept the hypothesis that there is a significant positive relationship between offers and customer satisfaction

4.6 REGRESSION ANALYSIS

Based on the discussion made in subsection H of Chapter 2, four hypotheses were formulated. The following four hypotheses have been given below:

1. H1: There is a significant and positive relationship between product quality and customer satisfaction.
2. H2: There is a significant and positive relationship between application safety and customer satisfaction.
3. H3: There is a significant and positive relationship between delivery guarantee and customer satisfaction
4. H4: There is a significant and positive relationship between offers and customer satisfaction.

Regression analysis is used to test the hypothesized relationship among the variables; the result of each hypothesis is summarized here.

The data is then analyzed using multiple regression analysis. Multi regression model is used to analyze the effect of independent variables towards dependent variable. To make sure the significance of the multiple regression, some test has to be conducted:

4.6.1 Model Summary

Table 4.6.1 – Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.872*	.760	.758	.312

Based on the *Table 4.6.1*, shows that the adjusted R is 0.760 or 76%. This mean, there is 76% Independent variables; product quality, application safety, delivery guarantee and offers affect dependent variable; customer satisfaction, the score of adjusted R square is also called as coefficient determinant. Meanwhile, the remaining 24% of the customer satisfaction in online food delivery services, is explained by other variables that are not used in this research.

4.6.2 ANOVA

Table 4.6.2 – ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	117.219	4	29.305	300.455	.000 ^b
	Residual	36.966	379	.098		
	Total	154.185	383			

Based on the *Table 4.6.2*, shows that ANOVA. F-test is to measure the ability of all independent variables in explaining the behavior of dependent variable (Lind, Marchal and Wathen, 2012). F-test is used to know the influence of independent variable towards dependent variable concurrently. The *Table 4.6.2* shows, ANOVA test will bear F around 300.455 with level of significant is 0.000. The significant value is 0.000 that means less than 0.05 because the number of probability is $0.000 < 0.05$. It is means that Product Quality, Application Safety, Delivery Guarantee and Offers altogether has influence of significant of affected to the customer satisfaction in online food delivery services.

4.6.3 Coefficients

Table 4.6.3 – Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	.513	.119		4.313	.000		
Product Quality	.138	.036	.151	3.845	.000	.410	2.440
Application Safety	.091	.038	.100	2.413	.016	.367	2.723
Delivery Guarantee	.075	.034	.074	2.216	.027	.562	1.778
Offers	.586	.036	.636	16.209	.000	.410	2.436

Based on *Table 4.6.3*, the regression analysis was carried out to determine the relationship between product quality, application safety, delivery guarantee and offers towards customer satisfaction.

The first regression analysis was carried out to determine the relationship between product quality and customer satisfaction when order online food delivery services. From the coefficient matrix of this model, product quality in food delivery services is significant at $t = 3.186$ and $\text{Sig.} = 0.00$ which is less than 0.05 . This mean there is a significant and positive relationship between product quality and customer satisfaction.

The second regression analysis was carried out to determine the relationship between application safety and customer satisfaction when order online food delivery services. From the coefficient matrix of this model, application safety in food delivery services is significant at $t = 2.413$ and $\text{Sig.} = 0.016$ which is less than 0.05 . This mean there is a significant and positive relationship between application safety and customer satisfaction.

The third regression analysis was carried out to determine the relationship between delivery guarantee and customer satisfaction when order online food delivery services. From the coefficient matrix of this model, delivery guarantee in food delivery services is significant at $t = 2.217$ and $\text{Sig.} = 0.027$ which is less than 0.05. This mean there is a significant and positive relationship between delivery guarantee and customer satisfaction.

The last regression analysis was carried out to determine the relationship between offers and customer satisfaction when order online food delivery services. From the coefficient matrix of this model, offers in food delivery services is significant at $t = 16.209$ and $\text{Sig.} = 0.000$ which is less than 0.05. This mean there is a significant and positive relationship between offers and customer satisfaction.

4.7 SUMMARY OF THE CHAPTER 4

This study highlight four important independent variable that affect customer satisfaction in online food delivery services which is shown in below :

Table 4.7 – Hypothesis

Statement of Hypothesis	Remarks
H1: There is a significant and positive relationship between product quality and customer satisfaction.	Significant
H2: There is a significant and positive relationship between application safety and customer satisfaction.	Significant
H3: There is a significant and positive relationship between delivery guarantee and customer satisfaction.	Significant
H4: There is a significant and positive relationship between offers and customer satisfaction.	Significant

In this chapter, the descriptive analysis and the regression method which were used to analyze the outcome of the data collected and generated results for further discussion. The next chapter will provide a more detailed discussion of the major findings and conclusion of the study.

CHAPTER 5: DISCUSSION, CONCLUSION AND RECOMMENDATION

5.1 INTRODUCTION

For the last chapter, a conclusion will be made after explain and interpreting the details of descriptive analysis in previous chapter. This chapter required with the whole of discussion, conclusion and recommendation of the findings on Factors that Influence Customer Satisfaction in Online Food Delivery. The discussion and conclusion will be made based on chapter 4. This chapter will be concluded with the discussion, conclusion, recommendation and summary for all the chapter.

5.2 DISCUSSION

H1: There is a significant and positive relationship between product quality and customer satisfaction.

First factor is product quality. The product quality variable has mentioned that it has a significant and positive relationship between product quality and customer satisfaction towards Online Food Delivery (*Table 4.5.1*) and (*Table 4.6.3*). From the data analysis it mentioned based on (*Table 4.4.1.1*), that the customers are very satisfied with information that have been given during their online purchase which is consistent with the quality of the product. From the data analysis, online food delivery services should stay focus one the information given because most of the customers are very satisfied so that it can maximize customer satisfaction with product quality.

H2: There is a significant and positive relationship between application safety and customer satisfaction.

Second factor is application safety. The application safety variable has mentioned that it has a significant and positive relationship between application safety and customer satisfaction towards Online Food Delivery (*Table 4.5.2*) and (*Table 4.6.3*). From the data analysis of questionnaires given (*Table 4.4.1.2*), it mentioned that customers find that the application safety are useful for them to make a right purchase. In this factor, online food delivery services should improve their security system and be more focus on application safety towards customer satisfaction so that the customer feel safe and protected with their purchased because some of the customers are still not feeling secured to give their personal information. Moreover, application safety still has a significant and positive relationship on customer satisfaction.

H3: There is a significant and positive relationship between delivery guarantee and customer satisfaction.

Third factor is delivery guarantee. The delivery guarantee variable mentioned that it has a significant and positive relationship between delivery guarantee and customer satisfaction towards Online Food Delivery (*Table 4.5.3*) and (*Table 4.6.3*). Based on the sets of questionnaires given (*Table 4.4.1.3*), customers find that the food always in good condition and there is no defect on the food. Customers also find that the food are very appetizing because the heat are still there. It can make the customer tend to order online food delivery even more. From the data analysis, online food delivery services could stay focus on their food because foods are their main assets in the business so that they can reach the maximum of the customer satisfaction.

H4: There is a significant and positive relationship between offers and customer satisfaction

Last factor is offer. The offer variable mentioned that it has a significant and positive relationship between delivery guarantee and customer satisfaction towards Online Food Delivery (*Table 4.5.4*) and (*Table 4.6.3*). Based on the sets of questionnaires given (*Table 4.4.1.4*), customers are very happy with the discount coupons offered and there are various of it. But from the data analysis, it shows that most of the customers are most satisfied with the service guarantee given which is assured during purchases. But online food delivery services also should synchronize offer in online food delivery platform and the restaurant because most of the customers are less agreed with the offer so that it can achieve their customer satisfaction if they want to stay in the field.

5.3 CONCLUSION

The objectives of this research are to investigate factors influence customer satisfaction in online food delivery services. The study was conducted to answer the following questions :

- v) Is there relationship between product quality and customer satisfaction on food delivery purchase?
- vi) Is there relationship between application safety and customer satisfaction on food delivery purchase?
- vii) Is there relationship between delivery guarantee and customer satisfaction on food delivery purchase?
- Iv) Is there relationship between offers and customer satisfaction on food delivery purchase?

After the analysis of Pearson correlation analysis, multiple regression analysis and reliability test, results have shown that all of the four factors include product quality, application safety, delivery guaranteed and offers have positive significant relationship with customer satisfaction. In addition, regression analysis has shown that the relationship between customer satisfaction is a positive and significant relationship. Furthermore, few necessary improvements actions to be taken in online food deliver services have been suggested in this chapter.

Based on reliability analysis for each variable that measured using the Cronbach's Alpha, the value of product quality is 0.806, application safety is 0.791, delivery guaranteed is 0.789, offers is 0.789 and customer satisfaction is 0.782. It has shown that the customer satisfaction has a strongest relationship with product quality according to the Cronbach's Alpha. All values are above 0.6, where it considers good and reliable. More or less this results also showed that the questionnaire is understandable and align with the situation. Also in Correlation and Regression Coefficients show that there is a significant and positive relationship between product quality, application safety, delivery guaranteed and offers towards customer satisfaction.

5.4 RECOMMENDATION

Based on the research that was carried out, there were few recommendations that can be brought to factors that influence customer satisfaction in Online Food Delivery to improve their customer satisfaction.

In term of the product quality, it should improve or multiply the reliable information about the product during online food delivery. Most of the customers are less agreed with the reliable information given because it is not so useful for them to make a purchase. The useful information about the product are really important to the customers to not make a wrong purchase. For example, feedback of the product should be shown to the customer so that they can consider to buy the product.

In term of the application safety, it have to improve their online security system for the customer to give their personal information. Most of the customers are less agreed to give their personal information during purchasing because they were insecure to give them. The strengthen of the security system will encourage the customers to feel secure to give their personal information because it is important to deliver the product if there were no personal information. Before that, a few tests on the security have to be done to ensure the customers.

In term of the delivery guarantee, make sure that the delivery time are punctual by the time it should arrived. Most of the customers are less agreed that their products are delivered on time. Timing is very important in online food delivery services because they have known as the delivery online food. It should take a serious action if it kept happen to the customer such as provide a compensation if the delivery arrived late.

In term of the offers, most of the customers are less satisfied with the offers available in the restaurant because was outweigh by the online offers. Online food delivery services should acquire an offer that worth the satisfaction of the customer such as provide an offer which they can get only RM5 but for take away. The customers will be happy no matter they buy the product at the restaurant or by online.

The researchers really hoped that online food delivery services company can consider the recommendation that were forwarded to them to improve their customer satisfaction in online food delivery.

5.5 FUTURE RESEARCH

Based on the discussions and conditions of the study, there are several recommendations for future research;

1. First recommendation will be enlarging our scope of place and sample size for future research. For example, our scope is at TTDI Jaya, Shah Alam. So, for the future research the scope will be like whole Selangor or maybe whole Malaysia so that we can received more data analysis to achieve the objective of the research.
2. Second recommendation will be the change of the method in requiring data analysis for future research. For example, the current method is by online questionnaire. So in order to receive an efficient result, the method will be change to give the questionnaire by face to face or doing an interview because the result can be obtained in instant and the research can be done in less time.
3. Third recommendation will be the title of the future research will be based on the current situation. For example, the title of the current research is general which is factors that influence customer satisfaction in Online Food Delivery (OFD) will be more specific such as right now whole world is facing this pandemic, Covid-19. So, for the future research, the title will be during this pandemic. For example, factors that influence customer satisfaction in Online Food Delivery (OFD) during Covid-19. In a nutshell, the future research will be more useful and functionable because it goes with the same flow as the current situation.

5.6 SUMMARY OF CHAPTER 5

As a conclusion, this bit sum up the whole section of this examination. There are improvements that can help online food delivery to cause enhancements to amplify the customer satisfaction towards them.

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APPENDIX

A. GANTT CHART

Activities	Month/Week														
	August			September				October				November			
	2	3	4	1	2	3	4	1	2	3	4	1	2	3	
Title Determination															
Literature Review															
Consultation with supervisor															
Proposal Preparation						*									
Instrument Preparation And Data Collection															
Data Analysis															
Writing a Project Draft															
Final Review and Draft													**		
Final Project Submission															

*The Proposal Presentation Will Be Held In The 6th Week

**The Final Project Presentation Will Be Held In The 15th Week

B. QUESTIONNAIRE

Dear sir/madam

We are Diploma in Business Studies from Polytechnic Sultan Salahuddin Abdul Aziz Shah who are currently involve in Business Project (DPB 6043). The purpose of this google form are to survey some information regarding the factors influence customer satisfaction in online food delivery services. We are hoping your kind to fill all the question based on your experience. Thank you for your cooperation.

Section A: Personal Information

Please tick only one answer on each of the following question.

1. Gender / *Jantina*

- Male / *Lelaki*
- Female / *Perempuan*

2. Age / *Umur*

- Below 18 / *18 Tahun dan ke bawah*
- 19 – 29 / *19 – 29 Tahun*
- 30-39 / *30 – 39 Tahun*
- 40 and above / *40 Tahun dan ke atas*

3. Race / *Bangsa*

- Malay / *Melayu*
- Chinese / *Cina*
- Indian / *India*
- Others / *Lain-lain*

4. Profession / *Pekerjaan*

- Students / *Pelajar*
- Workers / *Bekerja*
- Self-Employed / *Bekerja Sendiri*
- Unemployed / *Tidak Bekerja*

5. How often do you use online food delivery service? *Berapa kerap anda menggunakan perkhidmatan penghantaran makanan dalam talian?*

- Daily Basis / *Setiap Hari*
- Weekly Basis / *Setiap Minggu*
- Monthly Basis / *Setiap Bulan*
- Few times a year / *Setahun Sekali*

6. When did you mostly order online food delivery? *Bilakah kebanyakan anda memesan penghantaran makanan dalam talian?*

- Breakfast / *Sarapan*
- Lunch / *Makan Tengah-Hari*
- Dinner / *Makan Malam*

7. Are you satisfy with the foods and services? *Adakah anda berpuas hati dengan makanan dan perkhidmatan?*

- Yes / *Ya*
- No / *Tidak*

Section B : In this section, you will be asked to give your opinion on the statements/events related to variables towards Product Quality.

PRODUCT QUALITY					
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
The quality of the product was ensured while purchased online <i>Kualiti produk terjamin semasa dibeli secara dalam talian</i>	1	2	3	4	5
Through online food delivery, we get reliable information about the product <i>Melalui penghantaran makanan dalam talian, kami mendapat maklumat yang boleh dipercayai mengenai produk</i>	1	2	3	4	5
During online food delivery, we get more diversified products <i>Semasa penghantaran makanan dalam talian, kami mendapat pelbagai pilihan makanan</i>	1	2	3	4	5
Information obtained through online food delivery is consistent with the quality of the product <i>Maklumat yang diperoleh melalui penghantaran makanan dalam talian selaras dengan kualiti produk</i>	1	2	3	4	5

Section C : In this section, you will be asked to give your opinion on the statements/events related to variables towards Application Safety.

APPLICATION SAFETY					
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
<p>I feel secured providing personal information during online purchases</p> <p><i>Saya merasa selamat memberikan maklumat peribadi semasa pembelian dalam talian</i></p>	1	2	3	4	5
<p>Online food delivery application has adequate security features</p> <p><i>Aplikasi penghantaran makanan dalam talian mempunyai ciri keselamatan yang mencukupi</i></p>	1	2	3	4	5
<p>The application helps me to do the right purchase decision</p> <p><i>Aplikasi ini menolong saya membuat keputusan pembelian yang betul</i></p>	1	2	3	4	5
<p>Payment process can be relied upon during online food delivery</p> <p><i>Proses pembayaran boleh dipercayai semasa penghantaran makanan dalam talian</i></p>	1	2	3	4	5

Section D : In this section, you will be asked to give your opinion on the statements/events related to variables towards Delivery Guarantee.

DELIVERY GUARANTEE					
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
<p>I got my product delivered in time as per service assurance</p> <p><i>Produk saya dihantar tepat pada waktunya berdasarkan jaminan perkhidmatan</i></p>	1	2	3	4	5
<p>The customer service will provide information If they have delivery problem</p> <p><i>Perkhidmatan pelanggan akan memberikan maklumat sekiranya mereka menghadapi masalah</i></p>	1	2	3	4	5
<p>The rider carries the responsibility perfectly and efficient in delivery</p> <p><i>Penunggang memikul tanggungjawab dengan sempurna dan cekap dalam penghantaran</i></p>	1	2	3	4	5
<p>The food is in good condition, there is no defect in the food and the heat of the food is still there.</p> <p><i>Makanan dalam keadaan baik, tidak ada kekurangan pada makanan dan kepanasan makanan masih ada</i></p>	1	2	3	4	5

Section E : In this section, you will be asked to give your opinion on the statements/events related to variables towards Offers.

OFFERS					
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Discount coupons are offered and encourages me to purchase more <i>Kupon diskaun ditawarkan dan mendorong saya untuk membeli lebih banyak</i>	1	2	3	4	5
Various offers are reliable when customer wants to order food <i>Pelbagai tawaran boleh dipercayai apabila pelanggan ingin memesan makanan</i>	1	2	3	4	5
Service Guarantee is assured during online food delivery purchases <i>Jaminan Perkhidmatan dijamin semasa pembelian penghantaran makanan dalam talian</i>	1	2	3	4	5
Offer in online food delivery platform outweigh the offers available in the restaurant. <i>Tawaran dalam platform penghantaran makanan dalam talian melebihi tawaran yang terdapat di restoran</i>	1	2	3	4	5

Section F : In this section, you will be asked to give your opinion on the statements/events related to variables towards Customer Satisfaction.

CUSTOMER SATISFACTION					
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
I am happy with the quality of food I have received <i>Saya gembira dengan kualiti makanan yang saya terima</i>	1	2	3	4	5
I am happy and prefer to redo online food delivery <i>Saya gembira dan lebih suka memesan semula penghantaran makanan dalam talian</i>	1	2	3	4	5
I am satisfied of their timely delivery <i>Saya berpuas hati dengan penghantaran tepat pada masanya</i>	1	2	3	4	5
I feel comfortable with various offers in ordering food through online <i>Saya berasa selesa dengan pelbagai tawaran untuk memesan makanan melalui dalam talian</i>	1	2	3	4	5
I feel secured with the online food delivery security system <i>Saya berasa selamat dengan sistem keselamatan penghantaran makanan dalam talian</i>	1	2	3	4	5

C. OUTPUT OF SPSS ANALYSIS

Pilot Test :

Product Quality

Reliability Statistics

Cronbach's Alpha	N of Items
.945	4

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
17.60	10.938	3.307	4

Application Safety

Reliability Statistics

Cronbach's Alpha	N of Items
.941	4

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
15.83	11.316	3.364	4

Delivery Guarantee

Reliability Statistics

Cronbach's Alpha	N of Items
.888	4

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
16.03	8.723	2.953	4

Offers

Reliability Statistics

Cronbach's Alpha	N of Items
.943	4

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
16.20	8.510	2.917	4

Customer Satisfaction

Reliability Statistics

Cronbach's Alpha	N of Items
.881	5

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
20.53	13.706	3.702	5

Total 384 Respondents :

Product Quality

Reliability Statistics

Cronbach's Alpha	N of Items
.806	4

Item Statistics

	Mean	Std. Deviation	N
ProductQuality	4.11	.951	384
ProductQuality	4.10	.832	384
ProductQuality	4.14	.900	384
ProductQuality	4.26	.810	384

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
16.61	7.743	2.783	4

Application Safety

Reliability Statistics

Cronbach's Alpha	N of Items
.791	4

Item Statistics

	Mean	Std. Deviation	N
ApplicationSafety	3.86	1.060	384
ApplicationSafety	3.98	.833	384
ApplicationSafety	3.98	.858	384
ApplicationSafety	4.04	.794	384

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
15.86	7.830	2.798	4

Delivery Guarantee

Reliability Statistics

Cronbach's Alpha	N of Items
.789	4

Item Statistics

	Mean	Std. Deviation	N
DeliveryGuarantee	4.03	.948	384
DeliveryGuarantee	4.15	.752	384
DeliveryGuarantee	4.17	.749	384
DeliveryGuarantee	4.21	.736	384

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
16.56	6.289	2.508	4

Offers

Reliability Statistics

Cronbach's Alpha	N of Items
.789	4

Item Statistics

	Mean	Std. Deviation	N
Offers	4.08	.920	384
Offers	4.05	.939	384
Offers	3.89	.900	384
Offers	4.10	.750	384

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
16.12	7.594	2.756	4

Customer Satisfaction

Reliability Statistics

Cronbach's Alpha	N of Items
.782	5

Item Statistics

	Mean	Std. Deviation	N
CustomerSatisfaction	4.15	.878	384
CustomerSatisfaction	4.08	.970	384
CustomerSatisfaction	4.29	.804	384
CustomerSatisfaction	4.10	.808	384
CustomerSatisfaction	3.97	.871	384

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
20.59	10.064	3.172	5

Regression :

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.872 ^a	.760	.758	.31231

a. Predictors: (Constant), Offers, Delivery_Guarantee, Product_Quality, Application_Safety

b. Dependent Variable: Customer_Satisfaction

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	117.219	4	29.305	300.455	.000 ^b
	Residual	36.966	379	.098		
	Total	154.185	383			

a. Dependent Variable: Customer_Satisfaction

b. Predictors: (Constant), Offers, Delivery_Guarantee, Product_Quality, Application_Safety

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	.513	.119		4.313	.000		
Product_Quality	.138	.036	.151	3.845	.000	.410	2.440
Application_Safety	.091	.038	.100	2.413	.016	.367	2.723
Delivery_Guarantee	.075	.034	.074	2.216	.027	.562	1.778
Offers	.586	.036	.636	16.209	.000	.410	2.436

a. Dependent Variable: Customer_Satisfaction