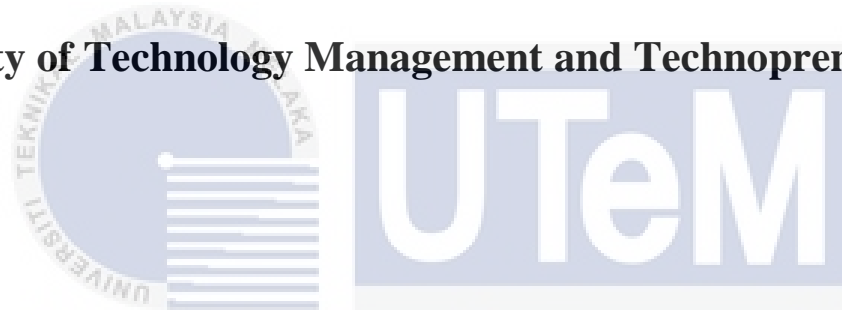




Faculty of Technology Management and Technopreneurship



**UTILIZING THIRD-PARTY DELIVERY TO MEASURE HIGH
PERFORMANCE COMPANY OF FOOD AND BEVERAGE
FRANCHISE IN AYER KEROH, MELAKA.**

ISKANDAR SHAH BIN MOHAMAD HAMDAN

**Bachelor of Technology Management (Supply Chain and Logistics Management)
with Honors**

2024

**UTILIZING THIRD-PARTY DELIVERY TO MEASURE HIGH
PERFORMANCE COMPANY OF FOOD AND BEVERAGE FRANCHISE IN
AYER KEROH, MELAKA.**

ISKANDAR SHAH BIN MOHAMAD HAMDAN

**A thesis submitted in fulfillment of the requirements for the degree of Bachelor of
Technology Management (Supply Chain and Logistics Management)
with Honors**

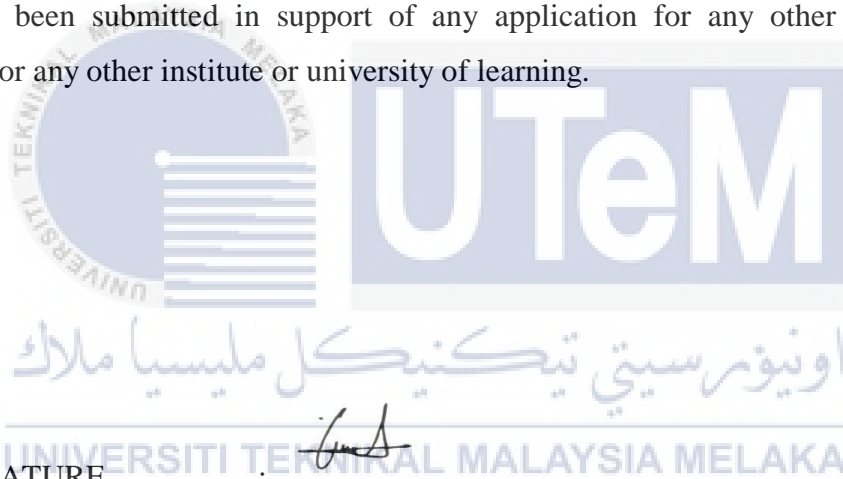


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2024

DECLARATION OF ORIGINAL WORK

I hereby declare that all results of the thesis entitled " UTILIZING THIRD-PARTY DELIVERY TO MEASURE HIGH-PERFORMING COMPANY FRANCHISE IN AYER KEROH" are original. done by myself, except for certain explanations and quotations where the source is clearly quoted. There is no part of the work contained in this research project proposal has been submitted in support of any application for any other degree or this qualification or any other institute or university of learning.



SIGNATURE :


NAME : ISKANDAR SHAH BIN MOHAMAD HAMDAN


DATE :17/1/2024

APPROVAL

I hereby acknowledge that this project paper has been accepted as part of the fulfillment for Bachelor's degree in Technology Management (Supply Chain Management and Logistics).



SIGNATURE : 
NAME OF SUPERVISOR : TS DR NURHAYATI BINTI KAMARUDIN
DATE : 17/1/2024


SIGNATURE :
NAME OF PANEL : PROFESOR DATUK DR IZAININ BIN ABDUL MAJID
DATE : 17/1/2024

DEDICATION

I want to present my study to my dear families, who have inspired and taught me throughout my life. A special thanks to my cherished supervisor as well for helping me through this study, and panel. They watched over me and helped me finish my senior project (FYP) effectively.



ACKNOWLEDGEMENT

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I also want to express my sincere gratitude to my boss, TS Dr. Nurhayati Binti Kamarudin. She helped me out when I was puzzled while working on my research assignment by giving me advice and information. From the beginning to the finish of the FYP process, she helps and mentors me. I eventually finished the subject effectively with her guidance.

Last but not least, I would like to express my appreciation to my fellow friends. They shared with me a lot of their own research experiences that inspired me to create my own title for this project and ways to conduct research independently.

ABSTRACT

In order to achieve high performance and satisfy client requests, the food and beverage franchising company has become more and more dependent on third-party delivery services. This study focuses into how franchise food and beverage businesses in Ayer Keroh use third-party delivery to gauge their success. The study looks at the effects of third-party delivery integration on a number of performance indicators, such as sales growth, customer satisfaction, delivery speed, order accuracy, market expansion, cost-effectiveness, brand reputation, competitive advantage, return on investment, and customer loyalty. The study also looks at how effective inventory management may improve the success of franchised food and beverage businesses in the setting of third-party delivery. In order to achieve high performance and satisfy client requests, the food and beverage franchising company has become more and more dependent on third-party delivery services. This study focuses into how franchise food and beverage businesses in Ayer Keroh use third-party delivery to gauge their success. The study looks at the effects of third-party delivery integration on a number of performance indicators, such as sales growth, customer satisfaction, delivery speed, order accuracy, market expansion, cost-effectiveness, brand reputation, competitive advantage, return on investment, and customer loyalty. The study also looks at how effective inventory management may improve the success of franchised food and beverage businesses in the setting of third-party delivery.

Keywords: *third-party delivery, high performance, food and beverage franchise, operational efficiency, customer satisfaction, inventory management.*

ABSTRAK

Untuk mencapai prestasi tinggi dan memenuhi permintaan pelanggan, syarikat francais makanan dan minuman telah menjadi semakin bergantung kepada perkhidmatan penghantaran pihak ketiga. Kajian ini memfokuskan kepada cara perniagaan francais makanan dan minuman di Ayer Keroh menggunakan penghantaran pihak ketiga untuk mengukur kejayaan mereka. Kajian ini melihat kesan integrasi penghantaran pihak ketiga ke atas beberapa penunjuk prestasi, seperti pertumbuhan jualan, kepuasan pelanggan, kelajuan penghantaran, ketepatan pesanan, pengembangan pasaran, keberkesanan kos, reputasi jenama, kelebihan daya saing, pulangan pelaburan, dan kesetiaan pelanggan. Kajian ini juga melihat sejauh mana pengurusan inventori yang berkesan boleh meningkatkan kejayaan perniagaan makanan dan minuman berfrancis dalam penetapan penghantaran pihak ketiga. Untuk mencapai prestasi tinggi dan memenuhi permintaan pelanggan, syarikat francais makanan dan minuman telah menjadi semakin banyak bergantung kepada perkhidmatan penghantaran pihak ketiga. Kajian ini memfokuskan kepada cara perniagaan francais makanan dan minuman di Ayer Keroh menggunakan penghantaran pihak ketiga untuk mengukur kejayaan mereka. Kajian ini melihat kesan integrasi penghantaran pihak ketiga ke atas beberapa penunjuk prestasi, seperti pertumbuhan jualan, kepuasan pelanggan, kelajuan penghantaran, ketepatan pesanan, pengembangan pasaran, keberkesanan kos, reputasi jenama, kelebihan daya saing, pulangan pelaburan, dan kesetiaan pelanggan. Kajian itu juga melihat bagaimana pengurusan inventori yang berkesan boleh meningkatkan kejayaan perniagaan makanan dan minuman francais dalam penetapan penghantaran pihak ketiga.

Kata kunci: penghantaran pihak ketiga, prestasi tinggi, francais makanan dan minuman, kecekapan operasi, kepuasan pelanggan, pengurusan inventori.

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LIST OF ABBREVIATIONS

3PL = Third-Party Delivery

SPSS = Statistical Package For Social Science

ANOVA = Analysis of Variance

UTeM = Universiti Teknikal Malaysia Melaka.



CHAPTER 1

INTRODUCTION

1.1 INTRODUCTON

This paper will be divided into five chapters. The first chapter will discuss about the introduction of this research which is about utilizing third-party delivery to measure performance in Food and Beverage restaurant. It is consisting of the background of the research, Problem statement, Research Question, Research Objective, Scope and Limitation of Research and Significances of the Research. For this chapter the reader will have the idea of the key elements of why this research is conducted.

1.2 BACKGROUND OF STUDIES

In this era of globalization, there is no denying that the use of third-party delivery services is becoming more widespread among people. According to a Pizza Magazine report (2022), states that 71% of consumers have used third party services which indirectly increase brand exposure. According to Shannan Vissers (2023), third-party delivery has expanded from letters to food and beverages and convenience store items. The country of Malaysia has a die-hard foodie and with the existence of various third-party delivery options it expands the variety of food that can be ordered. The role of third-party delivery increased dramatically during the COVID-19 pandemic situation. In addition, the use of third-party delivery by organizations can indirectly increase sales and increase profits. According to Darwen Tan (2022), who is the owner of Dream ice cream in Putrajaya, the use of third-party delivery has increased sales by 2 times.

1.3 PROBLEM STATEMENT

Ray Delucci (2023), defines that lack of control in controlling the issues that will occur and also the use of third-party delivery. Also, third party delivery by food businesses will charge a commission charge for each order for example third party delivery charges a commission charge of up to 30%. In addition, late payment for the use of third-party delivery will affect the financial pressure of a food business.

In addition, unstable market prices. This is because food businesses that use third-party carriers are always struggling to find break-even prices. Therefore, the need to set food prices to maintain profit margins. Also, to meet customer satisfaction. this is because it is not only the responsibility of the third-party delivery but also the restaurant so that all roles to take care of the customer's needs can be taken care of.

Next, is the logistical challenge where the third-party delivery company is to open a larger delivery area radius or maintain the existing area so that the quality of food delivery can be maintained. If the delivery radius is larger than it is necessary to consider the issue of high orders, delivery time and also the number of vehicles to cover the order request.

The next obvious problem statement, is reputational damage. This is because the restaurant is often blamed for the third-party delivery. According to article Postron (2023) state that While everything goes poorly with a meal delivery, 82% of customers will fault the restaurant rather than the delivery service. That's a lot of possible unfavorable feedback to consider for problems that might not be related to how well your business is performing. irrespective of who is at fault, complaints about cold food, bad drivers, and late arrivals may cause problems for business. In addition to dealing with customer complaints resulting from events beyond your control, also need to manage negative online evaluations on Search and the internet. Already know how damaging a few negative critiques can be to your tiny, neighborhood restaurant's image and financial health.

Developing effective flagship platforms is still a challenge for the majority of businesses, nevertheless (Wichmann, Wiegand, and Reinartz 2022). They are unable to use this approach due to the expenses involved in creating and promoting a

standalone website (Reinartz, Wiegand, and Wichmann 2019).

Next is Third Party Integrity Risks, according to Bursa Malaysia (BSKL) increasing reliance on third parties for various business services exposes companies to integrity risks, including corruption that can have dire consequences. While third-party collaborations offer advantages and business opportunities, they also make companies vulnerable to fraud, corruption, labor violations and reputational risks (Jonathan Levitt et al., 2022).

A lack of visibility into the practices of third-party vendors and partners, such as subcontracting and sourcing, adds to the problem (Ramesh Moosa et al., 2021). Factors such as supply chain complexity and remote work arrangements pose additional challenges in effectively monitoring integrity risks. This concern is particularly relevant for companies, including publicly listed companies in Malaysia, as corrupt activities by unethical third parties can damage reputations, disrupt supply chains, and lead to regulatory non-compliance and legal penalties.

1.4 RESEARCH QUESTION

1.4.1 What is the impact of third-party delivery in high performance company franchise?

1.4.2 What is the relationship impact using third party delivery between attributes and the high-performance company franchise?

1.4.3 Which impact of third-party delivery has the greater relationship with high performance company franchise?

1.5 RESEARCH OBJECTIVE

1.To identify the impact of using third party delivery services on high performance company Franchise.

2. To determine the relationship impact using third party delivery between attributes and the high-performance company franchise.
3. To determine the factors that have the greatest relationship with impact using third party delivery to high performance company franchise.

1.6 SCOPE AND LIMITATION OF THE STUDY

This research paper is focusing on the utilizing third-party delivery to measure performance in food and beverage franchise. This study will be conducted among managers, executive, supervisor and general worker in company food and beverage, Melaka, Malaysia. The selected respondents will be chosen randomly. The researcher will be carried out by distributing questionnaires to the respondents. The limitation of the study is the inaccurate data from respondents due to them was chosen randomly by the researcher. The researcher may not focus on every single state of Malaysia. Besides, the researcher experienced the time limitation in conducting the study. The research faced time constraints since the study needed to be completed in a long period of time.

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1.7 SIGNIFICANT OF STUDY

The study's findings benefit food and beverage franchise. They will understand about the use of the third party in the sale of food menus. the impact of utilizing third-party delivery to measure performance in food and beverage franchise. Additionally, advertisers can understand more about third-party delivery needs in the food and beverage business through this research. In addition, this study provides a source of empirical literature to future researchers conducting similar topics by adding to the existing body of knowledge about the impact of digital transformation on consumer behavior.

1.8 KEY CONCEPT

1.8.1 Third-Party

According to Ivy Wigmore (2022) state that third-party was body that participates in an engagement that is largely between two other entities is referred to as a third party. Agreements may exist, for example, involving companies that produce software and users of mobile applications. The end user is the second party from the end user's point of view, while the company is the first party through the firm's perspective. In this case, the third party can be a marketing business or advertising system. The third party may or may not be formally involved in the agreement involving the two primary parties, and it may or may not be publicly and/or legally involved.

For example, more situations when a third party like, Eavesdropping is when a third party secretly listens to an intimate conversation involving two people. A third party intercepts the communication between the two parties and usually the end user and the website during a man in the middle attack to obtain information about the user. Websites from a different domain than the one the user is currently browsing set a third-party cache on the visitor's machine. 3PL (third party logistics) companies offer solutions for outsourcing logistics. Information technology (IT) work performed by third-party contractors is referred to as regulated IT services.

1.8.2 Third-Party Delivery

According to Ben Halverson (2022), state that an independent firm that specializes in offering delivery services to customers of companies is known as a third-party delivery service. Companies may engage with clients on this platform by advertising to them and delivering their goods to their homes. Third-party deliveries are becoming progressively more common as individuals place more purchases online and through smartphone apps.

Also, according to U.S Chambers of Commerce state that For companies that want to distribute their products and services to customers, third-party distribution is

an alternative. Companies can outsource this task to a third-party delivery service instead of using their own vehicles and employees. These service providers are able to handle the workload and continue the company's effective delivery methods.

1.8.3 Sales performance

According to article from Seismic (2022) state that The effectiveness of your sales staff over a given time period is referred to as sales performance. among the most commonly used approaches for monitoring and managing the activity of sales representatives from the start to the end is to implement sales performance monitoring. Sales performance also can be defined as assessing whether the introduction of third-party delivery positively influences sales revenue, order volume, or customer acquisition.

1.8.4 Operational Efficiency

This is to find out and analyze how effectively the franchise integrates third-party delivery into its operations, streamlining processes and optimizing resource allocation to ensure efficient and timely order fulfillment. According to article BDC (2020) state that utilizing time, staff, machinery, supplies, and capital as effectively as possible to support the company is known as operating efficiently. Effective businesses are leaner, more flexible, and more successful. Operational efficiency is frequently misunderstood as having exclusive to companies that manufacture and centered on purchasing more advanced and quick machines.

1.8.5 Customer Service

The personal privately connection between a customer making a purchase and a representative of the business selling it is known as customer service. The majority of merchants believe that this one-on-one contact is essential to ensuring consumer fulfilment and promoting customer loyalty (Mitchell Grant et al, 2023). To compete successfully, customer service is essential. In times gone by, consumers made their

purchasing decisions primarily on the product or service supplied as well as price, whereas nowadays the entire customer experience is frequently the deciding factor (Salesforce et al.,2023).

1.8.6 Inventory management

The things and supplies in an inventory are those that a company plans to resell to clients for a profit. Monitoring supplies from producers to warehouses and from these locations to a point of sale is inventory management, a crucial component of the supply chain. Having the right items at the right location at the correct moment is the aim of inventory management (IBM et al., 2023).

1.9 SUMMARY

In summary, the focus of this chapter 1 has been on providing an overview of the research. Moreover, researcher discussed the history of the study, the problem statement, the research questions, the research objectives, the scope and limitations of the study, as well as the significance of the study and also key concept. The researcher is going to conduct the study's literature review in the following chapter. The information will be more comprehensive as well as easier to understand.

CHAPTER 2

LITERATURE VIEW

2.1 INTRODUCTION

This section provides a review of recent research on the use of third-party delivery to measure restaurant and food performance. as well as previous work on scenario planning to deal with the uncertainty inherent in this industry. In the literature review, as well as throughout the rest of the work, it considers third-party delivery as a broad matter. For example, it includes digital data applications for customer information.

2.2 Definition of Third-party delivery

In this era of globalization, Third -Party delivery refers to an online-enabled platform, application, software, website or Internet service that facilitates the ordering, sale and delivery or pickup of food and beverages provided by franchise and other food and beverage establishments. There is no denying that the demand for third-party food delivery services from restaurants has experienced a sudden surge due to several important factors. Among them is that this delivery service has become one of the necessities and not the wishes when faced with the situation of the COVID-19 pandemic. Where according to the article SevenRoom (2022) states that restaurant businessmen are no longer able to serve customers physically has caused an increase in food delivery by 40%. In the aforementioned company model, a third-party handles food delivery. In order to deliver meals to customers, the delivery service provider typically partners with the platform owner and is a courier or logistics firm. The delivery service provider determines the delivery fees for each order. Businesses that don't want to spend in hiring a delivery fleet could benefit

greatly from using this meal delivery business model. According to Nisha Saniat (2022) the platform's owner or administrator collaborates with a courier service and delegated to it all the responsibilities for food delivery. The owner of the portal should not worry about managing delivery because the third-party logistics firm handles order deliveries.

2.3 Form of Third-Party Delivery

Online platforms known as "aggregator platforms" serve as a middleman between clients and various restaurants. Customers may view dishes, place orders, and make payments using a single interface that they offer. Uber Eats, DoorDash, Grubhub, and Deliveroo are a few examples. Delivery under the restaurant's name, some eateries set up their own internal delivery service, either by hiring their own drivers or collaborating with a delivery service source. In this arrangement, the restaurant keeps control of the delivery procedure and the clientele. Pizza Hut and Domino's Pizza are two examples.

Hybrid Model, A few third-party delivery services mix aspects of aggregator platforms with delivery under the restaurant's name. They could collaborate with restaurants that have their own delivery services in addition to managing their own fleet of drivers. With this concept, more eateries may take part while still receiving reliable delivery services. Caviar and Postmates are two examples.

White-Label Solutions, is a third-party delivery service provides restaurants with access to its technology and logistical network so they may launch their own, branded delivery service. The restaurant makes use of the third party's delivery services while keeping control over the client experience. Examples include Toast TakeOut and ChowNow. According to SATO (2023) SATO.delivers the latest thinking in labelling innovation to help food and beverage operators across kitchens, catering and hospitality organizations deliver fast and efficient services to consumers. From mass catering events to hospitals, restaurants and hotels, SATO offers technology solutions designed to meet the latest consumer trends, whilst driving

operator efficiency.

2.4 Consumer Behavior in Ordering

According to JiaYi Li (2022) stated that among many urban dwellers throughout the globe, and especially in China, ordered meals online and having it delivered has become a way of life. Consumers are benefiting from the burgeoning internet-to-offline marketplace, which has given firms in the online meal delivery sector substantial revenues and also variety of meals accessible via this practical delivery method. For billions of citizens worldwide, the introduction of the World Wide Web and the growth of digital platforms has transformed nearly every element of daily modern life, including communication and buying practices (Saura et al., 2020). According to Saura et al. in 2020 and Thaichon et al. in 2022, consumer behavior, traits, and requirements change as a result of technological adaptability. Additionally, businesses now have access to an exponential quantity of data points that include information on demographics, hobbies, lifestyles, and habits thanks to the growing availability of smart devices and the developing Internet of Things (IoT).

2.5 Third Party Risk Scale for Urban Drone Delivery

According to XinHuiRen (2020) stated that, in the beginning of the 2020s, drones were extensively deployed for research and technical preventive and surveillance instruments in the battle towards the coronavirus illness (COVID-19). Drones have a big edge when it comes to delivering medications and other supply because of their high efficiency, ease, "zero-touch" delivery capabilities, and other aspects. This distribution strategy can lessen direct touch and lower the risk of infection. Actually, drones aren't just for providing medical aid. Drones have been increasingly incorporated into a number of civilian industries recently, including communication detection, transmission, environmental monitoring, and disaster assistance.

Obstacles like inaccessible hills and seas sometimes stand in the way of conventional terrestrial transportation.

In this study stated that there is a first party and a second party and a third party. The first party is the party that provides delivery services by air. The second party is the party that receives the flight delivery service and the third party is the party that will be exposed to flight activities by flight. Therefore, according to Caixia Chang (2020), the risk index of drone operation can be evaluated in three aspects, namely the fall of the drone, camera fan and delivery items. The actual operating height of the drone is 55 meters above the ground in the city.

2.6 Choice of food Delivery Mod

lately, online ordering and offline delivery food, as a new business mode, has been experienced rapid growth, and the number of consumers ordering food through online platforms is increasing rapidly. According to an industry report on the food market released by iiMedia.cn (2020), the number of consumers who order food online in China has reached 358 million and total sales reached 2413.8 billion in the Chinese New Year in 2018. In addition, the number of merchants cooperating with online platforms is also increasing year by year. In this previous study it was stated that there are four modes of food delivery platforms.

- (i) Mod SS: where this is a self-made platform and the delivery is self-executed. for example, food companies such as Pizza Hut and McDonalds obtain orders online through a platform that they have developed themselves and then after receiving the order will perform the delivery service alone.
- (ii) Mod ST: self-developed system and delivered by a third party. For instance, via actual field research in certain significant Chinese cities including Beijing, Shanghai, and Guangzhou, we have discovered that Pizza Hut mostly offers self-delivery services. It's essential to note that if the capability for self-distribution is inadequate, it will additionally elect to use the delivery services offered by third party companies.

- (iii) Mod TS: independent delivery and third-party platform. For instance, several non-chain retailers offer self-delivery options and accept orders using third-party platforms like the Meituan and Eleme.2 Some major stores, including McDonald's, have joined third-party systems in the meantime to accept orders.
- (iv) Mod TT: platform and delivery from a third party for instance, some unrecognized small businesses use third-party delivery s to distribute orders in addition to using third party platforms to receive orders via the internet

2.7 Theoretical Framework

In this research, delivery time efficiency, packaging and presentations, communication and customers services also commission and fees are independent variable while dependent variable is performance in food and beverage franchise.

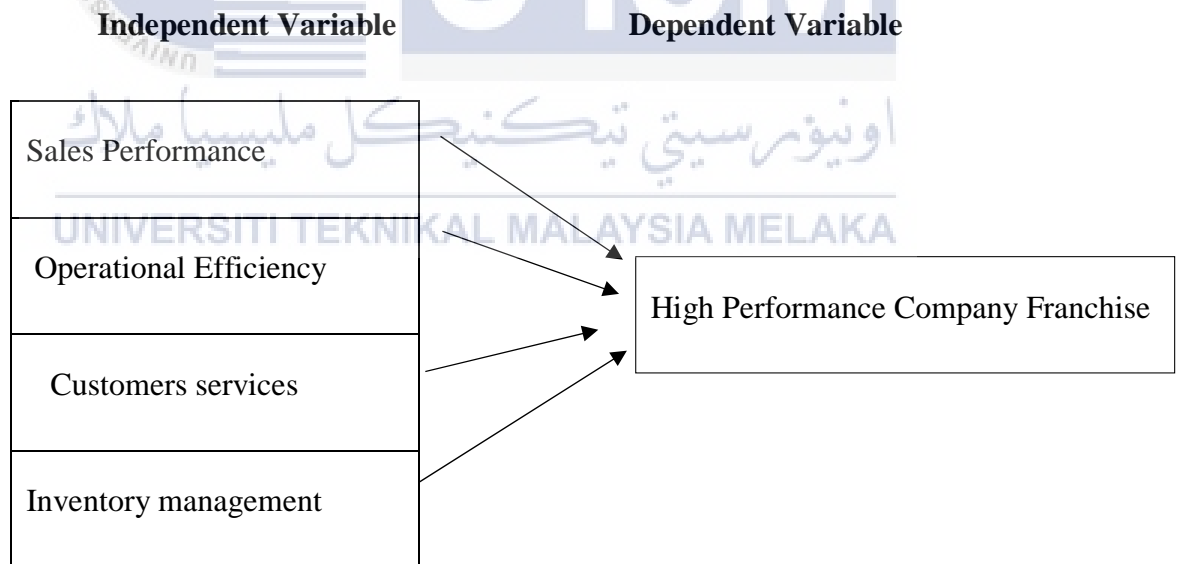


Figure 2.; Conceptual Framework

There are four elements that impact performance for food and beverage franchise. The four elements in third-party delivery adoption which are sales

performance, operational efficiency, customer service and inventory management was the independent variable and performance in food and beverage franchise was dependent variable.

2.8 Hypothesis of testing study

2.8.1 Sales performance

H1; There is a significant relationship between Sales performance to high-performance company franchise.

2.8.2 Operational Efficiency

H2; There is significant relationship between Operational Efficiency to high-performance company franchise.

2.8.3 Customer service

H3; There is significant relationship between customer service to high-performance company franchise.

2.8.4 Inventory management

H4; There is a significant relationship between Inventory management to high-performance company franchise.

2.9 Summary

In this chapter, the researcher has discussed on the third-party delivery to measure performance. Also, researcher has briefed about conceptual framework which contain independent variables and dependent variable. For compliment researcher also find and do analysis to get into of the scope research like literature review. Last but not least, the following chapter will be discussed about the research methodology.

CHAPTER 3

RESEARCH METHODOLOGY

3.1 Introduction

The study's findings will be covered in this chapter by the methods that were used to gather the information and data necessary for this study. The first goal of the exploratory study method is to explain the relationship amongst each variable. The optimal alternative for the methodological selection has been determined to be the quantitative approach. Information used in this study was gathered from primary as well as secondary sources. The study site, research approach, time horizon, dependability and validity, and the method for data analysis will be the following subjects that will be discussed. One will be better able to examine and understand the results of this study through complying with the procedures laid forth below for the research technique.

3.2 Research Framework and Research Hypothesis

A research framework will be for putting the research's findings into action. It usually serves as a guide for researchers to help them narrow the area of their research (ScienceDirect et al., 2023). In the context of this particular study, the research framework provides a comprehensive structure to investigate utilizing third-party delivery to measure performance in food and beverage franchise. It incorporates several crucial factors that impact performance in food and beverage franchise, Such as Inventory management, sales performance, operational efficiency and customer service. By incorporating this factor into research framework, a strong comprehension of the connection between third-part delivery and performance in food and beverage franchise. Meanwhile, the research hypothesis in this study aims to investigate the relationship between utilizing third-party delivery towards

performance in food and beverage franchise.

3.2.1 Research Framework

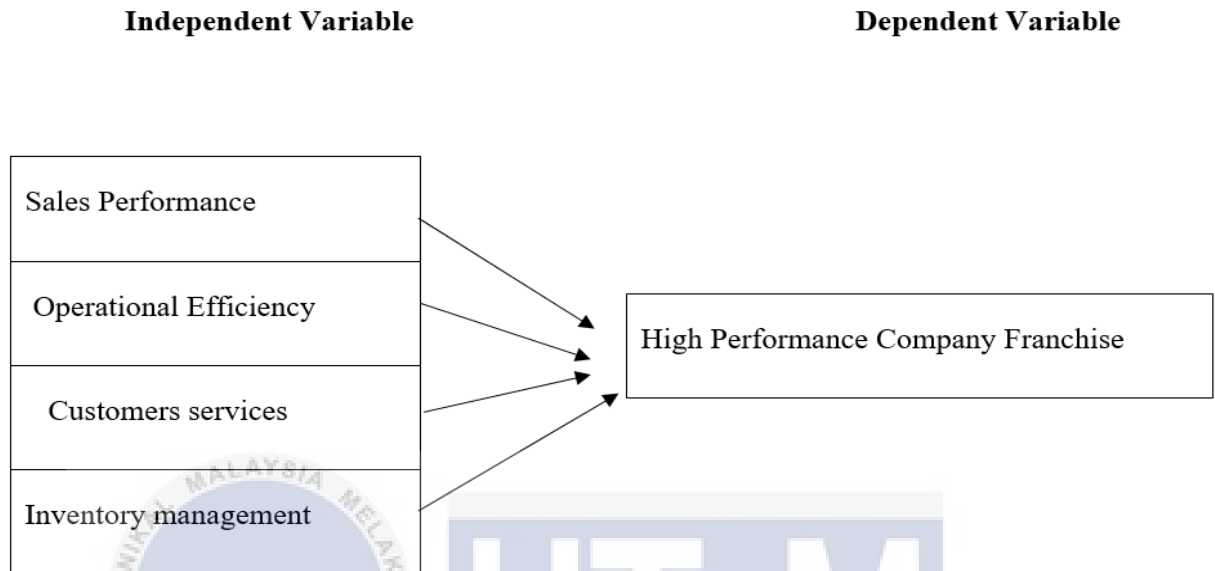


Figure 3.2.1; Research Framework

3.2.2 Research Hypothesis

(i) **Sales performance**

H1; There is a significant relationship between Sales performance to high-performance company franchise.

(ii) **Operational Efficiency**

H2; There is significant relationship between Operational Efficiency to high-performance company franchise.

(iii) **Customer service.**

H3; There is significant relationship between customer service to high-performance company franchise.

(iv) **Inventory management**

H4; There is a significant relationship between Inventory management to high-performance company franchise.

3.3 General Construction of Research Design

The research design is utilized to give an appropriate framework for researching research. It may be viewed as a framework for the study design that is utilized to find and explain the link among independent and dependent variables. When gathering and analyzing the data necessary for a successful study, the researcher will mix several research methodologies and procedures.

Problems in the study question are also decreased because to the research design. Descriptive research and explanatory research are the two main categories of research design. 2019 (Saunders et al). The study employed descriptive research because it may assist the researcher gain a thorough grasp of the research issue and guarantee that the data are reliable and correct.

Case studies, questionnaires, and observation are all part of descriptive research's toolbox. The poll could be more appropriate for this research if it focused on customers' intentions to use new services.

According to Saunders et al. (2019), the research design is often utilized to create the best study framework for answering research questions with the data gathered. Typically, quantitative, qualitative, or hybrid methodologies are used in research designs. The quantitative approach is used in this study to examine the relationship between the independent and dependent variables. Additionally, in order to increase the trustworthiness of data, the significance of research design aspects like validity and reliability is underlined in this study.

3.3.1 Quantitative Study

A quantitative data is based on less variables and specific figures. This can aid in removing bias from research and improve the accuracy of the results. Another advantage is that getting big sample sizes is frequently simpler. A more profound level of interpersonal engagement with individuals is frequently required for qualitative data gathering. However, the only necessary response for quantitative data is a numerical

one. Many times, sending surveys to large numbers of individuals is simpler than interviewing each one individually (Indeed et al.,2023).

According to Jason Mander, (2022) Researchers can save money quantitative approaches are known to be cheaper to conduct because of this, participating in quantitative surveys often costs much less than attending focus groups. compared to conducting a poll.

3.3.2 Time Frame of Study

In terms of temporal spans, cross-sectional and longitudinal research are both basic categories. In continuous research, data are gathered over a lengthy period of time. Cross-sectional studies only gather data once, but it could take a few days, weeks, or even months before the findings are made public. Due to time constraints, the researchers conducted cross-sectional investigations. In ten months, researchers must finish Chapters 1 through 5. By the end of the month, the data must be collected and analyzed.

3.4 Research Method

3.4.1 Survey Method

Research methods refer to the systematic approaches and techniques used to conduct research and gather data in order to answer research questions or investigate a particular topic or phenomenon (libguides et al.,2023). These methods guide the overall research process and determine the types of data collected, the research design, and the analysis and interpretation of the findings. This study's approach places a strong emphasis on numbers or statistics while gathering and analyzing data. Scientific experiments and structured surveys are two examples of data gathering methods for quantitative research. Research with numbers is definitive. It is quantifiable, tangible, and objective.

Structured questionnaire or interview is used to collect data from a sample of people as part of the survey method of research. Researchers can gather data on people's opinions, beliefs, attitudes, behaviors, and socioeconomic status using this commonly used approach in social science research. There are several techniques to conduct surveys, including Questionnaires Participants are given a list of written or online questions, which they are then requested to complete and return. Participants can complete out questionnaires on their own time or with the help of an interviewer, who will read the questions loudly and record the participants' replies.

3.4.2 Research Instrument

This research technique is well-liked since it enables data collection by mailing surveys to a sample. The information acquired in this way may be used to develop models for these linkages and to explain why particular variables are connected. It's also advised to employ a survey design since it makes it easy to gather a lot of data efficiently, precisely, and swiftly. Some of the most popular methods for doing quantitative research include trials, polls, cellphone, self-administrated, and in-person interviews.

3.4.3 Questionnaire

A questionnaire is a series of structured written questions to which respondents record their answers, generally within a narrow range of options. Questionnaires will be used because the variables studied such as views, opinions, perceptions and feelings of respondents cannot be observed. Questionnaires will also be used because information must be collected from a large sample in a short time when respondents can read and write. The questionnaire will be used to collect data from employee respondent's food and beverage franchise in Melaka.

All targeted respondents are asked to complete a survey when using this type of research tool. Data will be collected and reviewed afterwards to ensure that the hypothesis is valid and relevant to this research. In addition, the questionnaire will be

written and prepared entirely in English. In this study, the questionnaire consists of three parts (A, B, and C). Each section will contain several questions for respondents to answer. In Part A, about the respondent's demographic information that allows the researcher to know the respondent's gender, age range, type of residence, employment status, monthly income level, and frequency of buying food online for each month. Part B will involve a total of 16 statements for independent variables namely sales performance, operational efficiency, customer service and inventory management.

While Part C will involve as many as four statements about the dependent variable to be seen which is the performance company of food and beverage franchises towards leveraging third party delivery. Part B and C will use a 5-point Likert scale for respondents to answer because it is a structured scale to evaluate the customer's attitude and opinion towards certain statements. To determine the level of agreement customers, have with a particular statement, they have to answer it on a scale of 1 to 5, where 1 indicates strong disagreement and 5 indicates strong agreement.

5 Point Likert Scale				
1	2	3	4	5
Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree

Table 3.4.3: 5 Point Likert Scale

3.5 Data Collection Method

3.5.1 Primary Data

Primary Data can be referred Information created by the researcher themselves, including surveys, interviews, and experiments especially created to comprehend and address the current study issue (Benedictine et al., 2023). According to Oluwatosin Victor Ajayi (2017) Primary data is collected with an aim for obtaining an answer to

the matter at hand. For this study, a structure questionnaire is used to collect reliable information. This can be done by researcher by distributing a set of surveys and will be collected from choose respondent. This is done to define utilizing third-party delivery to measure performance in food and beverage franchise in Melaka.

3.5.2 Secondary Data

Obtaining data that has already been gathered from someone is referred to as secondary data collection. Journal articles, textbooks, and online portals are some of the sources of secondary data (Saunders et al., 2019). Also Secondary data as data already gathered or reasons other the subject matter at hand, and this information can be rapidly and cheaply locate (Oluwatosin Victor Ajayi,2017).

3.5.3 Independent variable

(i) Sales performance

According to article from Seismic (2022) state that The effectiveness of your sales staff over a given time period is referred to as sales performance. among the most commonly used approaches for monitoring and managing the activity of sales representatives from the start to the end is to implement sales performance monitoring. Sales performance also can be defined as assessing whether the introduction of third-party delivery positively influences sales revenue, order volume, or customer acquisition.

(ii) Operational Efficiency

This is to find out and analyze how effectively the franchise integrates third-party delivery into its operations, streamlining processes and optimizing resource allocation to ensure efficient and timely order fulfillment. According to article BDC (2020) state that utilizing time, staff, machinery, supplies, and capital as effectively as possible to support the company is known as operating efficiently. Effective businesses are leaner, more flexible, and more successful. Operational efficiency is frequently misunderstood as having exclusive to companies that

manufacture and centered on purchasing more advanced and quicker machine.

(iii) Customer Service

The personal privately connection between a customer making a purchase and a representative of the business selling it is known as customer service. The majority of merchants believe that this one-on-one contact is essential to ensuring consumer fulfilment and promoting customer loyalty (Mitchell Grant et al, 2023). To compete successfully, customer service is essential. In times gone by, consumers made their purchasing decisions primarily on the product or service supplied as well as price, whereas nowadays the entire customer experience is frequently the deciding factor (Salesforce et al.,2023).

(iv) Inventory management

The things and supplies in an inventory are those that a company plans to resell to clients for a profit. Monitoring supplies from producers to warehouses and from these locations to a point of sale is inventory management, a crucial component of the supply chain.

Having the right items at the right location at the correct moment is the aim of inventory management (IBM et al., 2023). To guarantee that there is enough inventory on hand to quickly complete delivery requests, the franchise must successfully manage its inventory

3.6 Reliability and Validity

Reliability, according to Saunders et al. (2019), is the degree whereby data gathering methods will produce consistent results. A reliable questionnaire can produce consistent results under various circumstances or at various periods. Reliability also involves the questionnaire's format. The use and modification of the questionnaires used by earlier researchers will also increase the validity of this study. The sources of each of the questionnaires used to conduct this study are displayed in Table 3.2 below.

Variables	Source
Sales performance	Mary et al., (2023)
Operational efficiency	Newcastle et al.,(2022)
Customer service	Forbes et al (2022)
Inventory management	Freightos et al(2022)

Table 3.6: source of questionnaire

Validity is divided into two categories, namely internal and external. This study will use internal validity to determine the causal relationship between the independent and dependent variables. Internal validity will ensure that the data collected from the sample is representative of the population, and can answer the research question accurately (Saunders et al., 2019).

According to the independent and dependent variables in this study, the main group related to this study is franchise management employees. However, this study will only investigate franchise management employees from Malacca, Malaysia.

3.7 Pilot of Study

Pilot study can be defining as a small-scale, preparatory "rehearsal" where you test the strategies you want to apply to your research topic. The outcomes will serve as a guide for your large-scale investigation's methods. For both qualitative and quantitative investigations, pilot studies are to be carried out (Enago Academy et al., 2022). Before distributing the questionnaire to respondents, the researcher will perform a pilot test with a small group of study-related respondents. Testing the validity of the questionnaire and the dependability of the data is the goal of the pilot test.

3.8 Research Location

This research will be conducted in Ayer Keroh, Melaka which is located in the south of Peninsular Malaysia. Ayer Keroh is a town located in Bukit Katil subdistrict,

Melaka, Malaysia. The area covers from the Ayer Keroh toll road up to the Tun Ghaffar Baba Junction. Ayer Keroh is bordered by Bukit Beruang and Bukit Katil. This area was developed by the Melaka state government and is now the administrative center of the Melaka state government.

Ayer Keroh is located about 2 hours from Kuala Lumpur and 4 hours from Johor Bahru. according to the census, the population is estimated to be around 844,529 thousand people. The targeted respondents are individuals from Ayer Keroh who work in food and beverage franchises that use third-party delivery services. The reason for choosing Ayer Keroh as the study location is that the population is sufficient for the researcher to conduct this study.

Based on the Department of Statistics Malaysia (2021), individual internet usage has increased to 89.6 percent in 2020. Therefore, the estimated number of online customers increases as internet usage increases. Finally, Melaka has a geographical advantage as it has become a tourism heritage site, and its development is due to increased industrialization and the diversification of its economic base. It is very favorable business environment makes it a very developed city.

3.9 Population and Sampling

3.9.1 Population

The term "population" in research refers to a sizable collection of individuals, things, organizations, and other entities with similar traits identified by the researcher (Saunders et al., 2019). To put it another way, a group of people chosen from among others who have certain traits are used to carry out a certain study. The population of the nation of Malacca, comprising within 844,529 thousand inhabitants, will constitute the population for the study as it will be done in Ayer Keroh, Malacca (Department of Statistics Malaysia, 2021).

3.9.2 Sampling

3.9.2.1 Sampling Selection

A sample is a simple collection of information selected or chosen by the researcher from among the wider population using a predetermined selection technique. These components are referred to as findings, sample units, or sample points (QuestionPro et al., 2022). Since the population in this study is a group of people who work in franchise food management that use third-party delivery services, the sample will be selected from this population. Sampling techniques will reduce the cost, time, and energy required to complete the study.

3.9.2.2 Sample Size

A sample is a group of respondents selected to provide the most accurate representation of the entire population. Nevertheless, a fresh query emerges right away (Medallia et al., 2022). As long as it doesn't go beyond 1,000, 10% of the population serves as a decent maximum sample size. For instance, 500 people would make up 10% of a population of 5000. 10% of 200,000 people would equal 20,000. This is more than 1,000, thus in this instance, 1000 would be the upper limit (tools4dev et al., 2022). Furthermore, the sample will be representative of the overall data, which allows researchers to learn about specific populations and make hypotheses from a set of samples. The Krejcie and Morgan' table acts as a reference to identify sample size from a known population in the research.

According to the Department of Statistics Malaysia (2021), the population of Melaka is around 844,529 thousand people. When the number of the population is identified, the researcher will choose the appropriate sample size for this study based on Krejcie and Morgan's table. According to table 3.3 below, the sample size is 382 respondents from a population of around 844,529 thousand people to answer the survey. However, the actual population is up to 1 million. Therefore, the researcher will randomly select 384 respondents who have worked in franchise services that use third-party delivery.

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

Table 3.9: Krejcie & Morgan Table

Source: Krejcie & Morgan, 1970

3.10 Approach and Structure of Data Analysis

3.10.1 Statistical Package For Social Science (SPSS)

Researcher used the SPSS version 2.2 was a tool or technique to identify the gained data and information for this research. The item or data from the questionnaire are entered into the SPSS in synchronized order. Thus, the system will appear the result have been analyzed. The statistical analysis programmed SPSS (Statistical Package for the Social Sciences) is used in the social sciences, covering disciplines like monitoring and assessment. It was first created by IBM in the late 1960s and has since grown to be one of the most utilized statistical software programmed worldwide. For researchers and analysts that need to perform statistical analysis on their data, the software is meant to be user-friendly and accessible to people with little to no programming skills. Data management, descriptive statistics, inferential statistics, and data visualization are all frequent uses for SPSS (EvalCommunity et al.,2023).

3.11 Summary

In summary, the research technique is a crucial component of the study proposal. In Chapter 3, researchers adopted a quantitative approach that involved giving out organized questionnaires. Additionally, a pilot test will be conducted to assess the respondent-friendliness of the questions before the original questionnaires are sent. Instead of conducting interviews, the research question in the questionnaire will enable the researcher collect data from respondents. The quantitative technique was chosen as the research's methodology. Simple random sampling will be utilized in the sampling design to choose samples from the population that is being studied, which is a group of people who shop online, and the Krejcie Morgan Table (1970) will be used to calculate the sample size from the identified population.



CHAPTER 4

DATA ANALYSIS AND RESULTS

4.1 Introduction

The results of data analysis from data collection will be shown in this chapter. A Google Form was used to deliver a survey to people in Ayer Keroh Melaka who work in of food and beverage franchise management to collect data. Following data collection from questionnaire, the data collected from the target respondents of the study were analyzed using the Statistical Package for Social Science (SPSS) version 27.0 software. Descriptive statistics, reliability and normality tests will all be discussed in this chapter. When the data is normally distributed, the Pearson correlation coefficient (parametric test) will be used to ascertain the relationship between the dependent variable and the independent variable; when data are unevenly distributed, Spearman's rank order correlation will be used, in addition to multiple regression analysis.

4.2 Pilot Test

The pilot test is before continuing the data collection process and distributing the questionnaire to the intended respondents. This involves preliminary screening and piloting of questionnaires to smaller groups of individuals. The uses of pilot testing are many and include software and troubleshooting testing procedures; determine if a product is ready for widespread use and make better decisions (Hamilton,2022). Therefore, 30 respondent's employee Franchise food and beverage were selected to conduct the pilot test.

Reliability Statistics

Cronbach's Alpha	N of Items
.919	35

Table 4.1 Reliability Statistic (Pilot Test)

Source: SPSS Output

This questionnaire includes as many as 35 items, and 30 respondents is being used to approach the Pilot Test. Cronbach's alpha should, in theory, give a number between 0 and 1, although negative values are also possible. A negative number indicates that there is a problem with the questionnaire data; there may be some mistakes that should be reversed. As a general rule, a Cronbach's alpha of .70 and above is considered good, .80 and above is more effective, and .90 and above is best.

4.3 Descriptive Statistics on Demographic Background

A summary of the sample under study is given by descriptive statistics, which do not draw any conclusions from probability theory. Even though the study's primary objective is to make inferences, a broad overview is nonetheless provided using descriptive statistics. When we use instruments like frequency distribution tables, percentages, and indicators of propensity to characterize a population. (Feroze Kaliyidan et, 2019). The analyst in this study analyzed the respondent demographic information gathered via questionnaires using descriptive statistics. Six groups make up the respondents' characteristics, as shown in the table age, gender, level of education, position, number of years of experience in the food and beverage industry, and frequency of using third-party delivery services. Once the data was gathered, there were approximately 180 respondents in total who completed the surveys that were delivered to the respondents of interest using Google Forms.

4.3.1 Age

Age					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-24	71	39.4	39.4	39.4
	25-34	53	29.4	29.4	68.9
	35-44	34	18.9	18.9	87.8
	45-54	17	9.4	9.4	97.2
	55-60	5	2.8	2.8	100.0
	Total	180	100.0	100.0	

Table 4.2: Age of Respondent

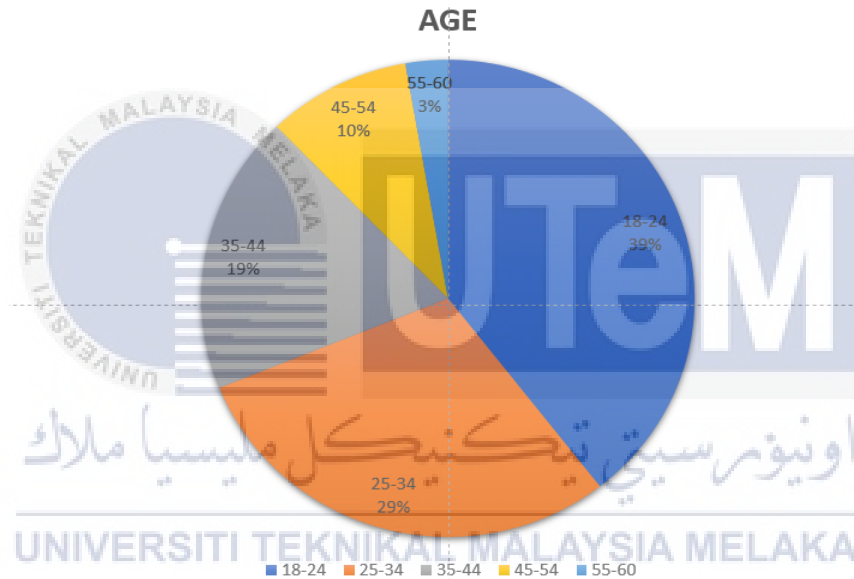


Figure 4.2: Age Pie Chart

Table 4.2 show age frequency distribution of the research respondents. The participants' ages are broken down into 5 age groups: 18–24 years old, 25–34 years old, 35–44 years old, 45–54 years old, and 55–60 years old. Based on the preceding table, there are. Among 39.4% of the respondents, 71 respondents are between the ages of 18 and 24; 29.4% are between the ages of 25 and 34; 18.9% are between the ages of 35 and 44; 9.4% are between the ages of 45 and 54; and 2.8% are the sole respondents who are beyond the age of 60. Consequently, the age group that represents the fewest respondents to this survey is 55–60 years old, with a percentage difference of 36.6%, while almost all of respondents are in the 18–24 age range.

4.3.2 Gender

Gender					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Female /perempuan	93	51.7	51.7	51.7
	Male /lelaki	87	48.3	48.3	100.0
	Total	180	100.0	100.0	

Table 4.3: Gender of Respondent

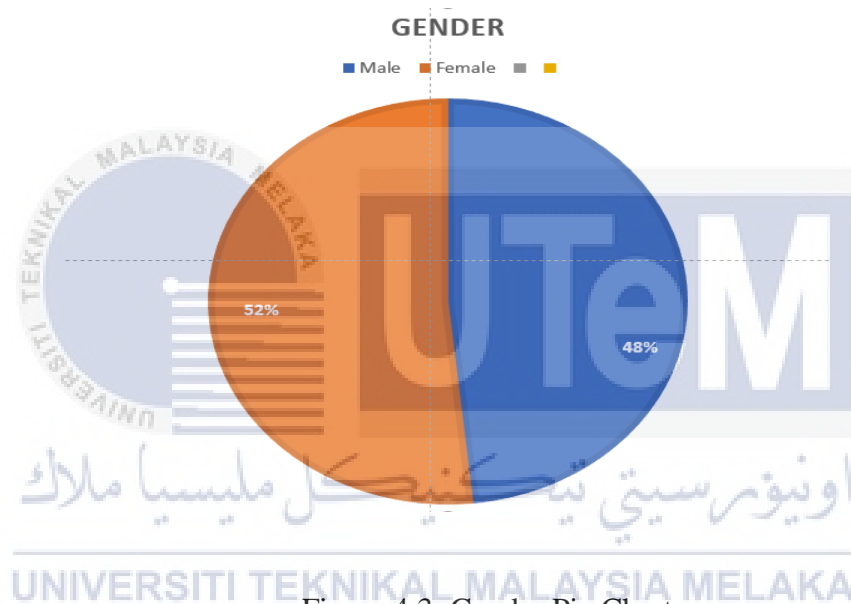


Figure 4.3: Gender Pie Chart

Table 4.3 show gender frequency distribution of study participants. Out of the 180 respondents, 87 male respondents (or 48%) and 93 female respondents (or 52%) make up the proportion as indicated in the above table. The participants in this research include. chosen and distributed at random, yet there is a 0.04% variation in the percentage of female and male responders in this study.

4.3.3 Education Level

Educational Level					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Bachelor Degree	73	40.6	40.6	40.6
	High School	94	52.2	52.2	92.8
	Master Degree	8	4.4	4.4	97.2
	Primary School	5	2.8	2.8	100.0
	Total	180	100.0	100.0	

Table 4.4: Education Level Respondent

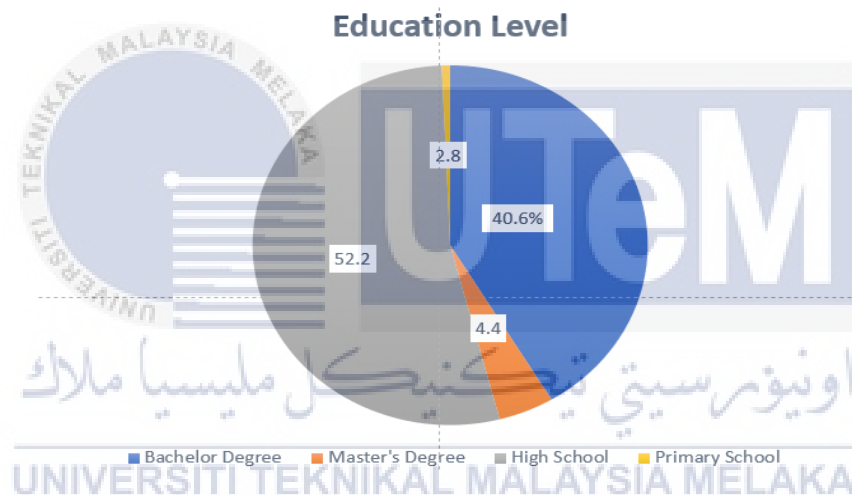


Figure 4.4: Education Level Pie Chart

Based on table 4.4 of the answers, the level of education can be divided into 4 categories, namely bachelor's degree, master's degree, primary school and secondary school. Out of 180 respondents, the highest level of education is secondary school which is 94 respondents with a percentage value of 52.2%. The second highest respondent is a bachelor's degree education level with 73 respondents and the percentage value is 40.6%. The third highest respondent is a master's degree where 8 respondents with a percentage value of 4.4%. The lowest respondent is the primary education level of 5 respondents with a percentage value of 2.8%.

4.3.4 Position

Position					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	[Executive	13	7.2	7.2	7.2
	General worker	96	53.3	53.3	60.6
	Manager	38	21.1	21.1	81.7
	Supervisor	33	18.3	18.3	100.0
	Total	180	100.0	100.0	

Table 4.5: Position Respondent

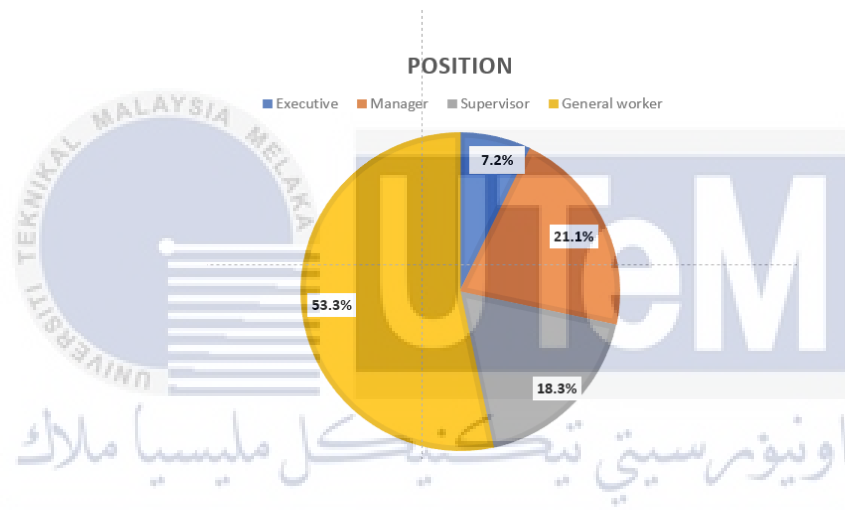


Figure 4.5: Position Pie Chart

The positions held by the respondents are divided into four categories: executives, managers, supervisors, and permanent employees. Based on previous data, the majority of respondents (96 respondents, or 53.3% of the total) work as general workers. in this survey. Nevertheless, managers accounted for 38 respondents, or 21.1% of the total, and held the second highest position among respondents. Executive duties had the fewest responses, with 13 respondents and 7.2%, followed by supervisors, with 33 respondents and 18.3%.

4.3.5 Frequency of Using Third-Party Delivery

Frequency of Using Third-party Delivery					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Daily /harian	13	7.2	7.2	7.2
	Monthly / Bulanan	69	38.3	38.3	45.6
	Rarely / jarang	46	25.6	25.6	71.1
	Weekly /mingguan	52	28.9	28.9	100.0
	Total	180	100.0	100.0	

Table 4.6: Frequency Of Using Third-Party Delivery Respondent

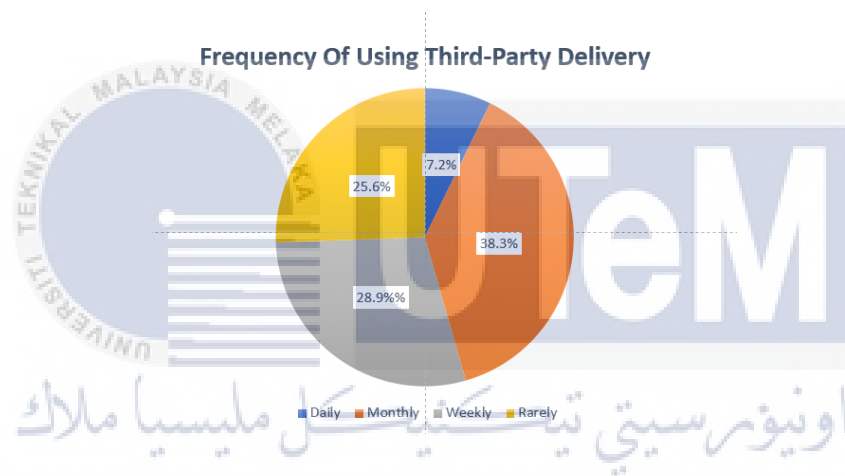


Figure 4.6: Frequency of Using Third-Party Delivery Pie Chart

In this research, the frequency of use of third-party delivery services of respondents was separated into four different groups which are daily, monthly, weekly and rarely. The highest third-party delivery service usage group is monthly which is 69 respondents and represents 38.3%. The second highest frequency group is every week which is a total of 52 respondents representing 28.9%. Next followed by rare frequency which is a total of 46 respondents representing 25.6%. The lowest is the daily frequency of 13 respondents representing 7.2%.

4.3.6 Years' Experience in Food and Beverage Industry

Years' Experience in Food and Beverage Industry					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1-3 Year	67	37.2	37.2	37.2
	4- 10 Year	54	30.0	30.0	67.2
	Less then 1 Year	54	30.0	30.0	97.2
	More then 10 Years	5	2.8	2.8	100.0
	Total	180	100.0	100.0	

Table 4.7: Years' Experience in Food and Beverage Industry

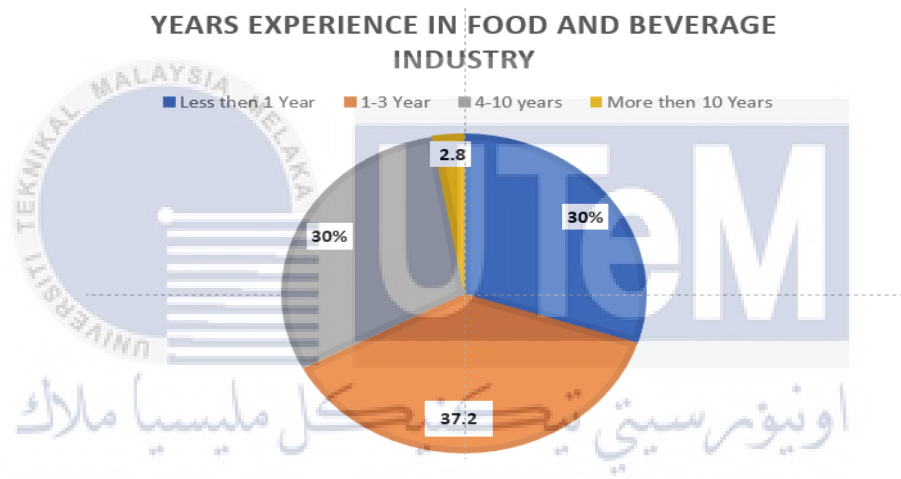


Figure 4.7: Years' Experience in food and beverage Industry pie chart

In this study, years of experience in the food and beverage industry using third-party delivery services are separated into four different groups, namely less than one year, 1-3 years, 4-10 years and more than 10 years. Data on years of experience in the food and beverage industry, the highest respondents were in the 1-3 years group which is 67 respondents representing a percentage of 37.2%. The second highest respondent is 4-10 years and less than a year with 54 respondents representing a percentage of 30% and the lowest is more than 10 years of experience which is 5 respondents representing 2.8%.

4.4 Descriptive Statistics on Independent and Dependent Variables.

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Sales Performance	180	2.71	5.00	4.2635	.52131
Operation Efficiency	180	2.86	5.00	4.2508	.57533
Customer Service	180	2.71	5.00	4.3405	.48044
Inventory Management	180	2.43	5.00	4.3389	.52831
High-Performance company Franchise	180	2.57	5.00	4.4341	.45311
Valid N (listwise)	180				

Table 4.8: Descriptive Statistics on Independent and Dependent Variables.

The study in table 4.8 has shown descriptive statistics for four independent variables, namely sales performance, operational efficiency, customer service and inventory management. While the dependent variable is Performance in Food and Beverage Franchising. Among the dependent and independent variables, the mean values obtained for sales performance, operational efficiency, customer service and Inventory management and Performance in Food and Beverage Franchise are 4.2635, 4.2508, 4.3405, 4.3389 and 4.4341 for each. The mean value obtained is close to 4, this has shown that most respondents agree that sales performance, operational efficiency, customer service and inventory management are factors that influence high performance in Franchise companies. In addition, the independent variable with the highest mean value is customer service of 4.3405 and the lowest mean value is operational efficiency which is 4.2508. Next for the highest standard deviation is among the operational efficiency variables with a value of .57533, followed by inventory management in second place with a value of 52831, the third sales performance variable with a value of 52131 and followed by customer service. variable which is 48044. The lowest standard deviation is the Performance variable. in Food and Beverage Franchise. The minimum and maximum values are 2.43 and 5.00 for the variables sales performance, operational efficiency, customer service and Inventory management and Performance in Food And Beverage Franchises.

4.5 Reliability Analysis

Using Reliability test and Cronbach's Alpha results, reliability analysis will be performed to assess the consistency and accuracy of the sample data in the questionnaire. To assess the reliability of this study, Cronbach's Alpha.

Case Processing Summary			
		N	%
Cases	Valid	180	100.0
	Excluded ^a	0	.0
	Total	180	100.0

a. Listwise deletion based on all variables in the procedure.

Table 4.9: Case processing summary

Reliability Statistics	
Cronbach's Alpha	N of Items
.934	35

Table 4.10: Reliability Test

There are 41 items in the questionnaire, which consists of 6 questions about demographics, 28 questions about independent variables, and 7 questions about dependent variables. 180 respondents made up the whole sample of data that was properly collected, and no data was lost. This is due to the fact that study data is only deemed trustworthy if the value is greater than 0.7 (UC Regens. et al. 2021). As a result, table 4.9 indicates that each item in this study has a Cronbach's alpha value of 0.934, which is larger than 0.7 and indicates that the data were gathered from trustworthy samples with good internal consistency. Cronbach's Alpha for every survey item is more than 0.9, indicating extremely good reliability. In this research, every variable was trustworthy.

4.6 Pearson's Correlation Coefficients Analysis

Correlations						
		Sales Performance	Operational Efficiency	Customer Service	Inventory Management	High Performance Company Franchise
Sales Performance	Pearson Correlation	1	.811**	.633**	.748**	.628**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	180	180	180	180	180
Operational Efficiency	Pearson Correlation	.811**	1	.694**	.762**	.606**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	180	180	180	180	180
Customer Service	Pearson Correlation	.633**	.694**	1	.774**	.629**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	180	180	180	180	180
Inventory Management	Pearson Correlation	.748**	.762**	.774**	1	.711**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	180	180	180	180	180
High performance company Franchise	Pearson Correlation	.628**	.606**	.629**	.711**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	180	180	180	180	180

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

Table 4.11: Pearson correlation Test

The Pearson Correlation Test is a parametric test to determine the strength and the direction of the relationship between the independent and dependent variables. Table 4.11 shows the relationship between the independent and dependent variables. The independent variables in this research are sales performance, operational efficiency, customer service and inventory management. while the dependent variable is the high-performing company franchise in using third-party delivery.

Based on table 4.11, it has been shown that the Pearson correlation coefficient for sales performance is 0.628, indicating that there is a strong relationship between sales performance and high-performing company franchises in the use of third-party delivery services. The correlation is significant at the 0.01 level (2-tailed) and proves efficiency $p < 0.001$ for both perceptions. Therefore, when sales performance Higher sales performance usually indicates that the company is successfully generating income through its sales activities.

Second for the Pearson correlation coefficient is the operating efficiency of the high-performing company franchise with a value obtained of 0.606. This shows that there is a strong relationship between operational efficiency and high-performing franchise companies for the use of third-party distribution services. The correlation is significant at the 0.01 level (2-tailed) and prove efficiency $p < 0.001$ for both perceptions. Therefore, as operational efficiency increases, the franchise of high-performing companies for the use of third-party delivery services will also increase.

Third for the Pearson correlation coefficient for customer service on high-performance company franchises is with a value of 0.629. This shows that there is a strong positive relationship between customer service and high-performing company franchises in the use of third-party delivery services. The correlation is significant at the 0.01 level (2-tailed) and prove efficiency $p < 0.001$ for both perceptions. Therefore, when customer service increases, it will increase the high-performance franchise company for the use of third-party delivery in the company.

Lastly Pearson correlation coefficient for inventory management on high-performing company franchises is with a value of 0.711. This shows that there is a strong positive relationship between inventory management and high-performing company franchises for the use of third-party delivery service. The correlation is significant at the 0.01 level (2-tailed) and prove efficiency $p < 0.001$ for both perceptions. Therefore, when inventory management increases, it will increase the high-performance franchise company for the use of third-party delivery in the company.

4.7 Spearman Rank Correlation Analysis

Correlations							
			Sales Performance	Operational Efficiency	Customer Service	Inventory Management	High Performance Company Franchise
Spearman's rho	Sales Performance	Correlation Coefficient	1.000	.798**	.612**	.744**	.606**
		Sig. (2-tailed)	.	.000	.000	.000	.000
		N	180	180	180	180	180
	Operational Efficiency	Correlation Coefficient	.798**	1.000	.700**	.733**	.631**
		Sig. (2-tailed)	.000	.	.000	.000	.000
		N	180	180	180	180	180
	Customer Service	Correlation Coefficient	.612**	.700**	1.000	.759**	.636**
		Sig. (2-tailed)	.000	.000	.	.000	.000
		N	180	180	180	180	180
	Inventory Management	Correlation Coefficient	.744**	.733**	.759**	1.000	.719**
		Sig. (2-tailed)	.000	.000	.000	.	.000
		N	180	180	180	180	180
	High Performance Company Franchise	Correlation Coefficient	.606**	.631**	.636**	.719**	1.000
		Sig. (2-tailed)	.000	.000	.000	.000	.
		N	180	180	180	180	180

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

Table 4.12: Spearman Rank Correlation Test

The nonparametric equivalent of the Pearson product-moment correlation is the Spearman's rank-order correlation. The strength and direction of the relationship between two ranking variables are measured by Spearman's correlation coefficient (ρ) (Gupta, 2022) which is also represented by (r). The relationships between variables will be ascertained using Spearman's rank correlation because the sample data is not regularly distributed. If an association's significance value is less than 0.05, it is deemed

significant. Furthermore, the strength of the linear relationship between two variables is evaluated by the correlation coefficient (r). The range of the correlation coefficient is +1 to -1. The closer a value is near 1, the more strongly the two variables are associated. Conversely, a smaller correlation exists between the two variables the closer the value is near 0.

Table 4.12 shows that there is a relationship between the independent and dependent variables. The dependent variable in this study is the high performing company franchise in using third party delivery services. while the independent variables are sales performance, operational efficiency, customer service and inventory management. According to the table above, the correlation coefficient for sales performance on high-performing company franchises is with a value of 0.606. This shows that there is a strong positive relationship between sales performance and high performing franchise companies in the use of third-party delivery services. The correlation is significant at the 0.01 level (2-tailed) and proves the efficiency of $p < 0.001$ for both perceptions. Therefore, Therefore, when sales performance increases, the franchise company's performance in the use of third-party delivery services also increases.

Next, the correlation coefficient for operational efficiency in high-performing company franchises is 0.631. it shows that there is a strong positive relationship between operational efficiency and high-performing company franchises in using third-party care services. The correlation is significant at the 0.01 level (2-tailed) and proven efficiency $p < 0.001$ for both perceptions. Therefore, as operational efficiency increases, franchisees of high-performing companies will also increase due to the use of third-party delivery service.

In addition, the correlation coefficient for customer service on high-performing company franchises is with a value of 0.636. This clearly shows that there is a strong positive relationship between customer service and high-performing company franchises in using third-party attendance services. The correlation is significant at the 0.01 level(2-tailed) and proven efficiency $p < 0.001$ for both perceptions. Therefore,

when customer service increases, high performance company franchises in the use of third-party delivery services will increase.

Finally, the correlation coefficient for inventory management in high-performing company franchises is with a value of 0.719. This shows that there is a strong positive relationship between inventory management and high-performing company franchises in using third-party inventory services. The correlation is significant at the 0.01 level (2-tailed) and proven efficiency $p < 0.001$ for both perceptions. Therefore, when inventory management increases, the high-performance company franchise in using third party supply services will increase.

4.8 Regression Analysis

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.733 ^a	.538	.527	.31157
Predictors: (Constant), Inventory Management, Sales Performance, Customer Service, Operational Efficiency				

Table 4.13 Regression Analysis Test

A statistical technique called regression analysis is employed to evaluate the strength of the causal link between the independent and dependent variables (Saunders et al., 2019). Thus, the goal is to do a regression. The goal of this study's research is to ascertain whether there is a meaningful correlation between dependent variables (high performance company franchise) and independent variables (sales performance, operational efficiency, customer service, and inventory management).

The percentage of variation of the dependent variable that is accounted for by the independent variable in the regression model is called R-square. Based on table 4.13 above it has been shown that the correlation coefficient (R) is 0.733 which shows that there is a relationship between the dependent and independent variables. In addition, the coefficient of determination of correlation (R square) is 0.538, this shows that the variation of high-performance company franchise in the use of third-party delivery

services is as much as 53.8% influenced by four independent variables namely (sales performance, operational efficiency, customer service and inventory management). Therefore, as many as 46.2% of other factors that were not studied in this study.

ANOVA ^a						
	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	19.762	4	4.940	50.894	.000 ^b
	Residual	16.988	175	.097		
	Total	36.750	179			
a. Dependent Variable: High-performing company franchise						
b. Predictors: (Constant), Inventory Management, Sales Performance, Customer Service, Operational Efficiency						

Table 4.14: ANOVA Test

Based on table 4.14 the results obtained for the F test 50.894 with a significant level of 0.000 which is lower than 0.05. Therefore, this indicates that the variability explained by the model is greater than the unexplained variability. Regression analysis using predefined variables (Sales Performance, Customer Service, Operational Efficiency and Inventory Management) proved successful in explaining the variation in the dependent variable, "Franchise high-performing companies." In conclusion, the ANOVA findings imply that the variance of the dependent variable is significantly explained by the model, which includes the fixed variables.

Coefficients ^a						
	Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.344	.226		5.943	.000
	Sales Performance	.174	.081	.200	2.139	.034
	Operational Efficiency	-.004	.077	-.005	-.054	.957
	Customer Service	.161	.079	.171	2.033	.044
	Inventory Management	.381	.086	.433	4.424	.000
a. Dependent Variable: High-performing company Franchise						

Table 4.15: Coefficients Test

From table 4.15 above Sales Performance: high performing company franchises are expected to grow by 0.174 units for every unit increase in sales performance. Sales Performance appears to have a significant influence on franchisees of high-performing companies in using third-party delivery services, as indicated by the statistically significant coefficient ($p = 0.034$).

Next is operational efficiency. The coefficient is -0.004, and it is not statistically significant ($p = 0.957$). This indicates that the dependent variable of high-performing company franchises in this study may not be significantly influenced by the independent variable of operational efficiency.

Customer Service: high-performing companies' franchise are expected to improve by 0.161 units for every unit increase in Customer Service. Customer service has a significant effect on the franchise of high-performing companies in using third-party delivery, according to the statistically significant coefficient is ($p = 0.044$).

Inventory Management, Franchises of high-performing companies are expected to grow by 0.381 units for every unit increase in Inventory Management. Inventory management seems to have a significant influence on the high-performing company's franchise in using third-party delivery services, as shown by the statistically significant coefficient ($p = 0.000$).

4.10 Summary

In summary, it can be stated that the data obtained from the questionnaire distributed dialysis using SPSS software version 2.70. Therefore, the analysis carried out in this study is such as pilot test, descriptive statistics, reliability test, Pearson Correlation Coefficient Analysis, Spearman Rank Correlation Analysis and Multiple Regression Analysis. From the results of this analysis it has been stated that the consistency of the data is confirmed by reliability analysis, because each variable has a Cronbach's Alpha value greater than 0.9. A strong positive correlation has been shown by Pearson and Spearman between inventory management, customer service, operational effectiveness, sales performance and high-performing franchise companies that use third-party shipping.

The results of the regression analysis show that although operational efficiency may not have a significant effect, high-performing firm franchises are strongly influenced by sales performance, customer service and inventory management. 53.8% of the variance in high-performing company franchises can be explained by research. The study concluded that franchisees of companies that use third-party delivery services can perform higher if they improve sales performance, provide better customer service and inventory management.

CHAPTER 5

DISCUSSION AND CONCLUSION

5.1 Introduction

In Chapter 5, the researcher will investigate the results obtained from the data collected from the respondents, offering a comprehensive overview of the entire study. The discussion will revolve around the hypothesis and objectives of the study, gaining insight from the results produced through SPSS analysis. In addition, this chapter will outline the limitations encountered during the research process and present recommendations for future research efforts. It will finally culminate in a comprehensive conclusion that includes the main findings and implications of the study.

5.2 discussion on hypothesis

According to the study's hypothesis, the main objective is to investigate the relationship between a single dependent variable the use of third-party delivery services by a high-performing company franchise and several independent variables, including sales performance, operational efficiency, customer service, and inventory management. Four hypotheses have been developed to investigate and assess the relationship between independent and dependent variables in order to investigate the factors that impact high-performance company franchisees' inclination to employ third-party delivery services.

The outcomes of the investigation will be utilized to determine whether the research hypothesis is accepted or rejected, based on the outcomes of the analysis

completed in Chapter 4. Determining if there is a significant association between the independent and dependent variables will also be aided by the analysis's findings. In addition, the study seeks to identify the direction of this association by looking at the correlation coefficient. As a result, the following formulation of the study's hypothesis is possible:

Hypothesis	Significant Value	Result
Sales performance H1; There is significant relationship between sales performance to high-performance company franchise	P<0.001 (P<0.05)	Support
Operational Efficiency H2; There is significant relationship between Operational Efficiency to high-performance company franchise.	P<0.001 (P<0.05)	Not support
Customer service. H3; There is significant relationship between customer service to high-performance company franchise.	P<0.001 (P<0.05)	Support
Inventory management H4; There is a significant relationship between Inventory management to high-performance company franchise.	P<0.001 (P<0.05)	Support

Table 4.16: Hypothesis Testing

5.2.1 Sales Performance

H0: There is no significant relationship between sales performance to high-performance company franchise.

H1: There is significant relationship between sales performance to high-performance company franchise.

The results of the correlation test and regression analysis related to the relationship between the independent variable "Sales performance" and the dependent variable "high-performing companies' franchise" have produced a significant p value of less than 0.5. This level of significance suggests a meaningful relationship between Sales performance and the franchise of high-performing companies for the use of third-party delivery services. As a result, the research accepts the alternative hypothesis (H1), confirming that sales performance plays an important role in influencing the tendency of franchisees of high-performing companies to use third-party delivery services. This finding is in line with a study by Black Box Intelligent. (2021), stated that 89% of these additional sales indirectly had a significant impact on the sales performance of high-performing companies for the use of third-party delivery services.

5.2.2 Operational Efficiency

H0: There is no significant relationship between Operational Efficiency to high-performance company franchise.

H2: There is significant relationship between Operational Efficiency to high-performance company franchise.

The results of the correlation test and regression analysis related to the relationship between the independent variable "operational efficiency" and the dependent variable "franchise of high-performance companies" have produced a significant p value of more than 0.5. This level of significance suggests a less significant relationship between operational efficiency and high-performing franchise companies for the use of third-party delivery services.

As a result, the research did not accept the alternative hypothesis (H2), confirming that operational efficiency plays an important role in influencing the tendency of franchisees of high-performing companies to use third-party delivery services. This finding is in line with a study by Mary King (2021), stating Lack of control, the platforms resolve consumer complaints and have the authority to return large shipments without company permission. Additionally, the company has no control over the quality of third-party drivers. the observed relationship between Operational Efficiency and high-performing company franchises is not statistically significant based on the strict criteria set by the significance level.

5.2.3 Customer service

H0: There is no significant relationship between customer service to high-performance company franchise.

H3: There is significant relationship between customer service to high-performance company franchise.

The results of the correlation test and regression analysis related to the relationship between the independent variable "customer service" and the dependent variable "franchise high-performance company" have produced a significant p-value less 0.5. This level of significance suggests a meaningful association between customer service and high-performing franchisees for the use of third-party delivery services. As a result, the research accepts the alternative hypothesis (H3), confirming that customer service plays an important role in influencing the tendency of franchisees of high-performing companies to use third-party delivery services. This finding is in line with a study by RestorantOwner (2021), stating that local restaurants may be somewhat difficult to order from. Often, neither an updated menu nor an online ordering system is offered. Customers may have to call the restaurant to place a to-go order, which may cause confusion and increase the likelihood that they will pay more than what is shown on the menu. the observed relationship between Customer service and high-performing company franchises is statistically significant based on strict criteria set by the significance level.

5.2.4 Inventory Management

H0: There is no significant relationship between Inventory management to high-performance company franchise.

H1: There is no significant relationship between Inventory management to high-performance company franchise.

The results of the correlation test and regression analysis related to the relationship between the independent variable "inventory management" and the dependent variable "franchise of high-performance companies" have produced a significant p value of less than 0.5. This level of significance suggests a meaningful association between inventory management and high-performance franchisees for the use of third-party delivery services. As a result, the research accepts the alternative hypothesis (H4), confirming that inventory management plays an important role in influencing the tendency of franchisees of high-performing companies to use third-party delivery services. This finding is in line with a study by Benjy Wang (2021), stating that must oversee a big inventory of products kept in storage until they are sold. The employees will find that their job is simpler if this inventory is kept organized and that stock counts are correctly tracked over time. the relationship observed between Inventory management and high-performance company franchises is statistically significant based on strict criteria set by the level of significance.

5.3 Discussion of Research Objective

5.3.1 Conclusion of First Research Objective

Objective 1: To identify the impact of using third party delivery services on high performance company Franchise.

Researchers have suggested a third-party effect of shipping usage that affects franchisees of high-performing companies. According to resource matching theory, it has been shown that effects such as sales performance, operational efficiency, customer service and inventory management will affect the franchise of high-performing companies. Therefore, it can be certified that this Objective was achieved. In terms of sales performance, Franchise companies can offer third-party delivery services without having to pay significant upfront capital costs due to third-party delivery platforms, which can increase their user base (Severson and Yaffe-Bellany, et.al. 2020).

In terms of operational efficiency, third party delivery providers can provide knowledge, assist in streamlining the supply chain and produce time and cost savings. Placing your trust in a professional third-party delivery provider to handle your delivery may significantly impact the way your company runs and free you to focus on adding value for consumers (Steven Raetz et.al. 2021).

In terms of customer service Improve customer service: Simply providing delivery services is not enough considering the increasing demand from customers for food delivery to their homes, At least third-party delivery services provide the convenience they enjoy and ease the process of attracting the company's customers. with the company's level of service (Vinnny Gentle et. al 2023).

While in terms of inventory management Using a third-party inventory system has several benefits, including lower overhead expenses and more internal resources available for other important initiatives. In the end, this method can maximize productivity and streamline procedures to provide higher caliber results (Vanessahagglund . et. al 2023)

5.3.2 Conclusion of Second Research Objective.

Objective 2: To determine the relationship impact using third party delivery between attributes and the high-performance company franchise.

Variables		Sales Performance	Operational Efficiency	Customer Service	Inventory Management
High performance company Franchise	Correlation Coefficient	0.628	0.606	0.629	0.711
	Sig. (2-tailed)	<0.001	<0.001	<0.001	<0.001
	N	180	180	180	180

Table: 5.3.2 : Pearson Correlation Test

Therefore, it is clear that in this study the researcher has used the Pearson correlation test and Spearman's rank correlation test to determine the relationship between independent and the dependent variable. therefore, Pearson's correlation test is more appropriate to analyze the relationship between independent and dependent variables. There are four attributes namely sales performance, operational efficiency, customer service and inventory management that will affect high performance company franchise.

According to the results of the analysis using the Pearson correlation test Sales Performance: A strong correlation coefficient of 0.628 was observed, indicating a positive association with high-performing company franchises. As Sales Performance increases, so does the company's likelihood of being classified as a high performer in

using third-party shipping. The level of significance (p -value < 0.001) associated with all correlation coefficients reinforces the validity of this relationship, confirming that the observed association is unlikely to be a mere coincidence. Franchise companies can offer third-party delivery services without having to pay significant upfront capital costs due to third-party delivery platforms, which can increase their user base (Severson and Yaffe-Bellany, et.al. 2020).

Next, the Pearson correlation test for Operational Efficiency a correlation coefficient of 0.606 underlines the positive correlation between Operational Efficiency and high performing company franchises using third party delivery. Companies demonstrating efficient operations tend to align with the characteristics of high-performing franchises. The level of significance (p -value < 0.001) associated with all correlation coefficients reinforces the validity of this relationship, confirming that the observed association is unlikely to be a mere coincidence. Therefore, franchisees of high-performing companies in the use of third-party delivery services will increase as sales performance also increases. Putting your trust in a professional third-party shipping provider to handle your shipping can significantly impact the way your company runs and free you up to focus on adding value for consumers (Steven Raetz et.al. 2021).

Furthermore, the Pearson correlation test for Customer Service is a correlation coefficient of 0.629, the analysis shows a positive relationship between Customer Service and high-performing company franchises in using third-party delivery. Companies that demonstrate customer service tend to align with the characteristics of high-performing franchises. The level of significance (p value < 0.001) associated with all correlation coefficients reinforces the validity of this relationship, confirming that the observed association is unlikely to be purely coincidental. Therefore, franchisees of high-performing companies in the use of third-party delivery services will increase as customer service also increases. at least third-party delivery services provide the convenience they enjoy and ease the process of attracting company customers. with the company's level of service (Vinnny Gentle et. al 2023).

In addition, the Pearson coefficient test for the correlation coefficient of Inventory Management for inventory management was found to be very significant,

which is at 0.711. This emphasizes how important efficient inventory management is to companies using third-party shipping to achieve their high-performance levels. The significance level of the correlation coefficient (p value < 0.001) confirms that the observed association is unlikely to be the result of random events, supporting the validity of this relationship. Therefore, as inventory management increases, franchises of high-performing companies will also increase. this method can maximize productivity and streamline procedures to provide higher caliber results (Vanessahagglund. et. al 2023).

5.3.3 Conclusion of Third Research Objective.

Objective 3: To determine the impact that have the greatest relationship with impact using third party delivery to high performance company franchise.

	Standardized Coefficients Beta	Significance Level
Sales Performance	0.200	0.034
Operational Efficiency	-0,005	0.957
Customer Service	0.171	0.044
Inventory Management	0.433	0.000

Table 5.3.3: Coefficients of Regression Analysis

There are four impact that will affect the franchise of high-performing companies in using the service. Third party deliverables are sales performance, operational efficiency, customer service and inventory management. Based on the results of regression analysis, the standardized coefficients beta for convenience, reliability and simplicity are each 0.200, -0.005, 0.171 and 0.433. The effect that gets the highest beta value for the standardized coefficient is inventory management, therefore convenience is the most influential factor that will influence high-performing company franchises for use of third-party delivery services. While operational

efficiency is the least influential factor which will affect the franchise of high-performing companies for the use of third-party delivery services since then it has the lowest standardized coefficient beta value. Therefore, creating an efficient inventory management plan to maximize sales and profits is covered in detail in the Inventory Management series. A successful retail business is built on inventory management, which is also an important component of a company's longevity and profitability. The entire supply chain will operate more smoothly when inventory is available and well organized (Matt Rickerby et.al.2022).

5.4 Implication of Study

5.4.1 Knowledge Implication

From the perspective of the first knowledge implication is to know the Effect of Third-Party Delivery on High Performance Franchises for using third party delivery services in Melaka. Researchers from previous studies have applied resource matching theory in studying the use of third-party delivery services. According to JiaYi Li (2022) states that among many urban residents around the world, and especially in China, ordering food online and having it delivered has become a way of life. Consumers are benefiting from the fast-growing internet-to-offline market, which has given firms in the online food delivery sector great revenue and also a variety of foods accessible through this practical delivery method. Therefore, the results of this study can be about how third-party delivery services impact the franchise of high-performing companies. Understanding the relationship between independent variable (Sales Performance, Customer Service, Inventory Management) and dependent variable high performance under the influence of third-party delivery is essential for company operating in this environment.

The second knowledge implication perspective is that we can refer to previous studies justifying and explaining the results of the data collected in this study making it an implication of knowledge. Contextualizing Findings By referring to past studies, researchers and practitioners can contextualize findings within the wider body of knowledge. This involves placing the results of the current study in relation to the existing literature, thereby offering a more comprehensive understanding of the subject

matter. For example, according to an industry report on the food market released by iiMedia.cn (2020), the number of consumers who ordered food online in China reached 358 million and the total sales reached 2413.8 billion in Chinese New Year in 2018. In addition, the number of merchants cooperating with Online platforms also increasing from year to year. In this previous study it was stated that there are four modes of food delivery platforms.

Finally, is knowing Operational Efficiency and its Limited Role Studies show that, in the context of third-party delivery, operational efficiency may not be a significant predictor of high company performance. These findings challenge conventional assumptions and provide a nuanced understanding of the factors that influence success in the era of third-party delivery. according to (Deliverect et.al 2022) As 80% of customers believe they will hold the restaurant responsible for any problem rather than the delivery service, this is an important factor to consider. Even if restaurant apps and websites receive a lot of orders, not working with a delivery partner may result in lower exposure and fewer opportunities to be seen by potential consumers.

5.5 Limitation of Research

~~Difficulty with Random Sampling:~~ Since the respondents are among the franchise employees of F&B companies, there may be issues with incorrect respondent data. This may result in incomplete or incorrect details in the data collected. ~~Absence of Representation~~ The roles, responsibilities, and experience levels of the company's franchise food and beverage management staff may differ in this study. In this category, random sampling may inadvertently over- or under-represent certain collections.

~~Geographical Limitations~~ Because some states in Malaysia may have been included in the study, the results may not be applicable to the entire country. Although the concentration of your study in Melaka offers insightful information about the Company's franchise food and beverage industry there, this may limit the applicability of its conclusions to the larger Malaysian environment. The use of third party delivery services by the F&B industry can be influenced by the different economic dynamics,

culture and consumer behavior found in each state in Malaysia. As a result, the conclusions of the study cannot fairly reflect the various possibilities and problems that exist throughout the country.

Time limit Research must be completed within a certain time period due to time restrictions. This may affect the depth and completeness of the study. This is because Time changes may be observed in high performance dynamics in corporate franchises. Shorter data collection periods cannot capture these changes over time, thereby missing important insights into the long-term impact of using third-party delivery services on performance. easy to understand

5.6 Recommendation for Future Research

The researcher has made recommendations for further research based on the findings. The first is that instead of focusing only on Melaka, future researchers will be able to distribute themselves more widely and obtain data from other states. This is due to the possibility that respondents from different states have different opinions about the use of third-party delivery services for franchisees of high-performing companies.

Furthermore, qualitative research may be used by future researchers to improve the quality of data collected for comparable investigations. To obtain qualitative data, researchers may visit operational sites and conduct in-person interviews. Specific details on how franchisees of high-performing companies view the use of third-party delivery providers. As a result, using data from qualitative studies, researchers will in turn be able to deliver a more accurate objective assessment.

5.7 Conclusion

In conclusion, this study looks at how the use of third-party delivery affects the franchise of high-performing companies in Malaysia. The findings are intended to help franchisees and researchers understand the impact of high-performing franchisees on the use of third-party delivery. The study revealed that most respondents agreed on the significant influence of sales performance, operational efficiency, customer service and inventory management on high-performing company franchises when using third-party shipping. This consensus emphasizes the important role these factors play in the success of food and beverage franchises in the third-party delivery context. It highlights the importance of effective sales, smooth operations, excellent customer service and smart inventory management for a successful experience in using third-party delivery services.



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APPENDICES

APPENDIX A

Gantt Chart of Final Year Project (FYP) 1

WEEK/ ACTIVITIES	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	
FYP talk									M I D S E M E S T E R B R E A K								
Search for FYP topic																	
Meeting with supervisor																	
Topic discussion																	
Title confirmation																	
RO & RQ Construction																	
Submission Chapter 1																	
Submission Chapter 2																	
Submission Chapter 3																	
First draft of FYP 1																	
Submission of FYP 1																	
Presentation 1																	
Revised of FYP 1																	

APPENDIX B

Gantt Chart of Final Year Project (FYP) 2

WEEK/ ACTIVITIES	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	
Create Questionnaire									M I D S E M E S T E R B R E A K								
Distribute Questionnaire																	
Collect Questionnaire																	
Analysis Data																	
Submission Chapter 4																	
Submission Chapter 5																	
Proposal Correction																	
Slide Preparation																	
Submission of FYP 2																	
Presentation 2																	

APPENDIX



SURVEY QUESTIONNAIRE

UTILIZING THIRD-PARTY DELIVERY TO MEASURE HIGH PERFORMANCE COMPANY OF FOOD AND BEVERAGE FRANCHISE IN AYER KEROH.

Dear citizens of Ayer Keroh, you are invited to participate in the study I conducted which is "Using Third Party Delivery To Measure Performance In Food And Beverage Franchises In Ayer Keroh, Melaka." My name is Iskandar Shah Bin Mohamad Hamdan and I am a student studying Bachelor of Technology Management (Supply Chain and Logistics Management) with Honors at the Technical University Melaka Malaysia (UTeM). My purpose is to dive deeper into the use of third-party delivery services in food and beverage franchises. It is an academic study to obtain knowledge of what and how the main factors that affect franchise performance in using a third-party delivery in Ayer Keroh.

***Please note that this survey is purely for academic reasons and is exclusively for residents of Ayer Keroh.**

Please allow me to finish my request in a few moments if you could. survey. Sections A, B, and C of this survey ask respondents to react in the best way possible given their viewpoints and information. Your survey responses are kept private and are utilized solely for research. I appreciate you taking the time to participate in my survey. I'm grateful.

For further clarification or inquiries, please contact:

Name: Iskandar Shah Bin Mohamad Hamdan

Email Address: b062010142@utem.student.edu.my

Contact Number: 011-11076874

Supervisor's Name: Dr. NurhayatiI Binti Kamarudin

Email Address: nurhayati@utem.edu.my

Address: Faculty of Technology Management and Technopreneurship, Universiti Teknikal Malaysia Melaka, Jalan Hang Tuah Jaya, 76100 Durian Tunggal, Melaka

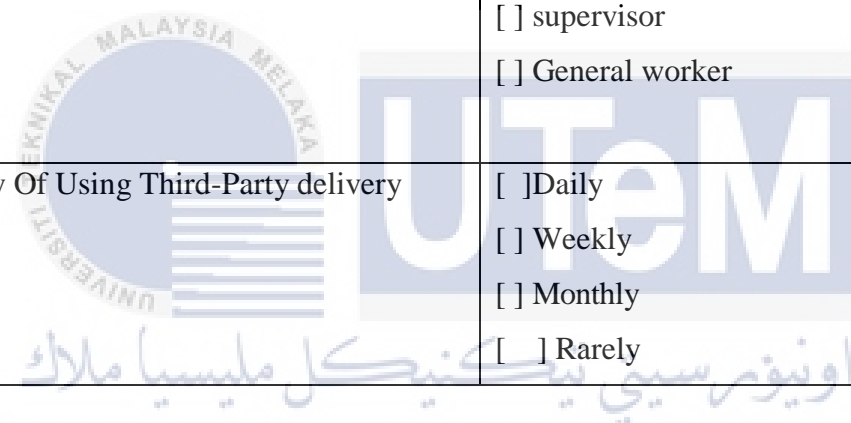
Section A: Demographic

Instructions: This section is intended to obtain general information of respondents.

Please answer the question to your best accordance. Your answers will remain anonymous.

Category	Option
Gender	<input type="checkbox"/> Male <input type="checkbox"/> Female
Age	<input type="checkbox"/> 18-24 <input type="checkbox"/> 25-34 <input type="checkbox"/> 35-44 <input type="checkbox"/> 45-54 <input type="checkbox"/> 55-60

Educational Level	<input type="checkbox"/> Primary School <input type="checkbox"/> High School <input type="checkbox"/> Bachelor Degree <input type="checkbox"/> Master Degree <input type="checkbox"/> Doctor of Philosophy
Years Experience in Food and Beverage Industry	<input type="checkbox"/> Less then 1 Year <input type="checkbox"/> 1-3 Year <input type="checkbox"/> 4- 10 Year <input type="checkbox"/> More then 10 Years
Position	<input type="checkbox"/> Executive <input type="checkbox"/> Manager <input type="checkbox"/> supervisor <input type="checkbox"/> General worker
Frequency Of Using Third-Party delivery	<input type="checkbox"/> Daily <input type="checkbox"/> Weekly <input type="checkbox"/> Monthly <input type="checkbox"/> Rarely



Section B: Attributes Of Utilizing Third-Party Delivery

Instruction: This section will collect data in your perspective on attributes of utilizing third delivery. Please read each question below and provide your answer by choosing the appropriate number on the 5-point Likert scale provided below:

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

Please rate the following information on a scale of 1 to 5, with 1 being “strongly disagree” and 5 being “strongly agree”.

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

This section will include 4 part which are **(a) Sales performance (b) Operational Efficiency (c)**

Customer Service (d) Inventory Management as below

(A) Sales Performance						
Source :Kate William et.al, 2023						
A1	Use of third-party delivery services has had a favorable effect on our overall sales revenue.	1	2	3	4	5
A2	There has been an increase in sales volume since implementing third party delivery.	1	2	3	4	5
A3	Through third-party distribution, we have encountered difficulties in sustaining consistent sales success.	1	2	3	4	5
A4	Our food and beverage franchises perform better in terms of sales with third-party delivery than without.	1	2	3	4	5
A5	Franchisees carry out targeted marketing or promotional activities to improve sales performance through third-party deliver	1	2	3	4	5

A6	Overall, we are satisfied with the sales performance achieved through third-party delivery.	1	2	3	4	5
A7	Customers who utilize third-party delivery services are more likely to make larger purchases	1	2	3	4	5

(B) Operational Efficiency						
Source: Geert Merckaert et.al, 2022						
B1	The implementation of third-party delivery services has increased the accuracy and speed of order processing	1	2	3	4	5
B2	The use of third-party delivery has reduced errors and discrepancies in customer orders.	1	2	3	4	5
B3	Our staff is adequately trained to handle the operational requirements of third party delivery services.	1	2	3	4	5
B4	Third-party shipping has increased our ability to handle peak order volumes efficiently	1	2	3	4	5
B5	Third-party delivery has facilitated better coordination between our kitchen and delivery teams.	1	2	3	4	5
B6	We have experienced a reduction in operational costs since implementing third-party delivery.	1	2	3	4	5
B7	Third-party delivery has enhanced our ability to meet customer delivery time expectations.	1	2	3	4	5
(c)Customer Service						
Source: Nicolus Upton et.al, 2020						

C1	The utilization of third-party delivery services has increased our ability to provide personalized and tailored customer service.	1	2	3	4	5
C2	Customers who order through third-party delivery platforms receive timely and relevant updates on their order status and estimated delivery time..	1	2	3	4	5
C3	Customers who order through third-party delivery platforms receive timely and effective support for inquiries or issues.	1	2	3	4	5
C4	The customer service provided during the ordering process through third-party delivery platforms is prompt and responsive.	1	2	3	4	5
C5	Third-party delivery has improved our ability to provide accurate and detailed product information to customers.	1	2	3	4	5
C6	Customers who order through third-party delivery platforms receive timely and proactive notifications about promotions, discounts, or special offers	1	2	3	4	5
C7	We actively monitor and respond to customer reviews and ratings on third-party delivery platforms to address any concerns or negative feedback.	1	2	3	4	5
(D)Inventory Management						
Source: Mages Store et.al, 2021						
D1	The implementation of third-party delivery services has improved our inventory accuracy.	1	2	3	4	5
D2	Third-party delivery has streamlined our inventory forecasting and demand planning processes.	1	2	3	4	5
D3	We have implemented systems or technologies to facilitate real-time inventory updates and synchronization with third-party delivery partners.	1	2	3	4	5

D4	The utilization of third-party delivery has reduced the need for excessive safety stock or buffer inventory	1	2	3	4	5
D5	The utilization of third-party delivery has reduced the risk of overstocking or understocking inventory.	1	2	3	4	5
D6	Third-party delivery has enabled us to implement just-in-time inventory practices, reducing carrying costs and optimizing storage space.	1	2	3	4	5
D7	We actively collaborate with third-party delivery partners to optimize delivery schedules and minimize inventory holding time.	1	2	3	4	5

Section C: High Performance Company of Food And Beverage franchise (PF)

Instruction: This section will collect data in your perspective on performance in food and beverage franchise. Please read each question below and provide your answer by choosing the appropriate number on the 5-point Likert scale provided below

(1) Strongly Disagree

(2) Disagree

(3) Neutral

(4) Agree

(5) Strongly Agree

(PF) Performance in Food And Beverage Franchise						
Source: Nurul Asykin Abdul Aziz et.al 2020						
PF1	The franchise has achieved its performance goals and targets	1	2	3	4	5
PF2	The franchise has seen an improvement in customer perception and brand image due to third-party delivery	1	2	3	4	5

PF3	Third-party delivery services have enhanced the franchise's operational efficiency and effectiveness.	1	2	3	4	5
PF4	The use of third-party delivery has increased customer satisfaction and loyalty.	1	2	3	4	5
PF5	The franchise has successfully integrated third-party delivery into its overall business strategy.	1	2	3	4	5
PF6	Third-party delivery has increased the speed and efficiency of order fulfillment in the franchise.	1	2	3	4	5
PF7	Third-party delivery has expanded the franchise's customer reach and accessibility.	1	2	3	4	5

