

**INTENTION TO USE ONLINE FOOD ORDERING SERVICE
AMONG UNIVERSITY STUDENTS AT UNIVERSITI TEKNIKAL
MALAYSIA MELAKA
(UTeM)**



**BACHELOR OF TECHNOLOGY MANAGEMENT WITH
HONOURS**

UNIVERSITI TEKNIKAL MALAYSIA MELAKA

2023

**INTENTION TO USE ONLINE FOOD ORDERING SERVICE AMONG
UNIVERSITY STUDENTS AT UNIVERSITI TEKNIKAL MALAYSIA
MELAKA (UTeM)**

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2023

DECLARATION OF ORIGINAL WORK

I hereby declare that this report is entirely my own work with project title ‘Intention to Use Online Food Ordering Service Among University Students at Universiti Teknikal Malaysia Melaka (UTeM)’ and with the exception of a few clarifications and passages where every source is clearly cited.



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The logo of Universiti Teknikal Malaysia Melaka (UTeM) is displayed, featuring a circular emblem with a gear and a book, and the text 'UTeM' in a large, bold font. Below the logo, the university's name is written in both English and Malay.
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DEDICATION

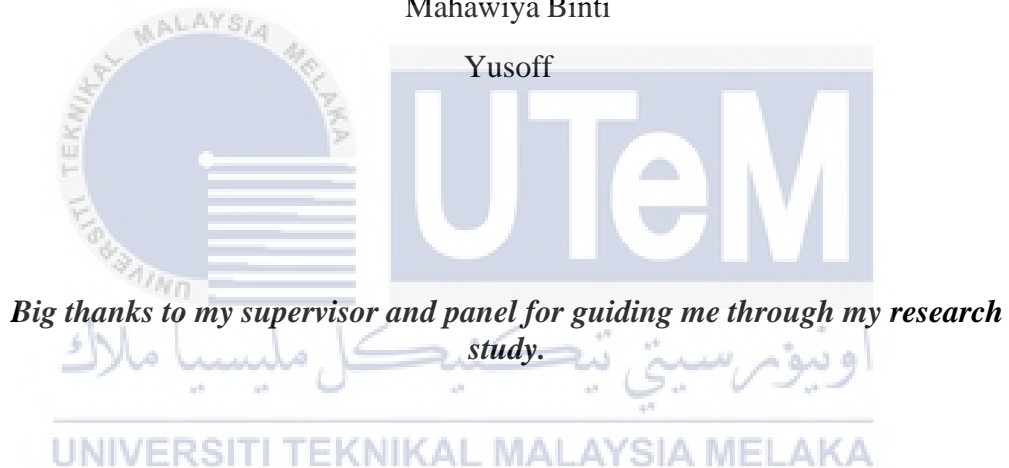
I would like to dedication my gratitude to my dear parents, who have supported methrough my journey during this study, both monetarily and spiritually.

Mohd Pauzi Bin

Tawil

Mahawiya Binti

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Dr. Isma Addi bin Jumbri (Supervisor)

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Thank you so much for always being understanding, as well as to my friends whosupported and assisted me, without their support and blessing, this study would bedifficult to accomplish in the time allotted. Thank you very much!

ACKNOWLEDGMENT

God is to be praised for granting me the strength and ability to accomplish my project research efficiently. Mr. Mohd Pauzi Bin Tawil and Mrs. Mahawiya Binti Yusoff, my wonderful parents, made it possible for me to complete my thesis. I am eternally grateful to my beloved supervisor, Dr. Isma Addi bin Jumbri, and my panel, Associate Professor Ts. Dr. Chew Boon Cheong, for your guidance, stimulation, ideas, encouragement, and advice during my research and thesis preparation.

Lastly, I'd like to express my appreciation to all of my friends and teammates. I would want to thank them for their assistance, support, interest, and useful suggestions in completing the report, which they always appreciate, aid, and support me with.



ABSTRACT

The purpose of this paper is to determine the students' behavioral intention to use electronic food ordering in Universiti Teknikal Malaysia Melaka (UTeM). The quantitative method was applied through an online questionnaire survey distributed to randomly selected respondents in UTeM, and 171 online questionnaires were completed and returned with reliable and meaningful results. The result clearly shows that the majority of the students have a positive intention to use electronic food ordering services due to perceived convenience, customer control, attractive marketing, and eagerness to use technology. Besides, they feel that electronic food ordering is user-friendly, and they can get sufficient information to order. Therefore, this study is vital in providing knowledge and information to the food industry player in identifying all the advantages of having an online ordering system especially during the pandemic. In line with that, online ordering is the only source of revenue for local food businesses by helping them from permanent closures during this challenging time and take advantage of electronic food ordering as one of their long-term marketing strategies.

Keywords: *Online Food Ordering, Electronic Food Ordering, Behavioural Intention to Purchase.*

ABSTRAK

Tujuan kajian ini adalah untuk menentukan niat tingkah laku pelajar untuk menggunakan tempahan makanan elektronik di Universiti Teknikal Malaysia Melaka (UTeM). Kaedah kuantitatif telah digunakan melalui tinjauan soal selidik dalam talian yang diedarkan kepada responden yang dipilih secara rawak di UTeM, dan 171 soal selidik dalam talian telah dilengkapkan dan dikembalikan dengan keputusan yang boleh dipercayai dan bermakna. Hasilnya jelas menunjukkan bahawa majoriti pelajar mempunyai niat positif untuk menggunakan perkhidmatan tempahan makanan elektronik kerana persepsi keselesaan, kawalan pelanggan, pemasaran yang menarik, dan keinginan untuk menggunakan teknologi semasa Covid-19. Selain itu, mereka merasakan bahawa pesanan makanan elektronik adalah mesra pengguna, dan mereka boleh mendapatkan maklumat yang mencukupi untuk dipesan. Oleh itu, kajian ini penting dalam memberikan pengetahuan dan maklumat kepada pemain industri makanan dalam mengenal pasti semua kelebihan mempunyai sistem pesanan dalam talian semasa pandemik. Selaras dengan itu, tempahan dalam talian adalah satu-satunya sumber pendapatan untuk perniagaan makanan tempatan dengan membantu mereka daripada penutupan kekal pada masa yang mencabar ini dan memanfaatkan pesanan makanan elektronik sebagai salah satu strategi pemasaran jangka panjang mereka.

Kata Kunci: Pesanan Makanan Dalam Talian, Pesanan Makanan Elektronik, Niat Tingkah Laku untuk Membeli.

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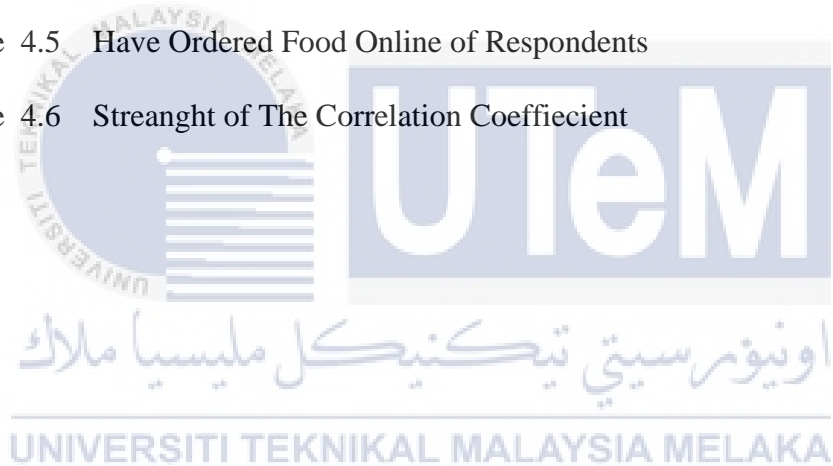


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LIST OF SYMBOLS AND ABBREVIATIONS

PEOU	-	Perceived Ease of Use
PU	-	Perceived Usefulness
PEN	-	Perceived Enjoyment
ATT	-	Attitude Towards
OFD	-	Online Food Delivery
TAM	-	Technological Association Malaysia



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CHAPTER 1

INTRODUCTION

1.1 Introduction

This chapter provides an introduction to the scope of the thesis. An overview of the topic is the use of online food ordering services among students at the Universiti Teknikal Malaysia Melaka (UTeM). It is divided into seven main areas: research background, problem statement, research questions, research objectives, scope, research limitations, and the importance and contribution of the research. This study will focus on the quality of service in the application site and measure the performance of the application. This chapter will then describe, the objectives of the study, which include determining the online food ordering dimensions that influence customer satisfaction among students, the relationship between online ordering dimensions and customer satisfaction, and identifying the most significant factors for online ordering in applications that provide impact on customer satisfaction and purchase intent. Humans are no longer bothered to rise up early in the morning to go to work and prepare meals in the new era since technology has adapted human behavior in a contemporary style (Kandasivam, 2017). In this way, we can see consumers prefer to use the online purchase method rather than buying directly from the store. Precisely, customers at UTeM will be the target of respondents, especially students who live outside the residential college. Furthermore, the researchers further identified that online order quality measures

for the GrabFood and FoodPanda apps were used to measure customer satisfaction and purchase intent. Online, mobile, and text messaging can be used to place orders using electronic meal ordering systems. E-commerce food ordering systems allow clients to place orders online with just a single click (Kashid et al., 2020; Das, 2017).



1.2 Background of study

The current pandemic of coronavirus infections throughout the world has damaged most companies. It has a major influence on company since most of them are in financial distress during a coronavirus epidemic (Abd Hadi et al., 2020). The Covid-19 epidemic has had a profound effect on the conventional economic model, affecting many areas of the economy. As a result of these widespread warnings, the general populace has avoided connecting with others around them (Bhatti et al., 2020). Humans are no longer bothered to rise up early in the morning to go to work and prepare meals in the new era since technology has adapted human behavior in a contemporary style (Kandasivam, 2017). As a result, in keeping with the rapid advancement of technology, the ordering procedure has shifted to new mediums. Online, mobile, and text messaging can be used to place orders using electronic meal ordering systems. E-commerce food ordering systems allow clients to place orders online with just a single click (Kashid et al., 2020; Das, 2017).

According to Prabowo and Nugroho (2017), premium clients are more likely to spend more money on the quality of the services they receive. As a result, it demonstrates that consumers are prepared to pay a premium for high-quality services that involve less effort on their part. People are forced to focus more on their job as a result of the increasing rivalry in the workplace. Electronic meal ordering is now available in any food outlet, including restaurants and cafeterias on college campuses, thanks to advances in technology. People may now utilize electronic devices or internet connections to purchase meals at college cafeterias and restaurants, according to Rezaei (2018).

Chinese companies generated an average of \$48.530 in revenue per employee per year in 2018 (Statista, 2017). In addition, China's "Online" category contributed the most to market volume with a total of USD41,937 million. "Online Takeaway" income in Malaysia amounted to US \$ 353 million in 2018. It is clear that the public's preference is shifting toward internet take out. Aside from that, Melaka's restaurant owners and operators are taking advantage of the chance to differentiate themselves from the competition and boost revenue by providing this service.

Online ordering systems, on the other hand, allow customers to customize their purchases without causing confusion for personnel (Nawai, Khalid, Ramli &

Daud, 2018). Client displeasure might result if a server accidentally clicks or writes a menu after the customer has placed an order at the counter. Customers prefer computerized meal ordering because of the precision of their orders (Das ,2017). Prior to making a payment, customers can examine their orders and make any necessary adjustments before submitting them. To put it another way, it's a lot more secure than the old-fashioned approach of ordering meals by mouth. A wide range of insights on academic research and practical application will be gained through these investigations. It is expected that current internet marketing methods would benefit from the shifting business environment after and following the breakout of Covid-19.



1.3 Problem Statement

One of the innovations used to help the food industry is the ability to order food electronically or online. It is stated that consumers can now buy items and services anywhere, at any time, seven days a week, without regard for geography or financial resources. Given the changing climate, restaurant businesses that do not adapt to electronic meal ordering are always missing out on some fantastic opportunities to grow their business considerably. Adopting current technology in business can make consumers' life easier, ensuring that businesses can compete in the market.

Restaurants and small businesses were impacted both during and after the outbreak due to the virus and the closure of Covid-19. Restaurants and small businesses have been temporarily closed as a result of Covid-19 until permanent closures are required. As a result, most establishments have considered food delivery services as a lifeline in order to remain resilient throughout this outbreak. In the current climate, an online booking system may be seen as a critical necessity in the restaurant sector and food firm. People have shifted from traditional ordering methods to online ordering in this digital age because it is simple, error-free, quick, and completely transparent (Kwong, 2017). If restaurants do not capitalize on the drastic shift in this way, they will miss out on this significant profit opportunity. Furthermore, clients are claimed to purchase meals online because it is convenient, and those with cellphones can order food virtually. In addition, by altering the company's online meal ordering system, customers will be able to place orders outside of business hours at any time that is most convenient for them.

Furthermore, the company's switch to online ordering may give management an advantage in dealing with clients and their orders. Online ordering solutions for businesses help to improve customer-business interactions. Restaurants can build relationships with customers through online delivery throughout the crisis, and they can also continue when the outbreak is over. While shopping online, customers' contact information and order history are simply recorded. As a result, businesses may use marketing initiatives such as sending promotions and providing discounts to loyal customers to encourage repeat reservations. Next, restaurants who don't take

internet reservations will have a difficult time updating their menus. Because restaurants don't use computerized meal ordering, managers have to spend extra time and money creating menu cards for customers to use as a guide. A great-looking menu that keeps consumers interested in buying is much easier and less expensive to produce and maintain when they order online. The ability to make adjustments and have them instantly synced with the online system is another benefit of integrating online orders into the Point Of Sale (POS) system. In the end, this will save time and money, and guarantee that clients are always up to date on the newest company deals and promotions.

Online ordering is also the most efficient way to reach millennials (those under the age of 30), the most important target population for most food service sector businesses. According to Kwong (2017), over 97% of millennials use their smartphones to purchase online, which makes them the most essential target audience and produces revenue. Even yet, during the Covid-19 epidemic, even the most conventional of consumers had to look at internet purchase and ordering options. By providing online delivery for those who had not previously used online services, restaurants and the food sector may quickly reach new demographics and target areas.

An online booking system might benefit the restaurant industry in the event of a Covid-19 epidemic and in the years to come. An online ordering system has been shown to help eateries develop and increase profits. When combined with effective consumer data on intent for meal ordering services, firms may rise to the top of the market. Consequently, this study is critical in highlighting the customers, particularly their goals.

1.4 Research Questions

1. What is the dimension of Online Food Ordering that affect customers satisfaction among UTeM students?
2. Is there any significations relationship between dimensions of Online Food Ordering and customers satisfaction among UTeM students?
3. What is the most significant factor of Online Food Ordering on application that effect the customers satisfaction and purchase intention among UTeM students?



1.5 Research Objectives

1. To determine the dimensions of Online Food Ordering that affect customer satisfaction among UTeM students.
2. To investigate the relationship between dimensions of Online Food Ordering and customer satisfaction among UTeM students.
3. To identify the most significant factor of Online Food Ordering on application sites that effect customer satisfaction and purchase intention among UTeM students.



1.6 Scope and Limitation

1.6.1 Scope of Research

This research looked at the most important elements influencing how often college students buy meals from an online menu. Students at a university in Melaka have been picked by researchers to study why they prefer to purchase food online. Students will be the only participants in this study. Only at the UTeM did this research take place.

1.6.2 Limitation of Research

Several limitations have been discovered in this investigation. This survey exclusively includes locations in UTeM to measure customer satisfaction with internet food orders. Other sites will not be mentioned in this research. This geographic research region is Gen Y. Generation Y is the greatest portion of the population that picks the possibilities of ordering utilising gadgets. Gen Y demands high -quality offers due to their increasing access to technology, commodities and services, which has led in a rise in services suited to them. There will be more online meal orders in high technology towards E-commerce sites in the future. In order for the Internet to flourish as a retail channel, it is vital to understand the general attitude and happiness, which leads to the desire to place orders among online customers.

In addition, the sample size of this study includes a total of 300 respondents who had placed food orders online. Research requires to assess the experience of shoppers purchasing meals online and customer satisfaction.