



UNIVERSITI  
MALAYSIA  
KELANTAN



# The New Role of E-commerce Operation Management and Sustainability

AFIFAH HANIM MD PAZIL  
NIK NOORHAZILA NIK MUD  
ZAMINOR ZAMZAMIR @ ZAMZAMIN  
KASMARUDDIN CHE HUSSIN



OfficialUMK  
umk.edu.my

ENTREPRENEURSHIP  
*is our Urusi*

Kita  
#BinaLegasiUMK  
Bersama

#WeAreUMKFamily  
#OneUMKOneDream

The New Role of E-commerce Operation Management and Sustainability Copyright © 2023 by Afifah Hanim Md Pazil, Nik Noorhazila Nik Mud, Zaminor Zamzamin @ Zamzamin, Kasmaruddin Che Hussin

All rights reserved. Without limiting the rights under copyright reserved above, no part of this publication may be produced, stored in or introduced into a retrieval system, or transmitted, in any form or any means (electronic, mechanical, photocopying, recording or otherwise), without the prior written permission of the copyright owner and the above publisher of this book.

For information contact: [hanim.mp@umk.edu.my](mailto:hanim.mp@umk.edu.my)

e-ISBN: 978-629-7555-13-3

First Edition: March 2023

Published by:  
Faculty of Entrepreneurship and Business  
Universiti Malaysia Kelantan  
City Campus, Pengkalan  
Chepa Kota Bharu, Kelantan  
Malaysia

## PREFACE

The FKP Undergraduate Colloquium 2022/2023 was held in as virtual on 30 January 2023 at Campus Kota, Universiti Malaysia Kelantan. It was a delightful event with all the final year undergraduate student participants had many fruitful discussions and exchanges that contributed to the success of the colloquium.

The main objective of the colloquium with the theme “5<sup>th</sup> Multidisciplinary Research on the Entrepreneurship and Business Colloquium 2022/2023” is to be a platform for students to present and publish their works as well as to share their research progress with their colleagues and experts. 18 papers for the field of E-commerce Operation Management and Sustainability from the Logistics and Distributive Trade students were presented during the colloquium.

All in all, the FKP Undergraduate Colloquium 2022/2023 was very successful. The editors would like to express gratitude to all participants and the committees that have helped in ensuring the smooth sailing of making the colloquium into a reality.

### **Editors:**

Afifah Hanim Md Pazil  
Nik Noorhazila Nik Mud  
Zaminor Zamzamin @ Zamzamin  
Kasmaruddin Che Hussin

### **Graphic designer:**

Mohammed Faez Bin Zakaria

### **Web designer:**

Zul Karami Bin Che Musa

Faculty of Entrepreneurship and Business  
Universiti Malaysia Kelantan  
City Campus, Pengkalan Chepa  
Kota Bharu, Kelantan  
Malaysia

## TABLE OF CONTENT

No.	Title And Authors	Page
1.	The Study on the Factors Affecting Customer Satisfaction in E-commerce Logistics Service Quality in Kelantan <i>Priyadarshini Uvarajan, Teoh Gaik Choo, Tan Xin Pei, Kanimoli Kannan &amp; Mahathir Muhamad</i>	1 - 15
2.	The Effect of E-Commerce's Service Quality on Reverse Logistics towards Customer Satisfaction in Malaysia <i>Ling Shih Jian, Muhammad Syakir Mohamad Nasir, Santhiya Saravana Kumar, Zahra Mardhiyyah Khafizul Ariff &amp; Yuhanis Mohamed Noor</i>	16 - 27
3.	Acceptance of Touch'n Go RFID Usage among Highway User in Klang Valley <i>Vengadeasan Si Lingaswami, Piravindran Ravichandran, Norzulaikha Norisam, Nur Athiqah Samsul Anuar &amp; Mohammad Nizamuddin Abdul Rahim</i>	28 - 37
4.	Influence of Warehouse Management System on Product Quality in Pantai Timor Hypermarket, Kelantan <i>Siti Nur Nadiah M.Suhaimi, Lin Kar Fai, Winnie Wong Zing Zing &amp; Kiran Kumar Thoti</i>	38 - 51
5.	The Study on Service Quality towards Students' Satisfaction on Online Bus Ticket Booking Platform <i>Ch'ng Hooi Ying, Low Lee Yi, Nur Hidayah Nizar, Nurul Izzah Sakilah Perly &amp; Mohd Nor Hakim Yusoff</i>	52 - 70
6	The Influence of Online Food Delivery Apps as Third-Party Logistics on the Operations of Restaurants in Kelantan <i>Boheshwaran Letchimikaanthan, Jegathiswary Ilangovan, Mohamad Sallehin Nazmi Mohd Tahir, Nursaiyidah Ezzate Binti Kamalruzaman &amp; Kiran Kumar Thoti</i>	71 – 87
7.	The Effect of Service Quality on Customer Satisfaction in Online Food Delivery (OFD) Service among Malaysian Generation Z <i>Anis Zulaikha Rosli, Fairuza Atika Juraimi, Noraini Kamal Bahrom, Nur Hayati Mohd Amri &amp; Nik Noorhazila Nik Mud</i>	88 - 102
8.	Factors Affecting Customer Satisfaction on Online Food Delivery Services Towards Kelantanese <i>Wan Hafizul Arif Wan Ahmad, Muhammad Syazwan Sahimi, Nur Ayunie Mohd Azli, Hanis Syazwani Hamzatol Akmal &amp; Norzalizah Bahari</i>	103 - 114
9.	Factors Affecting Satisfaction among the Students of Universiti Malaysia Kelantan on Online Food Delivery Service Quality in Kota Bharu <i>Loke Hui Leng, Mustakim Mustapa, Nur Farah Anis Adnan, Nurul</i>	115 - 131

	<i>Izzah Arsad &amp; Nik Malini Nik Mahdi</i>	
10.	The Study on Factors Affecting Online Food Delivery Services Among Students in University Malaysia Kelantan <i>Balqis Mohd Shukri, Kayalvizhi Ramachandran, Lim Kok Soon, Muhammad Suffian Sulaiman &amp; Mohd Afifie Mohd Alwi</i>	132 - 142
11.	The Factors Affecting the Online Food Delivery towards Customer Service Satisfaction in Universiti Malaysia Kelantan City Campus <i>Noriqmal Afiq Norhisham, Al Ameen Hamid, Nurul Aqilah Husni &amp; Ariff Ahmad &amp; Muhammad Ashlyzan Razik</i>	143 – 152
12.	Impact of E-Service Quality on Customer Satisfaction towards Grabfood in the Post-COVID-19 Pandemic in Kota Bharu, Kelantan <i>Lim Xiang Sern, Pavithra Moorthy, Chen Tze Li, Abdul Halim Mohamad Saman, Siti Aniza Roslan &amp; Afifah Hanim Md Pazil</i>	153 – 169
13.	Online Customer’s Satisfaction toward the Quality of Grabfood Services in Pengkalan Chepa during COVID-19 <i>Aina Dayana, Muhammad Aimie Hafiz, Nur Intanaqilah, Noor Hidayah &amp; Hanieh Alipour Bazkiaei</i>	170 – 187
14.	Factors That Influenced Customer Satisfaction in Online Shopping Groceries among People in Kota Bharu, Kelantan <i>Wan Muhammad Adam Wan Yusof, Rohayu Sabri, Mohd Akmal Mohd Hanafi, Bavatharani Ramu &amp; Norzalizah Bahari</i>	188 – 203
15.	Factor That Affecting Customer Satisfaction on Online Shopping Among the Students of Universiti Malaysia Kelantan <i>Nur Amirah Nabilah Kamarudin, Nithyasri Thirumurthilu, Puteri Anis Natasya Megat, Komathi Tiagoo &amp; Muhammad Khalilur Rahman</i>	204 – 218
16.	The Impact of Price, Time, Trust, and Convenience on Customer Purchase Behaviour on Shopee Platform in East Coast Malaysia <i>Muhammad Ali Asghar Amirullah, Nurul Amirah Norrizan, Nursyazwani Mohamad Riah, Salwa Subri &amp; Nik Noorhazila Nik Mud</i>	219 – 230
17.	Impact of E-Service Quality on Customer Satisfaction towards Shopee among Generation Y in the Post-COVID-19 Pandemic <i>Chan Yong Rou, Danieal Arif Salehan, Muhammad Solehin Mat Zian, Nur Aliana Mahyaddin, Nur Shazwani Sabri &amp; Afifah Hanim Md Pazil</i>	231 – 239
18.	Factors Influencing Customer Satisfaction and Brand Loyalty toward Shopee Application among University Students in Kota Bharu <i>Muhammad Arif Azuddin, Siti Nor Hafizzah Yaziz, Norul Asyikim Basri, Wong Yen Jie &amp; Solomon Gbene Zaato</i>	240 – 255