Factors Affecting Customer Loyalty of Online Delivery Services

Teoh Kok Wey
Tan Yu Tong
Lee Rong Sheng
Natasha Low Khamay
Yap Guan San

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DECLARATION

We hereby declare that:

(1) This undergraduate FYP is the end result of our own work and that due acknowledgement has been given in the references to ALL sources of information be they printed, electronic, or personal.

(2) No portion of this FYP has been submitted in support of any application for any other degree or qualification of this or any other university, or other institutes of learning.

(3) Equal contribution has been made by each group member in completing the FYP.

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Name of Students:	Student ID:	Signature:
1. Teoh Kok Wey	1906843	WEY
2. Tan Yu Tong	1801777	Yutong
3. Lee Rong Sheng	1804157	RONGSHENG
4. Natasha Low Khamay	1801353	Natasha
5. Yap Guan San	1906815	GuanSan

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List Of Abbreviation

OFD	Online Food Delivery
DV	Dependent Variable
IV	Independent Variable
SPSS	Statistical Package for the Social Sciences
UTAR	Universiti Tunku Abdul Rahman

PREFACE

This research project is submitted as a partial fulfilment of the requirement for the graduate student of Bachelor of Business Administration (HONS) Banking and Finance in Universiti Tunku Abdul Rahman (UTAR). The research paper is supervised Dr Nik Raihanbinti Nik Mansor. The research is entitled "Factors Affecting Customer Loyalty of Online Delivery Services". The final year project is completed solely by the authors based on others' researches and resources quoted as in the references. The idea of this theme came from the importance and uses of online food delivery due to the high demand of their services due to the pandemic. This is also one of the reasons why the authors wish to engage in this topic of study. The independent variables selected are Price Quality, service quality, food quality, privacy and security and information quality. The study would like to generate a substantial contribution to public to have better understanding on the factors affecting customer loyalty of online food delivery services.

ABSTRACT

The objective of this research is to explore factors affecting customer loyalty of online delivery services. In addition, this is an exploratory study to examine whether the independent variables price quality, service quality, food quality, privacy and security and information quality, which are the independent variables, has association with the customer loyalty, which is the dependent variable. In this study, 500 copies of survey questionnaires were handed out to UTAR students in Kampar and IBM SPSS Statistics was used to analyse and interpret the collected data. The data was analysed using descriptive analysis, reliability test, normality test, Pearson Correlation Coefficient Analysis and Multiple Linear Regression. The results showed that customer loyalty was affected by independent variables. Nonetheless, there were some limitations and recommendations in this study that will be further discussed in later chapters

CHAPTER 1: RESEARCH OVERVIEW

1.0 Introduction

We plan to offer the research outline in Chapter 1. The following sections will be included in this chapter: Research Background, Problem Statement, Study Significance, Hypothesis of Study, Research Objectives, Research Questions, Chapter Layout and Chapter Summary.

1.1 Research Background

Online food delivery services (OFD) have been implemented in Malaysia for quite some time, it has been a trend among youngsters in urban areas. However, this type of service was never in the interest of other demographics other than millennials (Lim, 2020). In the year 2020, things changed for the OFD industry, they became an essential service due to the outbreak of the COVID-19 pandemic (Kamel, 2021). According to a report recording the profit of the online food delivery industry, Its profit has grown exponentially from $ 76,193 million in 2017 to $ 122,739 million in 2020 (an average annual increase of 17.2 percent), and expects to achieve $ 164.002 million by 2025. Thanks to the growth spurt of online food suppliers due to the pandemic, the growth to the industry is as stable as ever and many restaurants and coffee shops have now depended on online food delivery to promote their foods. In today's world, online food delivery is critical to the success of new businesses (Macías-Rendón et al., 2021). However due to an overwhelming demand for OFD services, business opportunities were created, many new OFD services were flooding in. Other than the two big OFD companies - GrabFood and Foodpanda, there were other small ones such as ShopeeFood, EASI, DeliverEat, LOLOL, etc (Yellowbees, 2021).

As the number of OFD service companies increases, so does the competition between the companies. With an overwhelming choice of OFD platforms to order from, customers are starting to switch around different platforms since the switching costs from one to another are low (Winder, 2021). Customers will start to compare among different companies on different aspects. From both pieces of research, customers from different areas have different areas of interest for OFD services, OFD services need to make sure what their customer wants and needs from their services to be the best among other competitors.

Consequently, this has made customer satisfaction and customer loyalty an important factor for an OFD service to strive in the challenging market. Customer satisfaction is the level of satisfaction a customer has with a company's product or service, or if the product or service satisfies the customer's expectations. (Suchánek & Králová, 2019). Customer loyalty is the customers' degree of liking to the company, high degree of liking, a repeat of purchase; low degree of liking, stop purchasing (SendPulse, 2022). Customer satisfaction and customer loyalty have a linear relationship; having high customer satisfaction leads to strong customer loyalty. It is said that a satisfied customer might not be a loyal customer, but all loyal customers are satisfied. In the long term, high customer loyalty is better for a company as it means there will be a standard flow of customers. Not forgetting that loyal customers will spread good word of mouth to other potential customers (Ahmed 2020).

On that account, OFD companies are responsible for further understanding customer likings in order to upload a good service quality to all customers. This brings us to the main goal of this study: identifying the important factors that impact customer satisfaction and loyalty for OFD services.

1.2 Problem Statement

One of the significant difficulties is that restaurants and food businesses have recognized that in this rapid improving internet world, where slowly but surely customers are migrating online, the businesses will fall behind if they do not provide robust, seamless, and successful online meal delivery services.Therefore it is pertinent to understand more of the factors which affect customer loyalty in order to improve and sustain the businesses. The food sector is a competitive and demanding market environment with a high level of consumer satisfaction. They assure the company's existence and further prosperity. (Ha & Jang, 2010).

Despite the fact that restaurants prepare meal orders, Spillover Theory suggests that some aspects of the cycle will influence perception. Many examples of contextual theory may be found. For example, in the event of a corporate collaboration, bad behavior of one brand may transfer to another if people feel that the latter is aware of and overlooks bad behavior. Failure of a partner service in a union loyalty programme erodes customer loyalty for the overall programme. The quality of electronic services has an impact on customers' perceptions of food quality in the context of the OFD. It's also possible that good or negative prior food consumption experiences influence how customers judge food quality. According to Moon and Armstrong (2020), One of the most crucial concerns for clients of online or mobile commerce is security. It assesses the privacy risks, hazards, and issues related with the possible leaking of personal information or assets throughout the payment process. As a result, numerous past studies have identified security as a critical component of client loyalty. This study brings together the intangible customer loyalty characteristics from previous studies, both offline and online. If the client does not receive adequate value for the money spent. They have a proclivity for wasting financial resources. When customers initially adopt new technology, they are always exposed to financial risk. (Hwang & Choe, 2019).

Consumers consume food as part of the viewing process after platform communication and personnel delivery. Food quality is apparent in menu variety, quantity, flavor, freshness, and food temperature, indicating that food quality has a substantial influence on a restaurant's customer experience. For example, the restaurant has produced the meal, and the OFD controls the delivery time, which influences the temperature of the food; it has been proven that apparent quality food is highly associated with OFD satisfaction (Macaz et al., 2020; Suhranto et al., 2009). The post-adoption indicators of customer acceptance in relation to service performance play an essential role in internet users' behavior in a variety of business fields.

Convenience is one of the reasons why more people than ever before like to buy food online these days. As a result, information quality is critical in enabling simple ordering and services. However, many websites continue to be developed without regard for how to improve the user experience.On occasion, it may be difficult to locate the 'Menu' button on a website. There is information overload at times, and information shortage at others. Most customers find it annoying to have to register before placing a purchase on a website. Although many clients have used the services, there is no guarantee that they will continue to do so in the future. This problem might be caused by the customer's lack of desire to continue using the applications in the future, or by behavioural intentions impacted by information quality, performance expectation, effort expectancy, social influence, enabling factors, hedonic incentive, pricing value, and habit. (Rasli, Zulkefli, Salleh, Ghani, Razali & Idris, 2020)

When it comes to creating client loyalty, service quality is also an important factor to consider. Customers will want to contact you and feel heard, whether it's regarding delivery concerns, food issues, payment and refund issues, or any other general enquiries and complaints. According to an American Express report, if consumers have even one unpleasant encounter, 33 percent of US customers would transfer to a rival, and 50 percent will skip a transaction due to poor service. Customers are prepared to spend 17 percent more money with a firm that consistently provides strong customer service, therefore companies who give excellent customer service stand to benefit greatly.

Customer expectations about the services offered by the OFD process effectively impact the confirmation or disconfirmation of their fulfillment level, according to the prospect of disclosure agreement. Customer habits toward services, for example, have been formed through measurement. According to Yusra et al. (2020), portable applications credits affect consumer purchasing decisions. However, this approach does not take into consideration the driver's function as the essential person with whom the customer interacts directly at the moment of delivery. Price quality and service quality are regarded as two independent variables in this paper's research since these three variables have distinct justifications in different studies. Our study's gap is that the findings of three independent variables and one dependent variable are mixed.

1.3 Research Objectives

1.3.1 General Objective

To investigate the factors affecting customer loyalty of online food delivery services. In this study, it involves five factors which are price quality, service quality, information quality, food quality and privacy and security.

1.3.2 Specific Objectives

● To investigate the relationship between **price quality** and customer loyalty to online food delivery services.

● To investigate the relationship between **service quality** and customer loyalty to online food delivery service.

● To investigate the relationship between **information quality** and customer loyalty to online food delivery service.

● To investigate the relationship between **food quality** and customer loyalty to online food delivery service.

- To investigate the relationship between **privacy and securit**y and customer loyalty to online food delivery

1.4 Research Questions

How do price quality, service quality, information quality, food quality and privacy and security affect customer loyalty of online food delivery services?

Specific research questions:

1. Does price quality affect customer loyalty to online food delivery services?
2. Does service quality affect customer loyalty to online food delivery service?
3. Does information quality affect customer loyalty to online food delivery service?
4. Does food quality affect customer loyalty to online food delivery service?
5. Does privacy and security affect customer loyalty to online food delivery service?

1.5 Hypothesis of the Study

· There is a significant relationship between price quality and customer loyalty to online food delivery services.

· There is a significant relationship between service quality and customer loyalty.

· There is a significant relationship between information quality and customer loyalty.

- There is a significant relationship between food quality and customer loyalty.
- There is a significant relationship between privacy and security towards customer loyalty.

1.6 Significance of the Study

With the continuous expansion of the Internet, today's people's desire for online food delivery services has increased as well. As a result, the competition for internet food delivery services is growing increasingly heated. Through an in-depth discussion of consumers' views on key factors such as service quality and customers' reactions to these views, this paper aims to provide entrepreneurs and managers in the service industry with a practical understanding of how to influence, understand, and improve customer satisfaction and loyalty. (Caceres & Paparoidamis, 2007).

Companies in the online food delivery service market collaborate closely with their consumers to establish competitive price indicators, service quality indicators, and other anticipated aspects that aid in predicting future requirements and services (Rasheed & Abadi. 2014). Although some studies have indicated that customer loyalty, perceived value, and commitment are all influenced by service quality. However, in the Malaysian service business, there is limited research on service quality, customer perceived value, and customer loyalty trust (Yee & Faziharudean. 2010). Many individuals in Malaysia worry that the service sector can't compete with Singapore, Japan, or other developed nations. As a result, this research will aid in identifying the major components that contribute to this viewpoint in order to highlight the potential reasons. Price quality, service quality, information quality, food quality, privacy, and security are among the criteria investigated in this article.

1.7 Chapter Layout

Chapter 1 presented a summary of the study. It explains the purpose of the research by creating a question. It additionally talks about the significance of this research and who will benefit from it.

Chapter 2 portrays the literature review which is led by researchers. The literature review is a review of past studies on the problem. The information can be found from reading material, magazines, websites, articles, journals, etc.

Chapter 3 is an exploration system that describes research methods. In this chapter, questionnaire surveys are set out to obtain information and data on related topics.

Chapter 4, The information gathered using IBM SPSS statistics 32 will be used to introduce the study's findings in depth.

And finally, Chapter 5 which serves as the study's executive summary, will go over the statistical analysis's executive summary, findings, inferences, limits, and recommendations. This chapter will also go through the study's limitations and offer ideas for future expansion investigations.

1.8 Chapter Summary

In summary, this study aims to investigate the factors affecting customer loyalty of online food delivery services. The first chapter provides the structure of this research by discussing the research overview, dependent and independent variables, the research objectives and significance of the study. The literature review is related to understanding the body context, to be introduced in chapter 2.

CHAPTER 2: LITERATURE REVIEW

2.0 Introduction

In chapter 2, the objective is to discuss the literature review that critically examines and reviews the current work of previous researchers in this field inquiry based on the information from the secondary sources to support the research of the factors that affect customer loyalty of online food delivery service. Firstly, this part starts by defining and justifying the underlying theory. Next, this part discussed the independent variables which are price quality, service quality, information quality, food quality and privacy and security and dependent variables which is customer loyalty. Moreover, the review

of relevant conceptual framework and proposed research framework will also be constructed based on the research objectives and questions by underlying theory.

2.1 Underlying theories

2.1.1 Deming's theory of profound knowledge

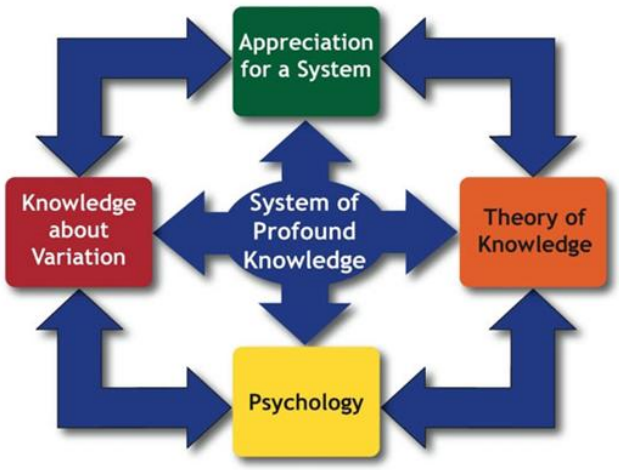

Table 2.0 System of Profound Knowledge

Source: (Deming 1927)

The Deming theory was developed by William Edwards Deming in 1927 after he was inspired by the work of Walter A. Shewhart, the founder of statistical control of processes. Deming's theory was developed as a result of this motivation. According to Wheaton and Schrott (2018), this approach may be related to regulate and control the quality of online food delivery process.

According to the theory, there are four main elements. Firstly, the first element which is known as system appreciation. It is critical to understand systems in order to avoid these unforeseen events and maximize the overall system. (Deming, W. E. ,1993). The second component is variety knowledge, which may be applied in the online meal

delivery service system, particularly for all workers. This element indicates that the delivery person should be aware of the causes of variation in the situations they experience when delivering meals to clients, including circumstances that may affect food quality, delivery time and services. According to Tom Connor 2019, the third element is the theory of knowledge. There is no knowledge without a theory and individuals in the business must comprehend the contrasts between theory and experience in order for the food delivery system to survive. Lastly, the fourth element is psychological knowledge, which is linked to the level of service provided by food delivery services to its consumers. These characteristics will demonstrate that people who understand the nature of humans are more likely to give high-quality service to their consumers (Evans, T. J. ,1996).

Deming's theories, along with Shewart Cycle, can be utilized to control quality. It's because Deming's theory and the Shewart Cycle may simply be used to regulate and control the quality of online food delivery process (Wheaton and Schrott, 2018). The Approach is based on Deming's four-step system. Appreciation is acknowledged of the deliveries company's procedures and operations; variation knowledge is the understanding of the reasons of variation by the deliveries (what causes the delivery process to fail to maintain food quality); Knowledge theory relates to the providers' concept of what defined throughout the delivery process, whereas psychology knowledge refers to the providers' grasp of human nature and how to increase service quality. (Yuchen, G. ,2020).

According to Deming theory, the system's goal is to ensure that everyone wins. He underlines framing significant, mutually beneficial cooperation with buyer and seller - relationships that take into account both to be essential for the system, not just transaction considerations. Thus, the system is not the amount of its parts, but the result of their interactions. This extension consumer definition also sets assumptions to accomplish customer pleasure, rather than just meeting specifications, necessities and fulfillment. It is critical to perceive that the system should be planned with the future of the business in mind.

2.2 Review of the Literature

2.2.1 Customer Loyalty (Dependent Variable)

In a competitive and demanding business climate like the restaurant industry, Customer loyalty does not guarantee business survival, nor does it significantly increase corporate success. Having loyal customers is the key to surviving and prospering in this competitive climate. According to Goh and S. Rezaei (2017), Customer loyalty is known as “a deeply held commitment to repurchase or re-patronize a preferred product or service consistently in the future despite situational influences and marketing efforts”. Diallo (2015) states that, brand loyalty, vendor loyalty, service loyalty, and retail loyalty are all types of product loyalty. Online food business extends the categories of product loyalty to include online royalty, often known as e-loyalty. This indicates that the customer intends to return to the website and repurchase products, as well as to recommend the website to others. Brand loyalty refers to a consumer's preference for a specific brand in a product category. When this happens, customers think the brand offers the correct product features, visuals, or level of quality at the right price. Customers' loyalty will be influenced to some extent by brand loyalty because customers will believe that a preference for a brand indicates a preference for all of the brand's products and that they are of high quality and suited to their preferences. Vendor loyalty refers to a company's commitment to a supplier; frequent visits to the vendor and repurchases of the goods are common indicators of vendor loyalty (Suhartanto, D., Helmi Ali, M., Tan, K. H., Sjahroeddin, F., & Kusdibyo, L. ,2019). According to Coelho & Henseler (2012), the notion of service loyalty to intangible items, which considers the three unique components of loyalty: purchase, attitude, and cognition.

2.2.2 Price Quality (1st Independent Variable)

The demographic of OFD users had changed due to the COVID-19 pandemic, however, the main demographic of users for OFD services still remains as the millennials. Millennials have a way around their technology, which makes it easy to compare the services and prices of different OFD companies, eventually switching to the company that provides the best service for the best price (Yusra & Agus, 2019). From a different point of view, It is feasible that a consumer is prepared to pay extra for a certain brand, or in this example, an OFD service provider. This occurs when the consumers' perception is that a higher priced service equals a better service quality, in certain cases the service quality is the same as a cheaper OFD company but what makes it different is the company's brand management (Casidy & Wymer, 2016). Overall, a lower price attracts more customers, but the brand and ways that the price is lowered will affect the customers perception. For instance, if a low-quality brand offers a discount, it will result in a decrease in attention while if a high-quality brand offers a discount price, it will result in a positive amount of attention (DelVecchio & Puligadda, 2012). The perception of price quality on consumers is different from brand to brand, in this case the price quality can be varied according to different OFD service companies based on their brand management, targeted customers and their overall way of business, there is no right or wrong in pricing but only what price fits the company best.

OFD services companies need to have a clear understanding on what their targeted customers look for, it varies among customers from different areas. In a study done by Tan and Wee (2021), it is concluded that price quality does influence the customers satisfaction for Klang consumers in OFD services, but it is not the main factor. However, according to Daud and Ho (2019), price quality is not an important factor when it comes to OFD services.

2.2.3 Service quality (2nd Independent Variable)

OFD is a type of online-to-offline (O2O) company, where they operate through channels online and offline. Customers are able to order and pay through online platforms via mobile, leading customers to get their ordered products/services from an offline store.

This is a hybrid purchasing environment, and customers' perceptions of service quality differ from those of entirely online-only businesses. It is broken into two parts: perceived tangible and intangible factors. The mobile app design is a perceived tangible factor, it is crucial as it changes the customers' perception of the service/product, a website with an appropriate color scheme, and a convenient user interface (Moon & Armstrong, 2019). Customers expect to have good quality services while they make online purchases, hence, having a good website/app will help a company to achieve customer satisfaction and loyalty in long term (Jeon & Jeong, 2017). Especially for online businesses, a quality website is their first impression to their consumers, hence it is the key to their success (Pee, Jiang & Klein, 2018). In short, an aesthetically pleasing app with user-friendly functions is crucial for good service quality. Focusing on the online factors of intangible factors, which are system availability and security. When consumers make a purchase online, they expect the website/app to be fully functional at all times, hence the term - system availability, where the system is available for the consumers anytime.

According to Lau and Ng, (2019), customers accept to save time from using OFD services. Time Saving Orientation (TSO) is also one of the main factors related to service quality. When a consumer orders online, he/she is experiencing a lack of time in their daily activities. They perceive online shopping (ordering food online) saves time as there will be no time wasted on travel (Lau & Ng, 2019). Hence, OFD services should be quick and easy to use, having a quick delivery time and an easy ordering system for the consumers to order. According to Saad (2020), the OFD users of Bangladesh think that delivery time is one of the main factors in a successful OFD company. In another similar research, the OFD users of Indonesians also think that the delivery time is the first main factor they look at while ordering OFD (Sidharta et al., 2021).

2.2.4 Information quality (3rd Independent Variable)

Before purchasing anything online, consumers need relevant information on what they want, without the needed information it is hard for a consumer to find or decide on their purchase. Hence, it is the company's responsibility to be aware of the information quality

on its website/app. Information quality is the degree of access to relevant information to consumers. Hence, having good information quality can ease the effort of consumers to obtain useless information. Overall bringing benefit to both the company and customer, exchanging valuable information for the consumers' likeness to the company (Kang & Young, 2018).

Research done by Rasli et al., (2020), has proven that the degree of information quality on OFD services will affect the consumers' behavioral intention. It is discussed that when the consumers are pleased with the information (menu) from the OFD, they will realize that OFD apps are convenient to use and will enjoy using them in the future. From the point of view of another research by Prasetyo (2021), among the consumers of OFD in Indonesia, the important key pieces of information needed in order to achieve a high information quality are detailed information on the restaurant, food, and related discounts. However, it is shown that the perceived ease of use of OFD services is unaffected by information quality. It claims that consumers can easily get high-quality information from other platforms on social media, hence, too much information on an OFD platform will lead to information overload and confuse the consumers in their decision making (Kang & Namkung, 2018).

It should be emphasized that a high-quality platform can increase the intention of customers to purchase and build their trust in the platform. On the other hand, McKnight et al. (2017) used the two-factor and trust theory to investigate the relationship between information quality and trust in business-to-business data sharing. Their findings demonstrated that the quality of information had a greater beneficial impact on consumer trust. Similarly, if the foods received by the customers are consistent as the content specified by the platform, the Online Food Delivery platform may present a better image, which will increase the reputation of the platform.

According to prior study, firms with a significant competitive advantage must first capture their consumers' favorable response before they can compete. This good response is described as a consumer who is pleased with the quality of service after using it. In

truth, this mentality is vital in mobile commerce for the business to completely perceive their service quality. As a result, in order to achieve customer satisfaction, firms must provide exceptional service. Online meal delivery service organizations must build a competitive strategy that answers to the demands of their clients in order to achieve long-term success. As a result, the consumer becomes emotionally attached to the service. Despite satisfaction, customer loyalty may be classified into behavioral and attitudinal factors. In technology-based businesses, customer loyalty is positively impacted by perceived service quality. (Pitchay, A. A., Ganesan, Y., Zulkifli, N. S., & Khaliq, A ,2021).

2.2.5 Food Quality (4th Independent Variable)

Variables in food quality have become an important aspect of not only the restaurant experience but one of the significant components for online food delivery services as well (Jang, 2013). According to Chamhuri (2015), The concept of analyzing the quality of food before and after purchase is referred to as food quality evaluation. Food quality may be regarded as an important component that determines the purchasing experience of consumers. Recent study has proved and validated the claim that food quality is critical in the meal delivery market. Namkung and Jang (2018) conducted a review on food quality, they came to a conclusion of the six item questions on food quality, none of which included religious factors, but instead are presentation, variety, a healthier alternative, flavor, freshness, and temperature. Within restaurants, food quality is determined by how well the food meets the needs of the customers (Ha & Jang, 2010; Suhartanto et al., 2019). As a consequence, in this study, these indicators, together with delivery time, delivery packing, and other parameters, may be utilized to establish the online food quality (Prasetyo, Y. T., Tanto, H., Mariyanto, M., Hanjaya, C, 2021).

2.2.6 Privacy and security (5th Independent Variable)

Customers' intent to purchase items online is impacted by their level of trust. They discovered that the major concern of online shoppers is privacy and security. The greater

the level of privacy and security, the greater the level of customer confidence in online purchasing (Bashir et al., 2015). According to Sultan and Uddin (2011), There is a positive association between privacy and security and the proclivity to buy online. The authors also observed that the majority of respondents feel that credibility is essential when making an online purchase. Because of a lack of confidence in firms that manage personal information and security, many customers have avoided making online purchases (Flavián & Guinalíu, 2016). Consumers want mobile e-commerce applications and websites to be safeguarded against malware and viruses, therefore the information from transactions is not shared or retained in any way (Razak et al., 2021). Security flaws in online retail transactions are a major concern obstructing the development of high-quality online food delivery services (Sarkar et al., 2020). Due to the online food delivery services are now allowing clients to make payments online, one of the difficulties that online meal delivery companies are presently grappling with is perceived security (Chai, L. T., & Yat, D. N. C. ,2019). People must safeguard themselves when utilizing online delivery services by the risk of leaking their personal information (Prasetyo, Y. T., Tanto, H., Mariyanto, M., Hanjaya, C, 2021).

2.3 Theoretical Framework Reference

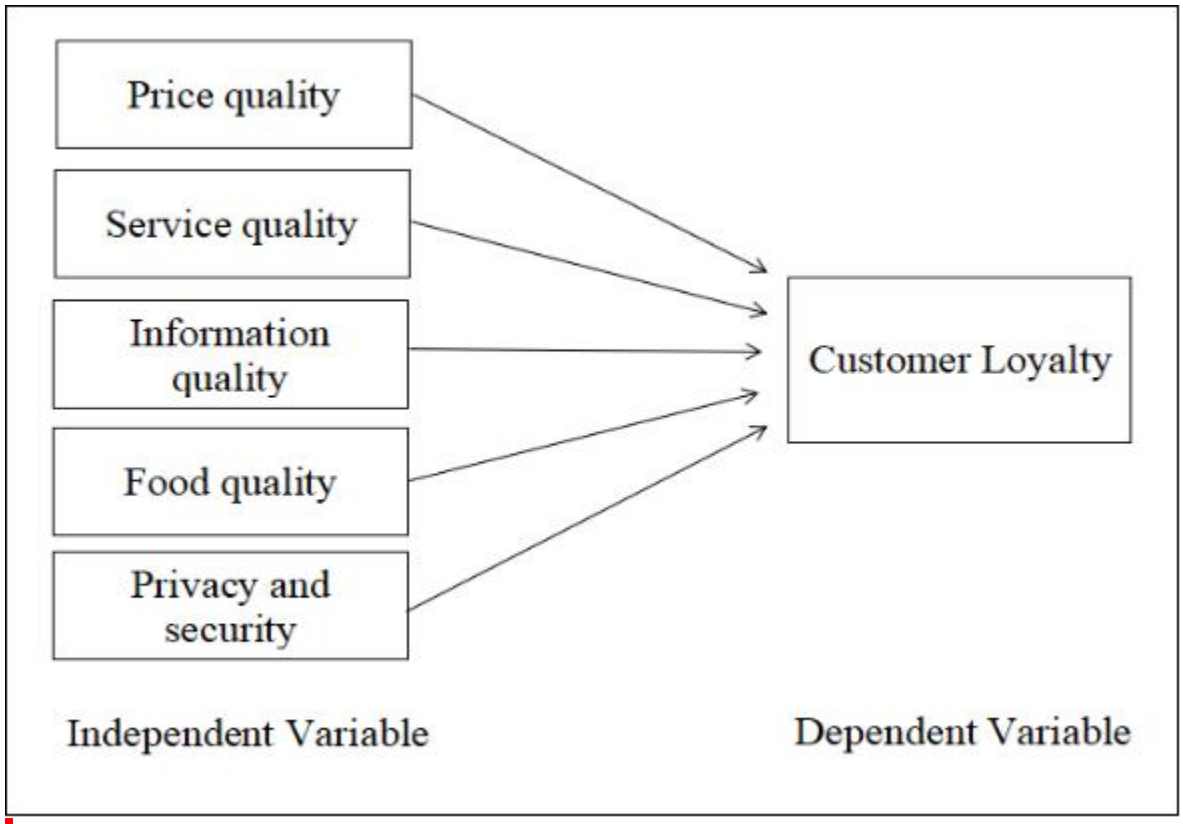

Figure 2.0 Theoretical Framework

Figure 2.0 shows the relationship between factors that affect the customer loyalty of online food delivery. In this framework, one of the factors that affect customer loyalty of online food delivery is the price quality. The figure 1 representing the Theoretical Research Framework. The structure square of this proposed system is the planned behavior theory. It consists of three independent indicators to estimate personal behavior: attitude toward conduct, subjective norms and perceived behavior control. Personal behavior is the main difference between rational behavior theory and planned behavior theory, which is situated at the focal point of the model structure.

From Figure 2.0, there were five independent variables, which consist of price quality, service quality, information quality, food quality, privacy and security. In

addition, Figure 2.0 shows that there was one dependent variable, which consisted of the customer.

2.4 Hypothesis Development

H1: Price quality has significant factors affecting customer loyalty of online food delivery service.

According to Akroush and Al-Debei (2015), the price quality is an important part to affect customer loyalty. Online users will compare prices between the different restaurant or OFD service applications, so it will be considered the most significant site that can offer vouchers or lower prices to the customer. The Internet menu can show price comparison and facilitates consumers to buy food at lower prices (Chiu et al., 2014; Erickson & Nelson, 2007; Gentry & Calantone, 2002). The relative advantage of online food delivery services can offer lower prices, save time, and convenience.

H2: Service quality has significantly affected customer loyalty of online food delivery service.

According to Zeithaml (2002), the most frequently referred to service quality is "the degree to which a site works with efficient shopping, buying, and delivery of quality services. Zeithaml (2002) indicates the quality of services as an inclusive evaluation of online delivery services by customers. Consumers expect high quality service from the site when shopping online (Caruana & Ewing, 2010). Service quality is an important aspect of online businesses, such as OFD services, where organizations and customers engage solely through internet gadgets. Jeon and Jeong (2017) believe that maintaining site quality is critical to client retention, convincing people to visit our site, and building customer loyalty.

H3: Information quality has a significant effect on customer loyalty of online food delivery service.

The information quality is playing an important role in mobile applications affecting customer loyalty of online food delivery services. It is reasonable because the customer requires up-to-date and complete data before using it. Leading information can influence the users of online food delivery service (OFDS) applications and makes them hesitant to utilize it. The better quality of information might inspire happiness and good behavioral intentions. Buyers from a positive view of the quality of information when it meets up to their assumptions in the decision-making process and is given in an appropriate way. Kang and Namkung (2018) indicated that the good quality of information provided by O2O business has a positive impact on perceived helpfulness and usability when the consumer buys food items.

H4: Food quality has significantly affected customer loyalty of online food delivery service.

According to Peri (2006), food quality is a set of customer needs, including security, healthy benefit, and tangible. Food quality is not the basic need of food, but more about acceptability. Food quality incorporates intrinsic properties which decide suitability for consumption and capacity. Quality should be visible as a dynamic and pluralistic characteristic of a food that is influenced by a variety of factors, including the food conditions. Food quality refers to the best food quality in fulfilling consumer assumptions and is viewed as an important aspect of the dining experience (Ha & Jang, 2010; Sulek & Hensley, 2004). Factors such as taste, sustenance and assortment of food inspire customer loyalty and keep customers coming back. The usefulness of the menu, display, size and assortment use are estimations that decide the quality of restaurant food (Liu et al., 2017). Qualities that are normally used to decide the food varieties acceptability are health and food quality.

H5: Privacy and security has significantly affected customer loyalty of online food delivery service.

According to Belanger (2011) characterized protection as enter, copying, and destruction of individual security data. They turn into a threat, which leads to situations involving online transactions including personal information and payment security. The organization should ensure customer data safety, while the customer uses online food delivery services (OFDS) through the application. The privacy and security are a significant part of the affecting customer loyalty of online food delivery service.

2.5 Chapter Summary

In summary, this chapter provides a dynamic course for developing the subsequent chapters to meet the study objectives by reviewing the research topics of this article using secondary data.

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CHAPTER 3: RESEARCH METHODOLOGY

3.0 Introduction

This chapter outlines a research strategy used to get data for research purposes. The research design is incorporated below to decide the type of research strategy utilized and its details. Other components include data collecting methods, sampling strategy, measuring structures, data management, and data analysis.

3.1 Research Design

Research design is based on quantitative research. The quantitative study includes gathering data to assess and analyze information using statistical procedures to support alternative claims. This research uses statistical methods, such as reviews and surveys, and collects data to generate statistical data.

Research designs may be characterized as a rule to guarantee that the data collected is worthwhile and valuable. Therefore, the appropriate research design may assist in ensuring effective research. Quantitative research is used in this review to acquire research information and investigate the study. Quantitative research mainly on a statistical analysis of data collected through a large-scale overview study by using questionnaires and other methods.

Quantitative research is based on conventional scientific exploration, which creates numerical data and aims to demonstrate a causal research relationship between two or more factors. For example, it shows the cause-and-effect relationship between the variables such as the relationship of price-quality, service quality, information quality, food quality, privacy, and security to customer loyalty to online food delivery.

3.2 Data Collection Methods

There have been two types of information structures data that exist, namely primary data form and secondary data. The purpose of data collecting is to recognize critical data by collecting the data needed for this research. The information collected assists with tending to the objectives and assumptions of the study. This will also give authenticity and approval to reports to be completed. The data will help researchers get a clearer picture. In primary data collection, the respondents were followed up by questionnaire surveys. It will assist with getting quality responses from the people on the research objectives. Other than that, secondary data is collected from online journals, google scholar, and newspapers. The secondary data helps the researcher to save time and cost. Secondary data is not just a simple source but also assists with identifying facts and data from research results that are missing or indistinct.

3.3 Sampling Design

3.3.1 Target Population

This research target population consists of UTAR students. In this study, the target population is set to be the students of UTAR. This is done so to restrict the boundaries of the sampling frame within the number of students of UTAR to control the number of questionnaires received and that University students have a higher tendency to use OFD services in their lifestyle, as seen from a research from Ramli et al. (2020). The number

of students that uses OFD services is undefined, but currently there are more than 20000 students (UTAR, n.d.).

3.3.2 Sampling Frame and Sampling Location

A sampling frame is a group of individuals drawn from the total targeted population (Sekaran & Bougie, 2013). Furthermore, this research uses non-probability sampling, and there is no record of the number of individuals that use online food delivery services in the targeted population. Hence, no sampling frame exists for this investigation. The sample location for this study will be around Sungai Long and Kampar since there are two UTAR campuses.

3.3.3 Sampling Elements

UTAR students use food delivery services include foundation students, degree students, master students, PHD students, that will participate in the questionnaire. Among the target population that uses OFD services, some might not be willing to disclose their opinion or information. Hence, participants' consent is acknowledged at the start of the questionnaire; therefore, individuals not interested in participating in the questionnaire are filtered out.

3.3.4 Sampling Technique

The sampling techniques used in this study are convenience sampling and snowball sampling; both are categorized under non-probability sampling techniques. Convenience sampling is a method where the target population is selected due to certain conditions such as ease of access or, put - convenience to do so. This technique is chosen as it allows the study to be completed concisely with no additional funding or ethical issues (Etikan, 2016). This sampling method is used where the researchers of this study will post the questionnaire in Facebook groups. Individuals that are within the targeted population will then fill in the questionnaire on a voluntary basis. Snowball sampling however, is the

sampling method whereby subsequent subjects are selected through a primary subject referral, the collection of data would then continue until the data collected for the study is sufficient. This method of sampling is used as it provides the researcher with ease of access to subjects as one is generally linked to another and is also fast method to obtain data (Naderifar et al., 2017). This sampling method is used by the researches of this study where the questionnaire will be shared with their friends though WhatsApp, Messenger or other social media apps and their friends will then continue to share with their friends which to be exact will be UTAR friends in this study.

3.3.5 Sampling Size

The targeted demographic has a population is around 21000. Hence, according to the Krejcie and Morgan's 1970 table of Sample Size for a Finite Population, the sample size for this study will be 377 (KENPRO, 2012). The questionnaire will be closed as soon as enough responses are given. In order to get a better accuracy of the survey, we will be collecting a total of 500 questionnaire from our target population.

3.4 Research Instrument

3.4.1 Questionnaire

A questionnaire was utilised to record and gather information in this study. The survey questions must be designed in a way that is relevant towards the study purpose. The benefits of carrying out a survey via questionnaire distribution include the ability to easily machine-process the data and code the responses (Kothari, 2004).

3.4.1 Questionnaires Design

Survey questionnaires are the primary research tool used in this study to collect data and information from participants. The questionnaire is divided into several sections A, B C

and D, E, F, G. Section A is about the demographics of an individual where it consists of five questions. Section B, C, D, E, F is about the independent variables which are the price quality, service quality, information quality, food quality and privacy and security. Moving on to section G , it is about the dependent variable which is customer loyalty.

3.5 Constructs Measurement

Various scale measurements are used to measure the information collected to measure multiple questions. There are four scale measurement types: nominal scale, ordinal scale, interval scale, and ratio scale.

A nominal scale is a scale that cannot be numbered and cannot be qualified or qualified. This scale is used for questions in section A on individuals' demographics, such as their gender, ethnic group, and marital status (Marateb et al., 2014).

The ordinal measurement scale is a sort of assessment in which data can be ranked. This type of scale is used for questions in section A, such as education level and how often the individual OFD services (Mishra et al., 2018).

In this questionnaire, the interval scale is the most commonly used. An Interval scale is where the difference between two ordered numbers is meaningful, and there is no absolute zero (Marateb et al., 2014). This is used for questions in sections B, C, D, E, F, and G, where a five-point scale of 'Strongly Agree, Agree, Neutral, Disagree, and Strongly Disagree' is given for the individuals to choose on the level they agree or disagree on the statement of the questions.

A ratio scale is a type of scale with absolute zero, and it can also be used to compare differences in the intervals. In this questionnaire, only one question in section A on the individuals' age used this scale (Marateb et al., 2014).

Table 3.1 Construct of Measurement

Constructs	**Questions and Resources**	**Sources**
Price Quality	**Section B (Question 1-8)**	**Adopted from Yusra & Agus, 2019); Casidy & Wymer, (2016); Tan and Wee (2021)**
Service Quality	**Section C (Question 1-5)**	**Adopted from Moon & Armstrong, (2019); Jeon & Jeong, (2017); Jeon & Jeong, (2017); Sidharta et al., (2021).**
Information Quality	**Section D (Question 1-4)**	**Adopted from Pitchay, A. A., Ganesan, Y., Zulkifli, N. S., & Khaliq, A. (2021), Prasetyo, Y. T., Tanto, H., Mariyanto, M., Hanjaya, C (2021)**
Food Quality	**Section E (Question 1-5)**	**Adopted from Prasetyo, Y. T., Tanto, H., Mariyanto, M., Hanjaya, C (2021), Suhartanto, D., Helmi Ali, M., Tan, K. H., Sjahroeddin, F., & Kusdibyo, L. (2019)**

Privacy and Security	**Section F** **(Question 1-5)**	**Adopted from Chai, L. T., & Yat, D. N. C. (2019), Prasetyo, Y. T., Tanto, H., Mariyanto, M., Hanjaya, C (2021)**
Customer Loyalty	**Section G** **(Question 1-6)**	**Adopted from Suhartanto, D., Helmi Ali, M., Tan, K. H., Sjahroeddin, F., & Kusdibyo, L. (2019).**

3.6 Data Processing

Data inspection, coding, input, and cleaning are all examples of data processing. All of the data collected were analyzed using SPSS Statistics by IBM. Therefore, we will be using SPSS to run and analyze the data, and it will help us convert all the data into information to facilitate our data analysis.

3.6.1 Data Checking

Before the survey is disseminated to the target respondents, it is necessary to check the data. This stage helps researchers to spot issues and faults in the completed questionnaire, such as grammatical and content errors. This study will deliver 500 copies of questionnaires for better accuracy. Preliminary testing is being conducted to confirm that the questionnaire is accurate and thorough.

3.6.2 Data Coding

All collected information is categorized by number so that researchers may easily and rapidly enter large amounts of raw data into IBM SPSS Statistics. Part a (demographic

information of respondents), for example, divides respondents into four age groups: 1 = 18-29 years old, 2 = 30-39 years old, 3 = 40-49 years old, and 4 = 50 years old and older. The Likert scale with five points is utilized as the measuring scale in sections B, C, and D, and the data is coded from 1 to 5, extending from strong disagreement to strong agreement.

3.6.3 Data Entering

Following the distribution of the questionnaire data set, all obtained data is loaded into the proposal outcome analyst program to be analyzed.

3.6.4 Data Cleaning

The researchers executed the data cleaning method by completing a double check process on the input raw data to avoid erroneous findings.

3.7 Data Analysis

Following the process of obtaining reliable data with appropriate methods, here comes the part where data is processed and interpreted, otherwise known as the process of data research. According to Ibrahim (2015), data analysis is a method in which information is organized in a manner such that it yields an answer to the pertaining questions, through proper statistical steps. In aid of the process, the IBM SPSS software is used in this study.

3.7.1 Descriptive Analysis

Descriptive analysis is used to summarize the data from a specific data set which can be collected from responses from an entire population or a sample population chosen to study. For example, descriptive analysis can analyze and conclude the mean age of a sample population (Kaur, Stoltzfus & Yellapu, 2018). Other than mean, descriptive analysis can compute other measures of the data, for instance, the most used descriptive

statistics of centers that are used in many different areas of math and statistics are mean, median, and mode (Hayes, 2022). Hence, descriptive analysis is helpful to researchers as it helps to present the data in an understandable way for further study. In this study, descriptive analysis is used for the data in section A of the questionnaire on the individuals' demographic. Section A consists of information such as gender, age, ethnic group, and lastly on how often they order online food delivery. To have a better visual of the data, a pie chart is appropriate for all the questions in section A except the last one on how often they order online food delivery. The last question will be presented in a bar chart format which is more suitable for this question as it clearly shows the relative amount according to the category selected.

3.7.2 Reliability Analysis

According to Rosaroso (2015), reliability is defined as a sense of consistency in measurement - how the consistency pertains from one measurement to another. Therefore, reliability analysis is done to determine the validity of tests. In other words, some tests might be invalid for certain studies while some are. For this study, Cronbach's Alpha is used to determine the reliability of the study and whether the data collected are positively related or not related to one another. In other words, it is a value to indicate whether the data collected is consistent, and the level of consistency depends on the matter itself (Taber, 2017). The scale of Cronbach's alpha value is 0 to 1; there is a linear relationship to this concept as when the amount is closer to 1, the consistency is higher; when the value is more relative to 0, the consistency is lower. Although however, there are different levels of consistency, and these levels are different based on various studies; there is yet a fixed table for the level of internal consistency (Taber, 2017; Zach, 2021). For this study, the table below will be used as the level of internal consistency according to Cronbach's Alpha.

3.7.3 Inferential Analysis

Inferential analysis is used in comparing the difference between the variables. It uses data from the sample of study and makes inferences on the general population. There are

several methods for inferential analysis, each of the methods are suitable for a particular type of study design with certain characteristics (Kuhar, 2010). Thus, the Pearson's correlation coefficient and Multiple Regression Analysis were selected as methodologies for this investigation.

3.7.3.1 Pearson correlation coefficient

Pearson's Coefficient of Correlation is the degree of which one variable reacts in response to a change of another variable. The value of the Pearson correlation coefficient ranges from -1 to +1, where positive values imply positive relationships while negative values imply negative relationships. In absolute units, the greater the value coefficient, the stronger the correlation. Likewise, a lower value of the coefficient, the weaker the correlation. For a coefficient value of 0, this implies that there is no correlation between the two variables (Schober, Boer & Schwarte, 2018). Hence, the strength of the correlation (in absolute units) is graded with the table below:

Table 3.2 : An example of a conventional approach in grading a correlation coefficient

Absolute value of correlation coefficient	**Interpretation**
0.00 - 0.10	Negligible correlation
0.10 - 0.39	Weak correlation
0.40 - 0.69	Moderate correlation

0.70 - 0.89	Strong correlation
0.90 - 1.00	Very strong correlation

There are five independent variables in this study, price quality, service quality, information quality, food quality and lastly privacy and security. The dependent variable is customer loyalty. Thus, Pearson's Correlation Coefficient can analyze the intensity of the relationship between the variables.

3.7.3.2 Multiple Regression Analysis

Multiple regression analysis is a mathematical method to determine the connection between a given dependent variable with respect to several independent variables (Moore et al., 2006). A sample of a mathematical model of a regression function is as follows:

$Y = c + ◆◆◆_1X_1 + ◆◆◆_2X_2 + \ldots + ◆◆◆_iX_i$

Where:

Y : The dependent variable

C : The y-intercept

X_n : Independent variables

$◆◆◆_n$: Coefficients or weights of the respective independent variables

From this study, there are five independent variables, price quality, service quality, information quality, food quality and lastly privacy and security. The dependent variable is customer loyalty. All the independent and dependent variables questioned in the questionnaire are using an interval measurement scale, which is suitable to apply multiple

regression analysis. The regression can estimate the effect of change on the dependent variables based on the independent variables. Hence, the hypothesis of this study can be tested and determined by utilizing multiple regression analysis.

3.8 Chapter Summary

Last, Research methods provide clear guidelines for conducting research and achieving reliable results. In addition, this chapter summarizes the collection, analysis, and interpretation of our selection of research designs, data selection methods, sampling designs, other relevant research tools, assessment construction, data management, and data analysis of data collected through the SPSS software.

CHAPTER 4: DATA ANALYSIS

4.0 Introduction

The major goal of chapter 4 is to examine the findings and conclusions that are related to the study question and hypothesis that were discussed in chapter 3. To begin, this chapter will present a descriptive analysis that comprises respondent demographic profile and construct core tendency measurement. Aside from that, this chapter will go through the results of the dependability analysis. In this chapter, inferential analysis is used to build hypotheses about population features based on sample data, with the goal of analysing the connection between independent and dependent variables.

4.1 Descriptive Analysis

This section will explain the demographic data that has been collected for the research

4.1.1 Respondent Demographic Profile

4.1.1.1 Gender of Respondents

Table 4.1 Gender

	Frequency	Percent (%)	Valid Percent (%)	Cumulative Percent (%)
Male	263	52.6	52.6	52.6
Female	237	47.4	47.4	100.0
Total	500	100.0	100.0	

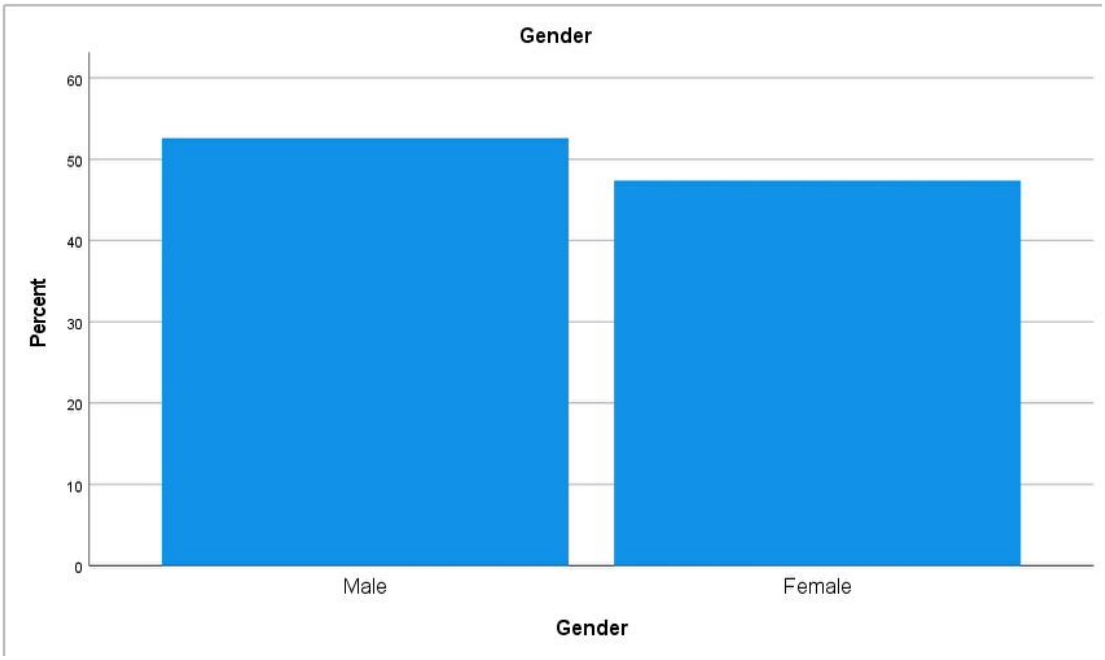

Figure 4.1 Gender

Based on table 4.1 and figure 4.1, there is 500 respondents in this research which there are 263 male respondents and 237 female respondents. Male respondents hold 52.6% of respondents and female respondents hold 47.4% of respondents.

4.1.1.2 Age of Respondents

Table 4.2 Age of Respondent

	Frequency	Percent (%)	Valid Percent (%)	Cumulative Percent (%)
18-21	169	33.8	33.8	33.8
22-23	258	51.6	51.6	85.4
24-25	61	12.2	12.2	97.6
Above 25	12	2.4	2.4	100.0

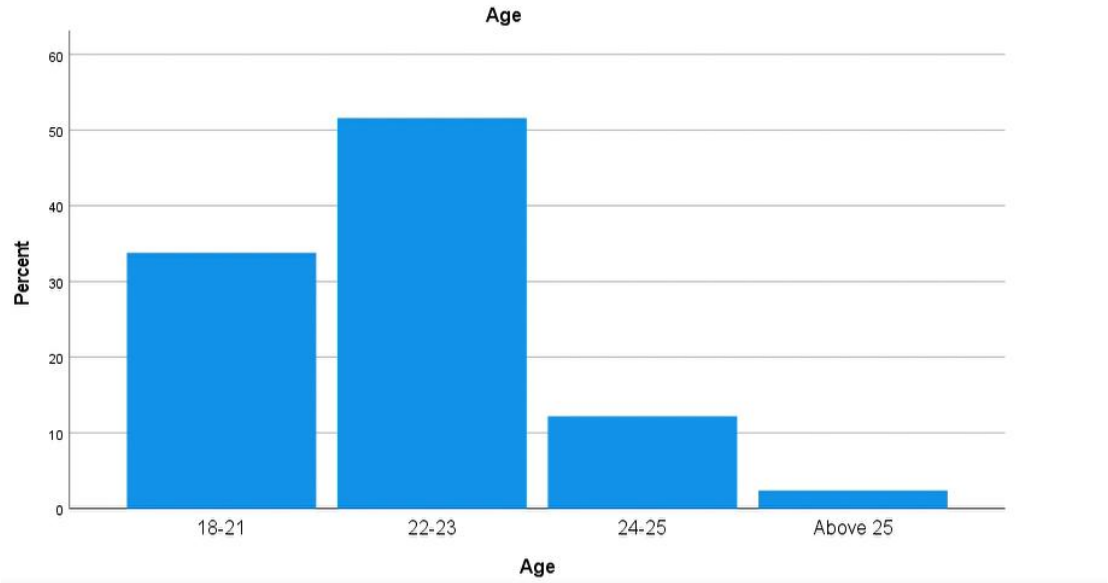

Figure 4.2 Statistic of Respondent Age

The respondent age of 18-21 years old represent 33.8%, 22-23 years old represent 51.6%, 24-25 years old represent 12.2%, while respondent of age 25 and above are the remaining 2.4%.

4.1.1.3 Education level of Respondents

Table 4.3 Education level of respondent

Education level	Frequency	Percent (%)	Valid Percent (%)	Cumulative Percent (%)
SPM	2	0.4	0.4	0.4
Diploma/Foundation	65	13.0	13.0	13.4
Bachelor Degree	426	85.2	85.2	98.6
Master	3	0.6	0.6	99.2
PhD	4	0.8	0.8	100.0

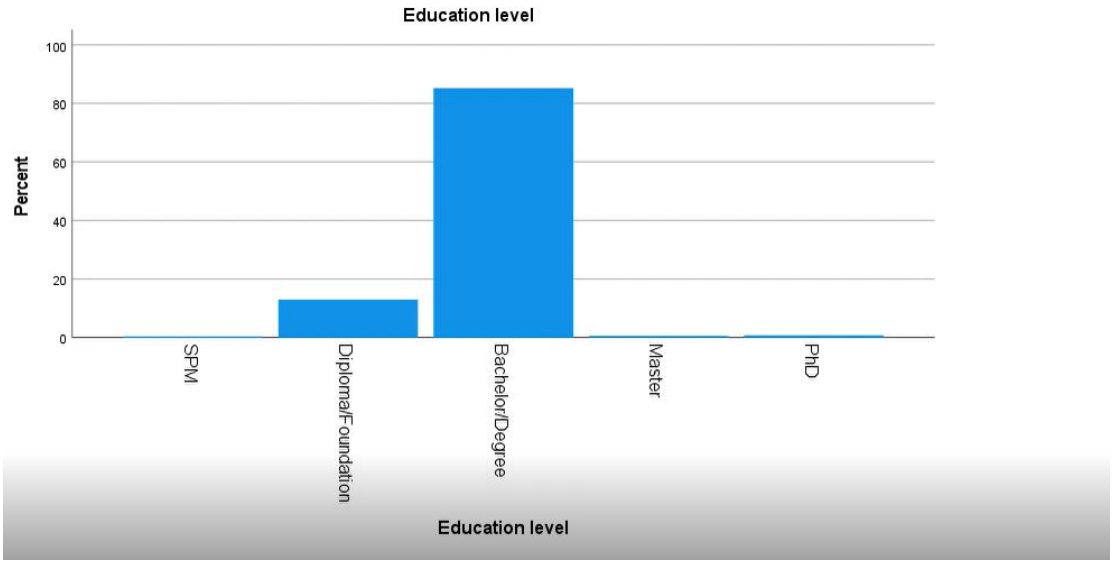

Figure 4.1.3 Statistic of Education Level of Respondent

According to table 4.1.3 and figure 4.13, the respondents with education level of bachelor of degree with number of 46 people and represented 85.2% , are the highest among this

research. Followed by diploma/foundation, PhD, master degree, and SPM which has 13.0%, 0.8%, 06% and 0.4% respectively.

4.1.1.4 Ethnic Group of Respondents

Table 4.4 Ethnic Group of respondent

	Frequency	Percent (%)	Valid Percent (%)	Cumulative Percent (%)
Chinese	432	86.4	86.4	86.4
India	68	13.6	13.6	100.0
Malay	0	0.0	0.0	100.0

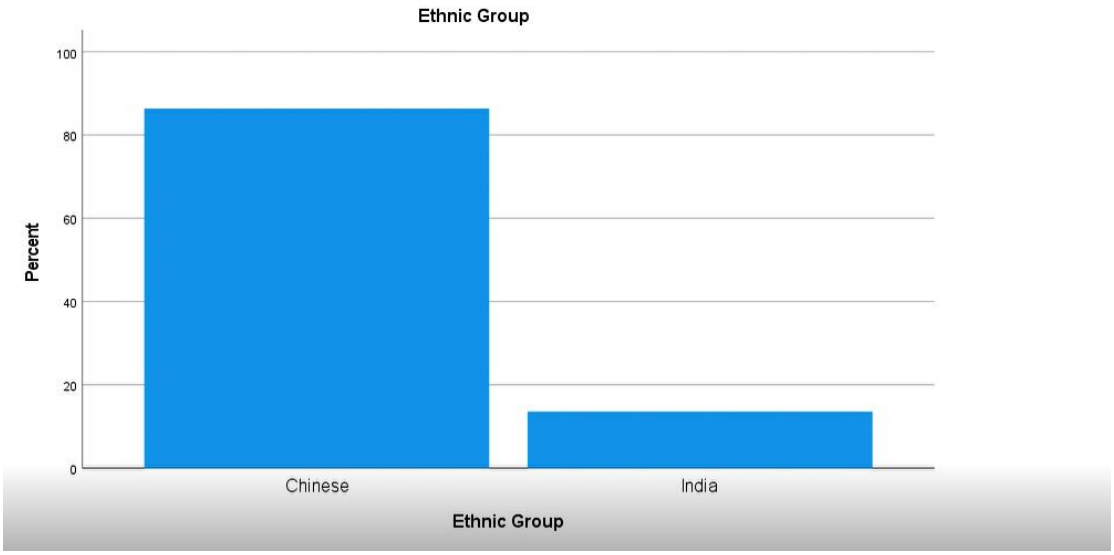

Figure 4.14 Ethnic Group of respondents

Based on the table and figure above, majority of the respondent are from the chinese ethnic group with a percentage of 86.4 while Indian has 13.6%.

4.1.1.5 Marital Status of Respondents

Table 4.5 Marital Status of respondent

Marital Status

	Frequency	Percent (%)	Valid Percent (%)	Cumulative Percent (%)
Single	496	99.2	99.2	99.2
Married	4	0.8	0.8	100.0

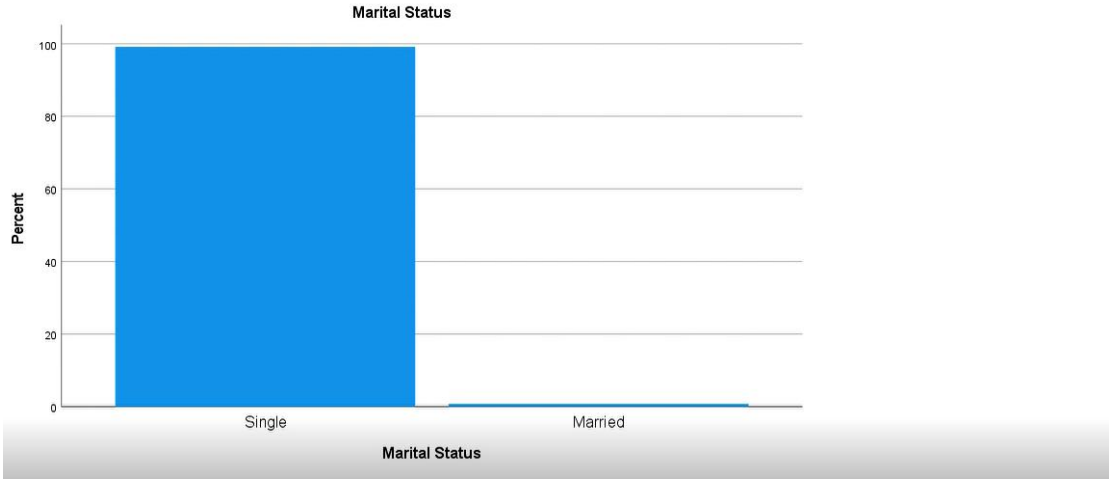

Figure 4.15 Marital Status of respondent

Based on the table and figure above, majority of the respondent are of single status while only a handful of respondent are married with the percentage of 99.2% and 0.8% respectively.

4.1.1.6 How often do respondent order food delivery service through online

Table 4.6 How often do respondent order food delivery service through online

Figure 4.16 How often do respondent order food delivery service through online

	Frequency	Percent (%)	Valid Percent (%)	Cumulative Percent (%)
Daily	61	12.2	12.2	12.2
Weekly	236	47.2	47.2	59.4
Monthly	169	33.8	33.8	93.2
Rarely	8	1.6	1.6	94.8
Never	26	5.2	5.2	100.0

Based on table 4.6 and figure 4.16, there are 61 respondents and represented 12.2% who order online food delivery service daily. Next, there are 236 respondents and represented 47.2% who order online food delivery service weekly. Thirdly, there are 169 respondents and represented 33.8% who order online food delivery service monthly. Furthermore, 8 respondent who rarely order online food with a percentage of 1.6% and lastly 26 respondent who never order online food with a percentage of 5.2%.

4.1.2 Central Tendencies Measurement of Constructs

4.1.2.1 Price Quality

Table 4.7 Descriptive statistic of Price Quality

Section B	Statement	Mean	Standard Deviation	N
B1	The prices offered by the Grab Food app is affordable.	3.5160	0.86905	500
B2	I think the tax price in using Grab Food services is reasonable.	3.4740	1.03898	500
B3	I can save money by using prices of different online OFD services.	3.4020	0.81837	500
B4	I think delivery price of Grab Food services are reasonable.	3.5960	0.93944	500
B5	I feel that discount provided encourages me to use OFD services.	3.8720	0.73804	500
B6	Grab Food offer good value for money.	3.6520	0.85578	500
B7	Discounts received through online purchase are satisfactory.	3.9960	0.84464	500
B8	When I order through the Grab Food app, the food quality is based on the price..	3.5800	0.93453	500

According to table 4.7, the statement with the highest mean was B7, followed by B5, B6, B4, B8, B1, B2, and finally statement B3, which has the lowest mean of 3.4020.

B2 had the largest standard deviation with a value of 1.03898, followed by

Statements B4, B8, B1, B6, B7, B3 and B5 have the lowest standard.difference of 0.73804

4.1.2.2 Service Quality

Table 4.8 Descriptive statistic of Service Quality

Section C	Statement	Mean	Standard Deviation	N
C1	Grab Food app has made it easier for me to find my desired needs	3.8520	0.50854	500
C2	The delivery time made by Grab Food always on time.	3.9080	1.04005	500
C3	The delivering order is as promised.	3.7000	0.76888	500
C4	The services of Grab Food employees are above my expectations.	3.5320	0.75506	500
C5	The service quality of Grab Food is good enough to satisfy me	3.8780	0.76961	500

According to the statement in table 4.8, C2 has the greatest mean of 3.9080, followed by C5, C1, C3, and C4, and C4 has the lowest mean of 3.5320. Statement C2 had the largest standard deviation of 1.04005.C5, C3, and C4 follow. The criteria for Statement C1 was the lowest.0.50854 is the standard deviation.

4.1.2.3 Information Quality

Table 4.9 Descriptive statistic of Information Quality

Section D	Statement	Mean	Standard Deviation	N
D1	The application is user friendly	3.9080	0.63272	500
D2	Grab Food always has the latest food shown in the app	3.9620	0.76007	500
D3	I had to learn a lot before I could use the Grab Food system.	3.5320	0.93312	500
D4	Grab Food application has sufficient information about the food offered	3.7620	0.81896	500

According to the statement in table 4.9, D2 has the greatest mean of 3.9620, followed by D1, D4, and D3, with D3 having the lowest mean of 3.5320.

Statement D3 had the highest standard deviation of 0.93312, followed by D4, D2, and D1 with the lowest standard deviation of 0.63272.

4.1.2.4 Food Quality

Table 4.10 Descriptive statistic of Food Quality

Section E	Statement	Mean	Standard Deviation	N
E1	The food ordered on Grab Food is as advertised	3.7580	0.72144	500
E2	I am satisfied with the quality of food that I ordered.	3.8920	0.84485	500
E3	The packaging on the food is satisfactory when delivered	3.6660	0.72905	500
E4	The food delivered by Grab Food is as good as the food i eat in the restaurant	3.4520	0.80560	500
E5	Food standards meet the expectation for the price paid.	3.6240	0.78221	500

According to table 4.10, E2 has the greatest mean of 3.8920, followed by E1,E3,E5, and E4 has the lowest mean of 3.4520.

Statement E2 had the largest standard deviation of 0.84485, followed by E4, E5, and E3. The standard deviation for Statement E1 was 0.72144.

4.1.2.5 Privacy and Security

Table 4.11 Descriptive statistic of Privacy and Security

Section F	Statement	Mean	Standard Deviation	N
F1	Grab Food application protects personal / confidential information.	3.7360	0.65968	500
F2	Grab Food Application provides good security	4.0000	0.83510	500
F3	Payment information is safe to kept in Grab Food Application	3.7400	0.82569	500
F4	Grab Food application keeps my shopping behavior information.	3.7260	0.79258	500
F5	Grab Food apps is trustworthy.	3.9680	0.81259	500

According to the statement in table 4.11, F2 has the greatest mean of 4, followed by F5, F1, F3, and F4, which has the lowest mean of 3.7260.

Statement F2 had the largest standard deviation of 0.83510, followed by F3, F5, and F4. The standard deviation for Statement F1 was 0.65968.

4.1.2.6 Customer loyalty

Table 4.12 Descriptive statistic of Customer loyalty

Section G	Statement	Mean	Standard Deviation	N
G1	I would like to continue using Grab Food to order food. [I would like to continue using Grab Food to order food	3.8880	0.76722	500
G2	I would continue to order from Grab Food App even if there is an increase in the price.	3.0940	1.30406	500
G3	I would recommend Grab Food to other people.	3.7100	0.76096	500
G4	Food delivery in Grab Food app is beyond my expectation.	3.6440	0.80906	500
G5	I would consider the use of Grab food app over other delivery apps.	3.8280	0.89444	500
G6	I am comfortable shopping at Grab food application	3.6940	0.87286	500

From the statement of table 4.12 above, G1 has the highest mean of 3.8880, followed by G6, G5, G3, G4, and G2 showed the lowest mean of 3.0940

The standard deviation for statement G2 was the highest with 1.30406 followed by G5,G6, G4, G1. Statement G3 had the lowest standard deviation of 0.76096

4.2 Scale Measurement

4.2.1 Reliability Test

Table 4.13: Reliability Test

Variable	Cronbach`s alpha	Items	Number of response
Price Quality	0.818	8	500
Service Quality	0.651	5	500
Information Quality	0.600	4	500
Food Quality	0.767	5	500
Privacy and Security	0.828	5	500
Customer loyalty	0.794	6	500

Table 4.13 described the result of the reliability test for the research. Based on table 4.13, the Privacy and Security`s variable (0.828) has the highest Cronbach's Alpha value, followed by Price Quality variable (0.818), the Customer loyalty variable (0.794), and the Food Quality variable (0.767), Service Quality variable (0.651) and lastly Information quality variable with value of (0.600) The reliability test result that is obtained shows that

all the variables included in this research have a fair to good reliability level which the Cronbach's Alpha value is between 0.60 to 0.90

(Sekaran & Bougie, 2013).

4.3 Inferential Analysis

Hypothesis testing was examined via multiple regression analysis. Pearson correlation analysis was carried out before the multiple regression analysis to scrutinise the linear association between two variables.

Size of Correlation	Interpretation
.90 to 1.00 (−.90 to −1.00)	Very high positive (negative) correlation
.70 to .90 (−.70 to −.90)	High positive (negative) correlation
.50 to .70 (−.50 to −.70)	Moderate positive (negative) correlation
.30 to .50 (−.30 to −.50)	Low positive (negative) correlation
.00 to .30 (.00 to −.30)	negligible correlation

Table 4.14 Size of Correlation and Interpretation

4.3.1.1 Correlation between Price Quality and Customer loyalty

Table 4.15 Correlation between Price Quality and Customer loyalty

Correlations		
Price Quality		Customer Loyalty
	Pearson Correlation	0.785
	Significant (2 tailed)	0.000
	N	500

Table 4.15 demonstrates that there is a substantial positive link between price quality and customer loyalty (r = 0.785, p > 0.05). The p-value is less than the alpha value (0.000). (0.05). Customer loyalty increases when prices and quality are high, according to the correlation value of 0.785. The correlation coefficient value of 0.785 is within the range of 0.70 to 0.90, indicating that the strength of this association is strong and significant.

4.3.1.2 Correlation between Service quality and Customer loyalty

Table 4.16 Correlation between Service quality and Customer loyalty

Correlations		
Service Quality		Customer Loyalty
	Pearson Correlation	0.766
	Significant (2 tailed)	0.000
	N	500

Table 4.16 demonstrates that there is a substantial positive link between service quality and client loyalty (r = 0.766, p > 0.05). The p-value is less than the alpha value (0.000). (0.05). Customer loyalty increases when service quality is strong, according to the

correlation value of 0.766. The correlation coefficient value of 0.766 is within the range of 0.70 to 0.90, indicating that the strength of this association is strong and significant.

4.3.1.3 Correlation between Information quality and Customer loyalty

Table 4.17 Correlation between Information quality and Customer loyalty

Correlations		
Information Quality		Customer Loyalty
	Pearson Correlation	0.687
	Significant (2 tailed)	0.000
	N	500

Table 4.17 demonstrates that there is a substantial positive link between service quality and client loyalty ($r = 0.687$, $p > 0.05$). The p-value is less than the alpha value (0.000). (0.05). Customer loyalty increases when information quality is excellent, according to the correlation value of 0.687. The correlation coefficient value of 0.687 is within the range of 0.50 to 0.70, indicating that the strength of this link is moderate and significant. 0.766 is between 0.70 and 0.90.

4.3.1.4 Correlation between Food Quality and Customer loyalty

Table 4.18 Correlation between Food Quality and Customer loyalty

Correlations		
Food Quality		Customer Loyalty
	Pearson Correlation	0.776
	Significant (2 tailed)	0.000
	N	500

Table 4.18 shows a significant positive relationship exist between food quality

And customer loyalty ($r = 0.776$, $p > 0.05$). The p-value (0.000) is smaller than the

alpha value (0.05). The correlation coefficient of 0.776 shows that when food quality is high, customer loyalty will increase. The strength of this

relationship is highand significant as the correlation coefficient value of

0.776 falls within ±0.70 to ±0.90.

4.3.1.5 Correlation between Privacy and Security and Customer loyalty

Table 4.19 Correlation between Privacy and Security and Customer loyalty

Correlations		
Privacy and Security		Customer Loyalty
	Pearson Correlation	0.674
	Significant (2 tailed)	0.000
	N	500

Table 4.19 shows a significant positive relationship exist between Privacy and Security and customer loyalty ($r = 0.674$, $p > 0.05$). The p-value (0.000) is smaller than the alpha value (0.05). The correlation coefficient of 0.674 shows that when Privacy and Security is high, customer loyalty will increase. The strength of this relationship is moderate and significant as the correlation coefficient value of 0.674 falls within ±0.50 to ±0.70.

4.3.2 Multiple Linear Regression Analysis

This section presents the results of multiple regression analysis in examining the influence of the independent variables on customer loyalty.

Table 4.20 Statistic of Model fit

Model Summary[b]					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.867[a]	.751	.749	1.94443	2.028
a. Predictors: (Constant), F, B, C, E, D					
b. Dependent Variable: G					

Table 4.21 Statistic of Anova

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	5637.202	5	1127.440	298.201	.000[b]
	Residual	1867.716	494	3.781		
	Total	7504.918	499			

a. Dependent Variable: G

b. Predictors: (Constant), F, B, C, E, D

Table 4.22 Statistic of Multiple regressions

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	-2.952	.685		-4.311	.000	-4.297	-1.607
	B	.330	.030	.399	10.948	.000	.270	.389
	C	.515	.059	.337	8.677	.000	.398	.631
	D	-.219	.081	-.121	-2.693	.007	-.379	-.059
	E	.370	.055	.267	6.674	.000	.261	.479
	F	.106	.052	.083	2.054	.041	.005	.207

a. Dependent Variable: G

The p-value (0.000) in Table 4.31 was less than the significance criterion of 0.05, indicating that the F-statistic is significant. As a result, the provided model is adequate for defining the dependent variable consumer loyalty).

When it comes to independent variables (price quality, service quality, information quality, food quality , privacy and security). As a result, the IVs play an important role in explaining variance in consumer loyalty. Furthermore, the R-square value of 0.751 indicates that the model's IVs (price quality, service quality, information quality, food quality, privacy and security) explained 75.1% of the variation in the DV (customer loyalty) in this research. The remaining 24.9% of variation cannot be explained by this model, indicating that additional factors can be employed to explain customer loyalty.

Hypothesis

H1: There is a significant relationship between price quality and customer loyalty to online food delivery services.

H2: There is a significant relationship between service quality and customer loyalty.

H3: There is a significant relationship between information quality and customer loyalty.

H4: There is a significant relationship between food quality and customer loyalty.

H5: There is a significant relationship between privacy and security towards customer loyalty.

Based on the findings, the independent factors (pricing quality, service quality, information quality, food quality, privacy, and security) show a positive association with the dependent variable (customer loyalty). Because the p-value is less than the alpha value, pricing quality (=0.330, p=0.000), service quality (=0.515, p=0.000), information quality (=-0.219, p=0.007), food quality (=0.370, p=0.000), and privacy and security (=0.106, p=0.041) have a positive and significant impact on customer loyalty (0.05). As a result, H1, H2, H3, H4, and H5 are supported.

The contribution of each independent variable to the dependent variable is shown in Table 4.33 above. Service quality had the greatest variable influence on customer loyalty among the independent variables, with a beta value of 0.515. Food quality is the second most important component, with a beta value of 0.378. The ranking is then followed by price quality (beta = 0.330), privacy and security (beta = 0.106), and lastly information quality (beta = - 0.219). The most important factor is service quality. It has the most impact on client loyalty. When a result, as service quality improves, so will client loyalty. When compared to other criteria, information quality has the least influence on consumer loyalty.

CHAPTER 5 DISCUSSION, CONCLUSION AND IMPLICATIONS

5.0 Introduction and Summary of Statistical Analysis

5.0.1 Introduction

The statistical analysis of the data gathered from this investigation will be discussed in Chapter 5. Both hypotheses' validity is also examined and summarised below, along with an overall conclusion. To improve the validity of this study, the limitations and recommendations are included below to help future studies or research on this issue.

5.0.2 Central Tendency

Table 5.1:Summary of Central Tendency Measurement

Variable	Mean	Standard Deviation
Price Quality	29.088	7.03883
Service Quality	18.870	3.84214

Information Quality	15.164	3.14487
Food Quality	18.392	3.88315
Privacy and Security	19.170	3.92564
Customer loyalty	21.858	5.40860

Source: Result generated and adopted from SPSS software

5.0.3 Inferential Analysis

Table 5.2: Reliability Test Result for the Comprehensive Research

NO.	Variable	Cronbach's alpha	Reliability
1	Price Quality	0.818	High
2	Service Quality	0.651	Moderate
3	Information Quality	0.600	Moderate

4	Food Quality	0.767	High
5	Privacy and Security	0.828	High
6	Customer loyalty	0.794	High

Source: Result generated and adopted from SPSS software

Customer loyalty has a positive correlation with the five independent variables, with Privacy and Security having the highest significant value (0.828), followed by Price Quality (0.818), Food Quality (0.767), Service Quality (0.651), and Information Quality (0.600). Because the correlation coefficient values of these three variables are in the range of ±0.70 to ±0.90, the three associations have a high degree of intensity. The remaining two relationships have a modest degree of intensity since their correlation coefficients are in the range of ±0.50 to ±0.70.

5.0.4 Multiple Linear Regression Analysis and Linear Regression Analysis

Table 5.3:Summary of the Result of Hypotheses Testing

NO.	Hypothesis	Result
1	There is a significant relationship between price quality and customer loyalty to online food delivery services.	P=0.000 P<0.05 Accepted
2	There is a significant relationship between service quality and customer loyalty.	P=0.000 P<0.05 Accepted
3	There is a significant relationship between information quality and customer loyalty.	P=0.007 P<0.05 Accepted
4	There is a significant relationship between food quality and customer loyalty.	P=0.000 P<0.05 Accepted
5	There is a significant relationship between privacy and security towards customer loyalty.	P=0.041 P<0.05

Source: Result generated and adopted from SPSS software

5.1 Discussion of major findings

The purpose of this study is to identify the factors that affect customer loyalty of price quality, service quality, information quality, food quality and privacy and security quality on online food delivery service. The results of this study were able to enhance the performance of online food delivery service providers and resulted in a better understanding of the service by the customers. Understanding of the variables that affect the customer loyalty as well as the advantages and disadvantages that depend on the customer loyalty. As a result, the reputation of online food service keeps growing and new customers will start to use them and place orders. Therefore, they should pay extra effort to concentrate on the reason why there are so many complaints received that do not fulfill customer perceptions, which leads to a decline in customer orders. Businesses would pay more attention to their online food delivery services if they pay attention to these factors and issues.

5.1.1 Price Quality and Customer Loyalty

The first hypothesis H1 states that customer loyalty to online meal delivery services is significantly impacted by price and quality. In order to establish the causal connection between pricing quality and customer loyalty, multiple regression analysis was performed in this study. The p-value for pricing quality in this analysis is 0.000, which is lower than the alpha value of 0.05. Therefore, pricing quality (predictor variable) is a relevant variable to predict customer loyalty (dependent variable) for the study, according to DelVecchio and Puligadda (2012). Since customers generally pick for lower-priced and value for money services, which indicates that the lower the price, the higher the price quality which is associated with higher customer loyalty. Price quality is also a crucial factor in satisfying the demands and desires of the customer (Peri, 2006). In short, this result demonstrates that customer loyalty of online food delivery is significantly influenced by the price and quality.

5.1.2 Service Quality and Customer Loyalty

The second hypothesis H2 assumes that service quality has a significant impact on the customer loyalty of online food delivery service. In order to evaluate the causal relationship between service quality and customer loyalty, we also performed multiple regression analysis. The p-value for service quality in this study is 0.000, which is lower than the alpha value of 0.05. Therefore, for the study, the predictor variable of service quality is a significant factor in predicting the dependent variable of customer loyalty. The majority of buyers anticipate high-quality websites when they shop online, according to Suhartanto et al. (2019). For online food distribution to successfully sell their goods and services in online commerce, quality of service is crucial. System accessibility, effectiveness, privacy, web design, and customer service are important when it comes to preserving and boosting client loyalty for online meal delivery. Efficiency and excellent customer service are crucial for increasing the pleasure of service users, according to Jeon and Jeong (2017). This is due to the fact that clients who receive effective and outstanding website customer care will be happier than those who do not. Because a website's first impression is so important for luring visitors and ultimately fostering client loyalty, website design has considerable bearing. Customers will trust websites with their personal information if they feel safe that their data is secure and not stolen by third parties.

5.1.3 Information Quality and Customer Loyalty

The third hypothesis H3 states that information quality has a significant impact on the customer loyalty of online food delivery service. The p-value for information quality in this study is 0.007, which is lower than the alpha value of 0.05. Therefore, for the study, the predictor variable of information quality is a significant factor in predicting the dependent variable of customer loyalty. It is reasonable because the customer requires

updated and complete data before using it. Leading information can influence users of online food delivery service (OFDS) applications and makes them hesitant to utilize it. The better quality of information might inspire happiness and good behavioral intentions. Buyers from a positive view of the quality of information when it meets up to their assumptions in the decision-making process and is given in an appropriate way. Kang & Namkung (2018) indicated that the good quality of information provided by O2O business has a positive impact on perceived helpfulness and usability when the consumer buys food items. Prasetyo et al. (2021) found that the quality of information given by communities influenced the inclination to join in communities significantly.

5.1.4 Food Quality and Customer Loyalty

The fourth hypothesis H4 states that food quality has a significant impact on the customer loyalty of online food delivery service. The p-value for food quality in this study is 0.000, which is lower than the alpha value of 0.05. Therefore, for the study, the predictor variable of food quality is a significant factor in predicting the dependent variable of customer loyalty. As a result, there is a significant causal relationship between food quality and online food delivery service. It suggests that the difference in the quality of the OFD service is being considerably explained by the food quality (an independent variable). Additionally, this outcome is in line with the findings of certain researchers such as the findings from Chamhuri (2015) and Prasetyo et al. (2021). Both of their research stated that there is a strong relationship between the quality of food and the quality of the OFD services.

5.1.5 Privacy and Security and Customer Loyalty

The fifth hypothesis H5 states that privacy and security has significantly affected the customer loyalty of online food delivery service. We used the multiple regression analysis in this study to determine their causal relationship. The p-value for privacy and security quality in this study is 0.041, which is lower than the alpha value of 0.05. Therefore, for the study, the predictor variable of privacy and security quality is a significant factor in predicting the dependent variable of customer loyalty. According to Belanger (2011), characterized protection as enter, copying, and destruction of individual security data. They become a danger, which trigger incidents related to payment security and personal information through online transactions. The organization should ensure customer data safety, while the customer uses online food delivery services (OFDS) through the application. The privacy and security is a significant part of the affecting customer loyalty of online food delivery service.

5.2 Implication of the research

This study has successfully proven that all factors of independent variables have a substantial relationship with the dependent variable. Stating that the price quality, service quality, Information quality, food quality and lastly safety and security are all factors that will affect the customer's loyalty of online food delivery on a different scale basis.

5.2.1 Theory implication

The study provides an insight of the relationship between the variables price quality, service quality, information quality, food quality and privacy and security towards the

customer satisfaction and ultimately the customer loyalty by applying a proposed modified model System of Profound Knowledge

According to the findings, the independent variables have a substantial impact on the customer loyalty of online meal delivery. As a result, the evidence supports the alternative hypothesis. When looking for the greatest meal for the best price, the price quality of food is certainly one of the most essential criteria. The popularity of online meal delivery service is quickly increasing due to multiple benefits such as direct delivery of meals to customers' doors, various payment ways, attractive discounts, incentives, and cashback of online food delivery service. Delvecchio and Puligadda (2012) feel that, as compared to alternative catering service platforms, the cheaper the meal price, the larger the food delivery platform's service attractiveness. According to Ollila (2011), customers reason by seeking the lowest acceptable price and making judgments based on the best advantages they may obtain from the transaction. Because of the prevalence of online meal ordering, users prefer to visit many websites, search platforms, compare pricing, and give reduced prices on various food delivery platforms. They will believe that the website offers lower-cost food delivery services and more useful websites.

5.2.2 Managerial Implication

From this research, it is found that price quality is the factor that affects customer loyalty the most. This can be implemented to the business strategy of food delivery services. Since price is the main factor that the consumers are aware of, online food delivery services can plan their future marketing strategies based on their pricing to attract more potential customers. One way of doing this is to always survey the prices of other online food delivery platforms, making sure that the pricing of food and delivery prices are not that far from competitors, but on the other hand also keeping the prices as low as possible while having a sustainable amount of profit to keep the company going. For example, the company can opt for a cost leadership strategy where the company provides one of the

lowest prices in the industry to gain competitive advantage since the customers are highly sensitive in terms of price (Kataria, 2021).

Followed by the price quality, food quality and service quality are also factors that affect the customers loyalty. Other than focusing on food quality, online food delivery services need to put enough effort in keeping their food quality and service quality up to the customers expectations. For instance, before letting a food and beverage company to be able to market their products on the online platform, food delivery services companies should survey on the company's food quality on several factors such as weather their cleanness are up to standard to produce food products, the freshness of food so consumers will not get ill from food related complications, taste of food to ensure the consumer will have a delightful experience when tasting the food ordered using from the app.

Not forgetting the service quality. This can be done by training the food delivery riders and customer services. Making sure that all employees are capable of servicing the consumer with a good attitude. Online food delivery companies can have a routine check on the employees making sure that their service is up to the company's standard. Employees that are under standard can be sent for training before entering back to the field. It is important that the employees are knowledgeable on the company's products, procedures and the company itself in order to provide a good customer service experience to the customers (Service Brand Global, 2020)..

Information quality and privacy and security are the factors that have the lowest impact towards customers loyalty. Managers of online food delivery companies can allocate less time and funds on these two areas and instead focus more on areas that has higher effect on the consumers' loyalty. However, even though these 2 factors have a lower effectiveness, it still has to reach a certain standard which is acceptable by the consumers.

5.3 Limitation of Study

There are several limitations in this research. The sampling method used is snowball and convenience sampling. These methods of samplings might raise bias as individuals will not have an equal chance to fill in the survey form. Hence, we might lose out information from individuals that uses OFD services.

On to the next limitation, when collecting data from the google forms, there is a chance that the respondent cannot provide accurate information. Since it is an online questionnaire, respondents will not ask when they do not understand or have questions on the questions, hence, resulting in giving the wrong answers. Hence, affecting the accuracy of the data.

And from the sampling frame, there is no significant number of UTAR students who uses online food delivery applications, hence for this study the total number of UTAR student is used instead. This affects the accuracy of data since not all UTAR student uses OFD services, since the sampling size will affect the number of respondents and further affecting the overall data and results from the analysis. The sampling location has also caused limitations to the studies, since the location of UTAR is at Sungai Long and Kampar only, it is a very limited scope and is considered as a small scope for this study to be used to represent Malaysia's or even university students' opinion on OFD services.

Lastly, the majority of the respondents are from the age group between 18 and to 25 years only with a percentage of 90.51%. The number of respondents who engage in the research is limited due to the constrained scope which is the targeted population. Therefore, once again this group is insufficient to represent the whole OFD consumers of Malaysia or university students but focuses only on young consumers.

5.4 Recommendation for Future Research

Several recommendations have been made to improve further research. First, future research is advised to include qualitative studies in future investigations. For example, we should incorporate meetings with respondents. By conducting the meeting, researchers can understand better on their opinions based on their survey answers hence able to interpret better. Besides that, it can acquire more accurate information from the respondents since the respondents can ask questions on the survey and will answer the survey question with a better understanding, leading to more accurate data.

Moreover, the sampling method should be changed or add in additional sampling method to make sure that all eligible individuals have an equal chance to fill in the survey form. For example, for this study an email or Microsoft team message including the link of the survey form can be sent to UTAR students so all students that uses OFD services will have a chance to fill in the survey on their free will.

Next, there have been constraints because of the limited scope. Firstly, the respondents are from Kampar and Sungai Long. It is recommended that for future studies, we should focus not only on UTAR students but to add in students from other universities too from different area to have a better coverage on the OFD services on students' opinion at least. If not, this study is too restricted to UTAR students only and might not be as useful for OFD companies and other researchers. By increasing the targeted area of study, we will have a more accurate data on the overall opinion of students on OFD services. targeted, making more accurate data from the people

Last but not least, it is recommended that future researchers conduct analyses in various age groups. In this research, the data we collected are too focused only on the young generation. For future studies, it is recommended that to include a target population that consists of individuals from different age groups since people of different ages have different perspectives on factors affecting customer loyalty to online food delivery services. For instance, this study can be done by enhancing the target population by adding in UTAR staffs such as lecturers and administrative staff which are from a

different age group for other opinions. By focusing on a more extensive age range, researchers can get additional information that will be more applicable to the overall OFD users. Furthermore, by having a more comprehensive perspective on the factors affecting customer loyalty to online food delivery services will be helpful information and experience for future researchers.

5.5 Conclusion

In conclusion, this study has proven the significance of the factors affecting customer loyalty of online food delivery (dependent variable) which are price quality, service quality, information quality, food quality and privacy and security (independent variables). From the results from 500 respondents, We may conclude that the independent factors have a positive connection with the dependent variable.

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Appendices

Frequency Table

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	263	52.6	52.6	52.6
	Female	237	47.4	47.4	100.0
	Total	500	100.0	100.0	

Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-21	169	33.8	33.8	33.8
	22-23	258	51.6	51.6	85.4
	24-25	61	12.2	12.2	97.6
	Above 25	12	2.4	2.4	100.0
	Total	500	100.0	100.0	

Education level

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SPM	2	.4	.4	.4
	Diploma/Foundation	65	13.0	13.0	13.4
	Bachelor/Degree	426	85.2	85.2	98.6
	Master	3	.6	.6	99.2
	PhD	4	.8	.8	100.0
	Total	500	100.0	100.0	

Ethnic Group

	Frequency	Percent	Valid Percent	Cumulative

					Percent
Valid	Chinese	432	86.4	86.4	86.4
	India	68	13.6	13.6	100.0
	Total	500	100.0	100.0	

Marital Status

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Single	496	99.2	99.2	99.2
	Married	4	.8	.8	100.0
	Total	500	100.0	100.0	

How often do you order online food delivery services ?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Daily	61	12.2	12.2	12.2
	Weekly	236	47.2	47.2	59.4
	Monthly	169	33.8	33.8	93.2
	Rarely	8	1.6	1.6	94.8
	Never	26	5.2	5.2	100.0
	Total	500	100.0	100.0	

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.867[a]	.751	.749	1.94443	2.028

a. Predictors: (Constant), F, B, C, E, D

b. Dependent Variable: G

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	5637.202	5	1127.440	298.201	.000[b]

	Residual	1867.716	494	3.781		
	Total	7504.918	499			

a. Dependent Variable: G

b. Predictors: (Constant), F, B, C, E, D

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	-2.952	.685		-4.311	.000
	B	.330	.030	.399	10.948	.000
	C	.515	.059	.337	8.677	.000
	D	-.219	.081	-.121	-2.693	.007
	E	.370	.055	.267	6.674	.000
	F	.106	.052	.083	2.054	.041

Frequency Table

B

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	16.00	4	.8	.8	.8
	19.00	11	2.2	2.2	3.0
	20.00	12	2.4	2.4	5.4
	21.00	4	.8	.8	6.2
	22.00	16	3.2	3.2	9.4
	23.00	27	5.4	5.4	14.8
	24.00	17	3.4	3.4	18.2
	25.00	44	8.8	8.8	27.0
	26.00	15	3.0	3.0	30.0
	27.00	34	6.8	6.8	36.8
	28.00	11	2.2	2.2	39.0

	29.00	34	6.8	6.8	45.8
	30.00	46	9.2	9.2	55.0
	31.00	20	4.0	4.0	59.0
	32.00	70	14.0	14.0	73.0
	33.00	56	11.2	11.2	84.2
	34.00	48	9.6	9.6	93.8
	36.00	17	3.4	3.4	97.2
	38.00	14	2.8	2.8	100.0
	Total	500	100.0	100.0	

C

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	10.00	4	.8	.8	.8
	13.00	3	.6	.6	1.4
	14.00	16	3.2	3.2	4.6
	15.00	52	10.4	10.4	15.0
	16.00	28	5.6	5.6	20.6
	17.00	31	6.2	6.2	26.8
	18.00	50	10.0	10.0	36.8
	19.00	51	10.2	10.2	47.0
	20.00	127	25.4	25.4	72.4
	21.00	99	19.8	19.8	92.2
	22.00	25	5.0	5.0	97.2
	23.00	4	.8	.8	98.0
	24.00	3	.6	.6	98.6
	25.00	7	1.4	1.4	100.0
	Total	500	100.0	100.0	

D

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	8.00	4	.8	.8	.8
	11.00	23	4.6	4.6	5.4

	12.00	33	6.6	6.6	12.0
	13.00	54	10.8	10.8	22.8
	14.00	70	14.0	14.0	36.8
	15.00	63	12.6	12.6	49.4
	16.00	106	21.2	21.2	70.6
	17.00	92	18.4	18.4	89.0
	18.00	37	7.4	7.4	96.4
	19.00	12	2.4	2.4	98.8
	20.00	6	1.2	1.2	100.0
	Total	500	100.0	100.0	

E

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	5.00	4	.8	.8	.8
	10.00	4	.8	.8	1.6
	13.00	4	.8	.8	2.4
	14.00	26	5.2	5.2	7.6
	15.00	68	13.6	13.6	21.2
	16.00	27	5.4	5.4	26.6
	18.00	58	11.6	11.6	38.2
	19.00	99	19.8	19.8	58.0
	20.00	128	25.6	25.6	83.6
	21.00	34	6.8	6.8	90.4
	22.00	41	8.2	8.2	98.6
	23.00	4	.8	.8	99.4
	25.00	3	.6	.6	100.0
	Total	500	100.0	100.0	

F

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	5.00	4	.8	.8	.8
	10.00	4	.8	.8	1.6

	14.00	12	2.4	2.4	4.0
	15.00	40	8.0	8.0	12.0
	16.00	50	10.0	10.0	22.0
	17.00	18	3.6	3.6	25.6
	18.00	47	9.4	9.4	35.0
	19.00	35	7.0	7.0	42.0
	20.00	135	27.0	27.0	69.0
	21.00	56	11.2	11.2	80.2
	22.00	61	12.2	12.2	92.4
	23.00	8	1.6	1.6	94.0
	24.00	12	2.4	2.4	96.4
	25.00	18	3.6	3.6	100.0
	Total	500	100.0	100.0	

G

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	12.00	8	1.6	1.6	1.6
	13.00	3	.6	.6	2.2
	14.00	4	.8	.8	3.0
	15.00	31	6.2	6.2	9.2
	16.00	12	2.4	2.4	11.6
	17.00	8	1.6	1.6	13.2
	18.00	46	9.2	9.2	22.4
	19.00	24	4.8	4.8	27.2
	20.00	38	7.6	7.6	34.8
	21.00	53	10.6	10.6	45.4
	22.00	22	4.4	4.4	49.8
	23.00	31	6.2	6.2	56.0
	24.00	70	14.0	14.0	70.0
	25.00	49	9.8	9.8	79.8
	26.00	41	8.2	8.2	88.0
	27.00	60	12.0	12.0	100.0
	Total	500	100.0	100.0	

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Cover page

Table of content

UBMZ3016 Research Project: Factors Affecting Customer Loyalty of Delivery Services

Dear respondents,

We are students in Bachelor of Business Administration from University Tunku Abdul Rahman (UTAR). We are currently conducting a survey under the assignment of UBMZ3016 Research Project. The main objective of this survey is to complete our study on factors affecting customer loyalty of delivery service.

There are 7 sections in this questionnaire. Section A is on demographics. Section B, C and D,E,F,G cover all of the variables in this study. Please read carefully before answering the questions. Please answer All questions in ALL section. Completion of this questionnaire will take you approximate 5 to 10 minutes.

All the information provided will be treated as confidential and private. This information is solely for academic purposes.

Thank you so much for filling up the survey form. Your responses are much appreciated to help us in completing the assignment. We appreciate your time in completing the survey.

If you have any question regarding to this survey questions, you may contact us via email.

Best Regards,

1.Teoh Kok Wey	1906843	Kokwey2011@1utar.my
2.Tan Yu Tong	1801777	yutong2000@1utar.my
3.Natasha Low Khamay	1801353	natashalow30@1utar.my
4.Lee Rong Sheng	1804157	rongsheng0071@1utar.my
5. Yap Guan San	1906815	yap0203@1utar.my

UBMZ3016 Research Project: Factors Affecting Customer Loyalty of Delivery Services

Please be informed that in accordance with Personal Data Protection Act 2010 (“PDPA”) which came into force on 15 November 2013, Universiti Tunku Abdul Rahman (“UTAR”) is hereby bound to make notice and require consent in relation to collection, recording, storage, usage and retention of personal information.

Notice:

1. The purposes for which your personal data may be used are inclusive but not limited to:-

- For assessment of any application to UTAR
- For processing any benefits and services
- For communication purposes
- For advertorial and news
- For general administration and record purposes
- For enhancing the value of education
- For educational and related purposes consequential to UTAR
- For the purpose of our corporate governance
- For consideration as a guarantor for UTAR staff/ student applying for his/her scholarship/ study loan

2. Your personal data may be transferred and/or disclosed to third party and/or UTAR collaborative partners including but not limited to the respective and appointed outsourcing agents for purpose of fulfilling our obligations to you in respect of the purposes and all such other purposes that are related to the purposes and also in providing integrated services, maintaining and storing records. Your data may be shared when required by laws and when disclosure is necessary to comply with applicable laws.

3. Any personal information retained by UTAR shall be destroyed and/or deleted in accordance with our retention policy applicable for us in the event such information is no longer required.

4. UTAR is committed in ensuring the confidentiality, protection, security and accuracy of your personal information made available to us and it has been our ongoing strict policy to ensure that your personal information is accurate, complete, not misleading and updated. UTAR would also ensure that your personal data shall not be used for political and commercial purposes.

Consent:

1. By submitting this form you hereby authorise and consent to us processing (including disclosing) your personal data and any updates of your information, for the purposes and/or for any other purposes related to the purpose.

2. If you do not consent or subsequently withdraw your consent to the processing and disclosure of your personal data, UTAR will not be able to fulfill our obligations or to contact you or to assist you in respect of the purposes and/or for any other purposes related to the purpose.

3. You may access and update your personal data by writing to us at kokwey2011@1utar.my.

Acknowledgment of Notice

( ) I have been notified by you and that I hereby understood, consented and agreed per UTAR above notice

( ) I disagree, my personal data will not be processed.

Section A: Demographic Profile

Please choose one option for each of the following:

1) Gender:

( ) Male

( ) Female

2) Age:

(short answer)

3) Education Group

( ) Diploma

( ) Bachelor of Degree

( ) Master Degree

( ) PHD

( ) Others:

4) Ethnic Group

( ) Chinese

( ) India

( ) Malay

( ) Others:

5) Marital status

( ) Single

( ) Married

( ) Others:

6) How often do you order online food delivery services ?

( ) Daily

( ) Weekly

( ) Monthly

( ) Others:

Section B: Price Quality

Based on your experience, please choose the most appropriate option that best indicate your agreement level about the following statements.

No.	Questions	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1.	The prices offered by the Grab Food app is affordable.					

2.	I think that tax price in using Grab Food services is reasonable.					
3.	I can save money by using prices of different online OFD services.					
4.	I think delivery price of Grab Food services are reasonable.					
5.	I feel that discount provided encourages me to use OFD services.					
6.	Grab Food offer good value for money.					
7.	Discounts received through online purchase are satisfactory.					
8.	When I order through the Grab Food app, the food quality is based on the price.					

Section C: Service Quality

Based on your experience, please choose the most appropriate option that best indicate your agreement level about the following statements.

No.	Questions	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1.	Grab Food app has made it easier for me to find my desired needs					
2.	The delivery time made by Grab Food is always be on time.					
3.	The delivering order is as promised.					

4.	The services of Grab Food employees are above my expectations					
5.	The service quality of Grab Food is good enough to satisfy me					

Section D: Information quality

Based on your experience, please choose the most appropriate option that best indicate your agreement level about the following statements.

No.	Questions	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1.	The application is user friendly					
2.	Grab Food always has the latest food shown in the app					
3.	I have to learn a lot before I could use the Grab Food system.					
4.	Grab Food application has sufficient information about the food offered					

Section E: Food Quality

Based on your experience, please choose the most appropriate option that best indicate your agreement level about the following statements.

No.	Questions	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1.	The food ordered on Grab Food is as advertised					
2.	I am satisfied with the quality of food that I ordered.					
3.	The packaging on the food is satisfactory when delivered					
4.	The food delivered by Grab Food is as good as the food i eat in the restaurant					
5.	Food standards meet the expectation for the price paid.					

Section F: Privacy and Security

Based on your experience, please choose the most appropriate option that best indicate your agreement level about the following statements.

No.	Questions	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1.	Grab Food application protects personal/ confidential information.					
2.	Grab Food Application provides good security					
3.	Payment information is safe to kept in Grab Food Application					
4.	Grab Food application keeps my shopping behavior information.					

5.	Grab Food apps is trustworthy.					

Section G: Customer loyalty

Based on your experience, please choose the most appropriate option that best indicate your agreement level about the following statements.

No.	Questions	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1.	I would like to continue using Grab Food to order food.					
2.	I would continue to order from the online food delivery app even if there is a price increase in Grab Food					
3.	I would recommend Grab Food to other people.					
4.	Food delivery in Grab Food app is beyond my expectation.					
5.	I would consider the use of Grab food app over other delivery apps.					
6.	I am comfortable shopping at Grab food application					