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THE GAME ON 2022:

THE FUTURE IS
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THE FUTURE IS BRIGHT**

**FACUTLY OF HOSPIATLITY, TOURISM AND WELLNESS,
UNIVERSITI MALAYSIA KELANTAN**

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Editors

Aifa Rozaini Mohd Radzol, PhD

Ataul Karim Patwary, PhD

Nurul Aziah Binti Ahmad

Nik Alif Amri Bin Nik Hashim, PhD

Customer Satisfaction Towards Usage Of Food Delivery

Applications During Covid-19: Malaysia Outlook

Siti Mayuni Md Rani, Siti Norfarhana Jaffar, Siti Nur Syafiqah Abdulah and Tuan Nur A'liah Fazleen Al-Fatihah Tuan Azman *Mazne Ibrahim

Faculty of Hospitality, Tourism and Wellness, Universiti Malaysia Kelantan

Corresponding email: mazne@umk.edu.my

ABSTRACT

This study is about Customer Satisfaction with the usage of Food Delivery Applications during Covid-19 in Malaysia. Coronavirus 2019, also known as Covid-19, is an infectious disease caused by a virus that causes respiratory infection in humans. Food delivery service is sending food to a customer after placing an order through online applications. The consumer can now choose from a diverse range of food providers listed on the internet at any time and location. High technology alters people's lifestyles by providing a variety of applications to assist them, such as an online delivery application. This study relates to convenience, time savings, and perceived value. Use a quantitative method to complete this research. Google Forms was used to distribute 384 questionnaires. The result is based on descriptive analysis, reliability test, and Inferential Analysis (Pearson's correlation analysis).

Keywords: Household, Food Waste, Attitude, Value of Awareness

INTRODUCTION

A customer makes an order through applications; the restaurant needs to prepare food and give it to a delivery driver. Customers must simply wait at home for their meals. It is because delivery service has many benefits to the user such as food delivery service is easy to use, time-saving, various food and price. When there is a lockdown, online food delivery increases and has become the new normal for people today.

Customer demand for OFD services has risen dramatically in recent years and will continue to rise consistently (Hong, Choi, Choi & Joung, 2021). Food delivery service has many advantages for users, such as its ease of use, time savings, variety of foods, and low prices. The advancement of internet technology and the increased use of smartphones have prompted the establishment of several OFD ordering service system start-ups. Online service delivery is on the rise because it is simple and convenient, especially for busy people with multiple responsibilities and little time to go out and buy food. Food Panda, Grab Food, Food Ninja, and others are popular online delivery apps in Malaysia.

Covid-19 is transmitted from one person to another by the air or by direct or indirect contact. During the movement control order, the government has ordered all sectors, including restaurant operations, to close (MCO). Aside from that, the government encourages social distancing, and consumers are not permitted to eat in restaurants to prevent the virus from spreading. They use an online delivery service to their new normal during COVID-19 pandemic and are mostly safe from disease transmission from other people.

Food delivery is a courier service in which restaurant or third part application of food delivery toward the mobile applications (Viktor, 2021). Customers were prohibited from eating in stores after the pandemic of Covid-19 a year ago. It is to prevent customers from congregating in a confined space. It is difficult for them to get food. Customers can order food through the application based on their preferences. This application provides a list of restaurants in a specific area. This study aimed at the customer satisfaction level towards using food delivery applications during covid-19. The relationship between convenience, time-saving, perceived value, and customer satisfaction towards food delivery applications during Covid-19. There were two objectives of this research:

1. To measure customer satisfaction towards using food delivery applications during Covid-19.
2. To identify the relationship between food delivery application attributes and customer satisfaction towards using food delivery applications during Covid-19.
 - i. To identify the relationship between convenience and customer satisfaction towards using food delivery applications during Covid-19.
 - ii. To identify the relationship between time-saving and customer satisfaction towards using food delivery applications during Covid-19.
 - iii. To identify the relationship between perceived value and customer satisfaction towards using food delivery applications during Covid-19.

SIGNIFICANCE OF STUDY

In this study, there are several stakeholders who will get the benefit as follows:

Restaurant Operator

All restaurants are allowed to reopen during the Covid-19 pandemic. However, orders must be placed as takeout. To reduce disease risk, every restaurant operator should have essential health information. The restaurant owner must develop innovative online marketing methods. By improving their restaurant website or online food ordering application can be a strategy to get more sales. Therefore, it can improve their service to open the restaurant during the pandemic and enhance their relationship with the food rider.

Food Rider

A food rider is someone who works to take orders through a food delivery app. Nowadays, customers always use a food delivery app to place an order, so the food rider acts as a middleman between the restaurant and the customer. Rider service is fast and on time because they chase customer orders. Service from the rider is very fast and on time because they chase orders from the customer. The more food order received, the higher the profit they earned.

Customer in Food and Beverages Outlet

Customers who do not want to go out will use a food delivery app to place an order. There are numerous advantages to using the food delivery application, such as time savings. Customers do not need to waste time going to the restaurant. During this pandemic, it is preferable to use a food delivery applications where the customer simply waits for the food rider to send their order. This makes it easier for customers to purchase food online, while food riders profit more from customer orders, and the restaurant surroundings are less crowded, reducing the risk of Covid-19.

LITERATURE REVIEW

Food Delivery Applications in Malaysia

Mobile food delivery applications (MFDAs) refer to smartphone-based applications used to contact restaurants, search for foods, order food for delivery, and provide payments without physical interaction with restaurant personnel (Alom et al., 2019). Online food delivery services (OFD) are trending in electronic commerce. But at the same time, according to Alalwan (2020), online food ordering applications consist of various innovative characteristics that help both customers and restaurants override problems like long waiting times, traffic, miscommunication, delayed delivery, or dealing with customer complaints.

The Mobile Food Delivery Applications (MFDAs) seem to have been a blessing for many people during the COVID-19 pandemic (Al Amin et al., 2021). It can be said that because of COVID-19 pandemic, the market demand for online food delivery applications has increased. Due to pandemic Covid-19, many places need to follow the movement control order (MCO), including the restaurant and Café. People cannot go out without specific reasons, and to avoid being infected with a virus, the consumer can use the online food application to make

an order if they want to buy something. Due to the mandate to stay at home or prefer to stay at home, food delivery services are the preferred means of purchasing foods (Marcellus, 2020). Nonetheless, given that food sold through online food delivery services is primarily prepared in existing food outlet facilities, it may have a similar nutrient profile to food prepared away from home ordered in conventional ways.

Attribute of Food Delivery Applications

An attribute of food delivery applications in this study is the convenience of the customer when using an application, time-saving to customer, and perceived value makes customer using food delivery applications. Convenience is a vital service attribute that positively impacts consumer satisfaction and behavioural response in electronic banking and online shopping (Kok, Wee & Kim, 2021). Food delivery service application gives convenience when it is easy for customers to use and user friendly. Perceived value also can make people choose a food delivery application. Besides that, in terms of attribute importance, food delivery application users are likely to pay attention to food riders, reviews and time-saving dimensions (Fakfare, 2021). According to Chai and Yat (2019) time-saving factor would be an essential element in motivating customers to use the OFD services.

Convenience

High technology gives people more convenience, like a mobile phone can be used for many functions for connecting with others. Mobile phones can also be used for online services like food delivery online in applications. It shows a growing technology gives more convenience to the user. According to Yeo, Goh and Rezaei (2017), convenience is the amount of effort one must make to be able to use a new system or technology. People will choose something with less effort and easy to do, and they will try to avoid something complicated like in a COVID-19 pandemic; people prefer to use online food delivery because they want to avoid going out to the risky place.

Moreover, convenience can be viewed in terms of accessibility of use, ease of payment methods, variety of food and restaurants, delivery schedule and time, customer service, etc. (Norshita & Khairul, 2020). The online food ordering system will set up an online food menu with the support of intelligent mobile applications and deliver the expected food items to the user's doorway. An easy use and make people prefer to use an online delivery service. It is easy because the customer can make an order at any time or at any place when using a food delivery online. The customer does not need to go to the restaurant to make an order and payment. With just a click and via a cashless payment system, food will be ready quickly, providing consumers with a great deal of convenience (Tan, Lim & Yeo, 2021).

Time Saving

One of the factors is online delivery can save time. Customer can save time by not going and back from the restaurant because they can avoid heavy traffic and avoid queuing to buy food. When an increase in Covid-19 cases in Malaysia government gives an order to the restaurant that cannot allow a customer to eat at a restaurant and only can use a takeaway service. When the consumer can save time, their perception turns positive, and as a result, their attitude toward OFDS also becomes favourable (Tan, Lim & Yeo, 2021). It shows when a customer uses an online food delivery application to save time.

Many customers choose the online delivery application to help save their time, especially busy people like office workers and students. They do not have more time to go out to buy food because work from home and online classes make them chase time. Consumers will have perceptions that the more an application can save their time or be used as quickly as possible (Hooi, Leong & Yee, 2021).

Perceived Value

Perceived value refers to the consumer's assessment of the benefits versus the costs when shopping online. Consumers who wish to shop online will prefer a vendor who offers them the

most value and benefits (Shah et al., 2019). The term perceived value is a relative comparison between benefits and sacrifices associated with the product or service offering. The perceived value's importance in online business is because customers can easily compare product features and prices (Suhartanto et al., 2019).

Mobile applications might fit the customer need and preferences and bring the positive side to customers who purchased food using an online application. Customers will feel that perceived value will satisfy their needs when they purchased an online food delivery. This is because the delivery person will give their best service while sending the food item to the customer, and the item will safely arrive to them as a guarantee.

Customer Satisfaction towards Usage of Food Delivery Applications

Customer satisfaction of home delivery service depends on the service quality of the delivery personnel, the perceived value of the service and customers' trust in the service (Hossain et al., 2021). It could also be argued that customers are more likely to be affected by those around them when judging their experience (satisfaction or dissatisfaction) of using MFOAs.

Online food delivery services have an essential and significant role in customers' experience. To achieve maximum customer satisfaction, the service providers need to focus on the quality of service and the definitive goal of food delivery services should have maximum customer satisfaction and not just a profit (Nicolaidis, 2008). The service provided in food delivery applications must concentrate on the quality and the primary purpose of food delivery service to achieve customer satisfaction because they not only focus on the profit but on the many aspects to achieve the satisfaction among the customers.

Research Hypotheses

The literature review highlighted the independent variables like convenience, time-saving and perceived value of customer satisfaction towards usage of food delivery applications: Malaysia outlook. Based on the literature discussed, the hypothesis of this study was summarized in the following manner:

- H₁** : There is a relationship between convenience and customer satisfaction towards using food delivery applications during Covid-19.
- H₂** : There is a relationship between time-saving and customer satisfaction towards usage of food delivery applications during Covid-19.
- H₃** : There is a relationship between perceived value and customer satisfaction towards using food delivery applications during Covid-19.

Research Framework

Figure 1 below shows the research framework for this study.

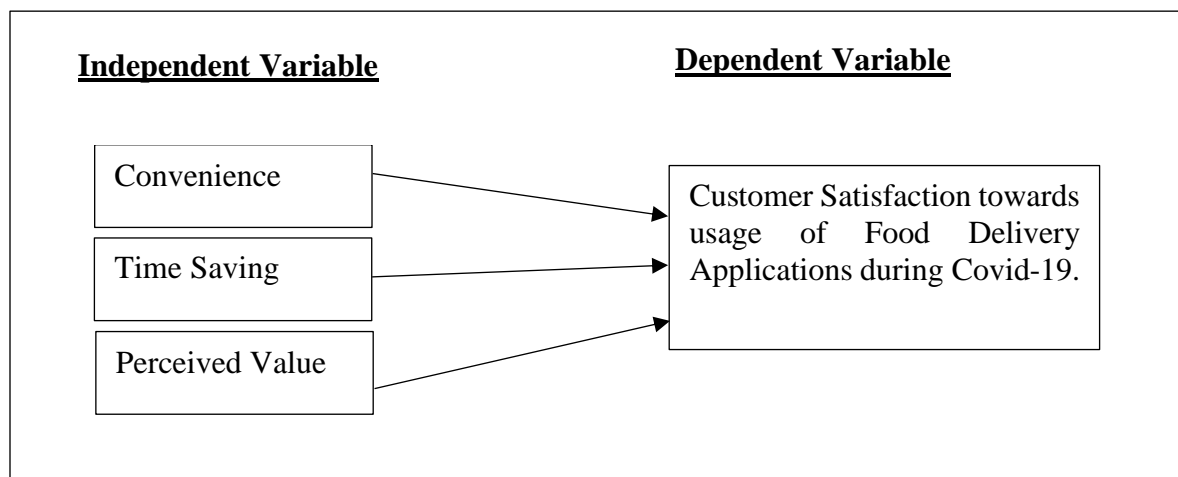


Figure 16: Research Framework

METHODOLOGY

Research Design

This study used the quantitative approach, where questionnaires were distributed. A quantitative approach is a study that uses a statistical method to collect quantitative data in the research study. The advantages of quantitative research are collecting reliable and accurate, quick data collection and big scope of data analysis. Quantitative using a sampling method, online survey, online polls, and questionnaires to collect the data. In this study, the researcher used a questionnaire for the data method. The sample was chosen from adult people in Malaysia that use the food delivery application. The questionnaire will have a section A, section B, section C and section D. The questions were multiple choice and respondents needed to choose 1 from 4 answers in the questionnaire. Besides, the questionnaire will be on a scale in which a respondent can choose either strongly disagree, disagree, neutral, agree or strongly agree.

Data Collection

The data collection was conducted using questionnaires. This study chose to distribute the questionnaires using the Google form application. The link to the Google form was distributed to all Customers through the online methods to all students, families and every individual who is a user of online food delivery services through Instagram, Facebook, WhatsApp, E-mail and others. It was very convenient to minimize cost, save time and significantly applicable during this global pandemic outbreak. In this research, the researcher will use primary data where the researcher is the first user. Primary data is the new data collected explicitly in a research based on the questionnaire. The data collection method that using in this research is the quantitative data Questionnaire the tools that were used in this research through the google form that were created by the researcher based on the title of the research. This questionnaire was created to collect some information that is important regarding the convenience, time-saving and perceived value that was attributed to customer satisfaction toward the usage of food delivery applications during Covid-19 in the Malaysian outlook. This questionnaire was distributed through the online methods to all students, families and every individual who is a user of online food delivery services because this research is among studies for Malaysian Outlook.

Sampling

The sample size is an essential part of a study because it can help researchers to obtain reliable data. The sample sizes used in research studies were 30 to 500 of the most suitable types (Rosceo, 1975). Whereas Krejcie and Morgan (1970) approached by using a table sample size formula to shorten the process of determining the sample size for a finite population. The formula is shown below:

$$s = \frac{\chi^2 N p (1-p)}{e^2 (N-1) + \chi^2 p (1-p)}$$

n= sample size

N= population size

e = the degree of accuracy expressed as proportion (0.05)

χ^2 = chi-square of degree of freedom 1 and confidence 95% (3.841)

p = proportion of population (if unknown, 0.5)

<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	3300	346
85	70	440	205	4000	351
90	73	460	210	4500	354
95	76	480	214	5000	357
100	80	500	217	6000	361
110	86	550	226	7000	364
120	92	600	234	8000	367
130	97	650	242	9000	368
140	103	700	248	10000	370
150	108	750	254	15000	375
160	113	800	260	20000	377
170	118	850	265	30000	379
180	123	900	269	40000	380
190	127	950	274	50000	381
200	132	1000	278	75000	382
210	136	1100	285	100000	384

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

Source: Krejcie & Morgan, 1970

Data Analysis

Data analysis is the essential component of research. Data analysis is rearranging, modifying, inspecting and data transformation. Analyse data analysis is a method for changing data into different information to make data quality more understandable and valuable to solve the problem, especially for those who do research. Data Analysis will be obtained through primary and secondary data methods. The Statistical Package for Social Sciences (SPSS) system analyses the result of the questionnaire. SPSS is a program-based window that can be used to create tables and pie charts for data entry and analysis. The advantages of using SPSS include the ability to better analyze and comprehend your data and the ability to solve complicated business and examination challenges using a user-friendly interface.

FINDINGS

Table 2 below shows the frequency analysis for this study.

Frequency Analysis

Characteristic	Frequency	Percentage
Gender		
Male	123	32.0
Female	261	68.0
Age		
18-20 years old	48	12.5
21-30 years old	276	17.9
31-40 years old	51	13.3
41 years old and above	9	2.3
Material Status		
Single	308	80.2
Married	74	19.3

Other	2	5
<u>Race</u>		
Malay	326	87.5
Chinese	23	6.0
Indian	21	5.5
Other	4	1.0
<u>Education level</u>		
PhD	5	1.3
Master	20	5.2
Degree	212	55.2
Diploma	104	27.1
Other	43	11.2
<u>How frequent do you use food delivery service in a week?</u>		
1-3 times	193	50.3
More than 3 times	131	34.1
Not at all	55	14.3
Do not know how to use the application	5	1.3
<u>Which food delivery applications do you always use to order the food when making the online ordering?</u>		
Foodpanda	203	52.9
Garbfood	92	24.0
Delivery food	20	5.2
Shopee food	24	6.3
Others	45	11.7
<u>How do you know about this food delivery application?</u>		
Friend	128	33.3
Family	85	22.1
Social media	171	44.5

Descriptive Analysis

Variable	Items	Mean score	Standard Deviation
Convenience	Using food delivery applications would be convenient for me due to Covid-19 pandemic.	4.45	0.680

	Using food delivery applications would help me in deciding on the appropriate food selection.	4.24	0.813
	The food delivery applications are easy to make a choice and making a new order.	4.31	0.779
	By using the food delivery applications, it can help my daily routine.	4.33	0.799
Time Saving	By using the food delivery applications would allow me to order food anytime.	4.43	0.730
	By using food delivery applications can save time from saving a traffic jammed.	4.47	0.692
	When using a food delivery service application, I can have more time to do other work.	4.48	0.646
Perceived Value	I use food delivery applications because it has a display appearance this is very attractive.	4.20	0.846
	The price that was shown in the applications influence the customer to buy that food from online purchase.	4.27	0.852
	I use the food delivery applications because of the design is comfortable and easy to use through mobile application to order or buy a food.	4.30	0.808
	I use the food delivery applications based on the customer feedback that give the best review before using it.	4.27	0.785
	I use the food delivery applications because the online food order will get the priority from the restaurant.	4.17	0.855
	By using the food delivery applications, it will give me more benefits through it.	4.31	0.771

Reliability Analysis

Variable	Number Of Items	Cronbach Alpha
Convenience	4	0.687
Time Saving	3	0.671
Perceived Value	6	0.817
Customer satisfaction toward usage of food delivery application during Covid-19	6	0.812

Pearson Correlation Analysis

The timetable below shows the Pearson Correlation Analysis:

Hypothesis	Correlation Coefficient (r)	P-Value	Result (Supported or Not Supported)
<p>H1: There is a relationship between convenience and customer satisfaction towards usage of food delivery applications during Covid-19.</p> <p>H1o: There is no relationship between convenience and customer satisfaction towards usage of food delivery applications during Covid-19.</p>	0.655	0.01	Supported
<p>H2: There is a relationship between time saving and customer satisfaction towards usage of food delivery applications during Covid-19.</p> <p>H2o: There is no relationship between time saving and customer satisfaction towards usage of food delivery applications during Covid-19.</p>	0.522	0.01	Supported
<p>H3: There is a relationship between perceived value and customer satisfaction towards usage of food delivery applications during Covid-19.</p> <p>H3o: There is no relationship between perceived value and customer satisfaction towards usage of food delivery applications during Covid-19.</p>	0.684	0.001	Supported

DISCUSSION AND RECOMMENDATION

Discussions are aimed at solving hypotheses, as mentioned in the first chapter of this study. In general, this study discovered customer satisfaction towards using food delivery applications during Covid-19 in Malaysia outlook. The study is conducted based on the quantitative design where the questionnaire was distributed to 384 respondents to investigate customer satisfaction towards usage of food delivery applications during Covid-19.

The questionnaire was given through google.

Online food delivery service is more convenient and user-friendly than the traditional system because orders placed by customers can be easily viewed and recorded through mobile applications or websites (Hooi, Leong & Yee, (2021). According to Tan, Lim and Yeo (2021), consumers are eager to use OFDS because they can save significant time from menu selection to preparation. Online food delivery service providers must fully understand how the customer perceives this online service, and such understanding requires measuring the OFD service quality according to Yusra and Agus (2020).

The highest value of mean for customer satisfaction toward the usage of food delivery applications during Covid-19. If viewed from an angle independent variable, most of the respondents agreed that the perceived value shows the mean score (3.556); is the highest value for customer satisfaction toward the usage of food delivery applications during Covid-19. This answers the question of the impact of perceived value on usage of food delivery applications during Covid-19. The lowest mean value is time saving, which shows a mean score (1.608). Respondents slightly disagree that time saving is the main factor that will affect customer satisfaction toward the usage of food delivery applications during Covid-19. The hypothesis was analysed to explain the relationship between convenience, time-saving and perceived value towards customer satisfaction toward the usage of food delivery applications during Covid-19.

The recommendation of the study is faster and more effective food preparation when traders have time to prepare or dedicate such preparation. This helps both parties to save time in food delivery. Preparing these foods in times of pandemic is a much better thing. And the way to use food delivery is significant to the elderly. From research studies, some elderly people are less skilled in food delivery. The elderly mostly under-used devices because they do not understand the latest technological systems. When teaching them, they will better understand the consumption

CONCLUSION

In conclusion, this study discovers Customer Satisfaction towards using Food Delivery Applications during Covid-19 in Malaysia. Three independent variables, convenience, time saving and perceived value, have been chosen to examine the relationship with the dependent variable, customer satisfaction towards usage of food delivery application during Covid-19. The data was taken from 384 respondents in the google form. The respondent from the variation of the race like Malay, Chinese, Indian and others. The age was used from 18 years old and above to be a respondent in this study. The convenience score from the Pearson Correlation value is *0.001, followed by time-saving with a score of *0.533, and perceived value with a score of *0.684.

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