FACTORS INFLUENCING THE FOREIGN CONSUMER TOWARDS INTENTION TO CONTINUOUSLY USE OF FOOD DELIVERY SERVICE IN MALAYSIA

BY

CHUN ZI CHIEN

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DECLARATION

I hereby declare that:

(1) This undergraduate FYP is the end result of my own work and that due acknowledgement has been given in the references to ALL sources of the 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) The word count of this research report is **13,102**.

Name of Students: Student ID: Signature:

1. Chun Zi Chien   1502001

Date:_____

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List of Abbreviations

A   Agree

CONV   Convenience

D   Disagree

DESG   Design

GDP   Gross Domestic Product

N   Neutral

PRC   Price

SA   Strongly Agree

SD   Strongly Disagree

SPSS   Statistical Package for Social Science

SQ   Service Quality

TRS   Trustworthiness

UTAR   Universiti Tunku Abdul Rahman

VFC   Various Food Choice

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PREFACE

This research project is conducted as part of the fulfilment of requirement for the course of Bachelor of International Business which offered by Faculty of Accountancy and Management in Universiti Tunku Abdul Rahman. This research is based upon studies conducted during May 2019 to October 2019. As described in the summary, the main body of the research is split into 5 parts, each with its own introduction and conclusion. However, there is a final conclusion which considers every sections in a broader setting.

This research seeks to investigate factors influencing the foreign consumer in continue using Food delivery apps in Malaysia. The factors include convenience, design, trustworthiness, price, various food choice and service quality.

This research project able to reveal the relationship between convenience, design, trustworthiness, price, various food choice, service quality and perceived value towards intention to continuously use food delivery services. The most influential factor will be determined which it provide a better understanding in the field of strategy implementation in order to increase success rate of strategy implementation.

ABSTRACT

This research focuses on the attempt to investigate factors that influence the foreign consumer towards food delivery apps in Malaysia. The purpose of conducting this research is to examine the relationship between convenience, design, trustworthiness, price, various food choice, service quality and perceived value towards intention to continuously use food delivery services in Malaysia. The data for this study was collected using survey questionnaire. For this research, the targeted population is foreign consumer who stay in Klang Valley and used food delivery apps in Malaysia before. A sample size of 185 sets of questionnaires was distributed to foreign consumer in UCSI university and Kuala Lumpur Sentral (KL Sentral). Moreover, the Statistical Package for Social Sciences (SPSS) version 21 is being used to analyse the data collected throughout the survey.

In addition, regression analysis revealed that "Convenience", "Trustworthiness" and "Various Food Choice" was the most significant predictor towards Perceived value, and followed by "Service Quality", "Price" and "Design" . The findings suggested that the design interface of food delivery apps must be user friendly. Besides, food delivery industry also recommended to hire more riders and using better pouch to maintain the food quality. Practical contributions are discussed, with future research suggested.

CHAPTER 1: RESEARCH OVERVIEW

1.0 Introduction

This chapter will briefly introduce about background of food delivery application service in Malaysia. The research background, problem statement, objective of the research, research questions, hypothesis and significance of study will be discussed in this section.

1.1 Research Background

Smart phones are very crucial nowadays, phones are only use to communicate in the old days, followed by the technology advancement smartphones can do more than just a call, can use to take photos, play games, watch movies and using apps. According to "State of Digital Lifestyles" states that Malaysian are the most addicted to their digital devices, almost 69% of Malaysian unable to stop using their smart phones even for a day (Bernama, 2018). Apps download by a smart phones mostly are free of charge, probably are in-apps purchase, attracting more consumer try out new apps because it is free. Other than that, Malaysia have all the right ingredients such as huge middle class , high internet penetration which is a potential market that boost up the number of order of the food delivery services. Malaysia's internet penetration in 2017 had increase to 85.7% from just 70 % in 2015 provided by the Department of Statistic Malaysia (Rosli, 2018). Smart phone usage for internet access also rose to 97.7% in 2017. Malaysia is undergoing a digital transformation nowadays by developing a digital economy in Malaysia is a great way to increase country's gross domestic product (GDP) (Ho, 2017). Hence marketer nowadays are more focused in develop a mobile apps rather than online.

In 2016, second Finance Minister stated that Malaysians were spending 31.2% of their income on food, whether is dine in or take away (Fitri, 2018). Malaysian citizens with salary between RM 2000 to RM 6000 their spending on food are RM 20 to RM 35 per day, around two to three meals a day (Fitri,2018). Malaysian consumers are food lover and willing to spend on foods. Malaysia is build up on ethnic diversity and this have affected Malaysia to have distinctive and different types of cuisines in the country. One of the key attractive for Malaysia is diversity. Diversity makes Malaysian food are unique, people foreigners who visited Malaysia will sure crave for Malaysian food even when they are not in other country (Philips, 2016). Although in other country also have food delivery service, but their food menu may differ with Malaysian food menu. This is because local foods include Malay cuisine, Chinese cuisine, Indian cuisine and others making variety of choices for the consumer to choose. For example in United States, this is one of the reason the food delivery service industry in Malaysia are rising rapidly, because consumer are demand for the delicious food and convenience.

Figure 1. 1: Trend of Online Food Delivery Market in Malaysia

Malaysia Online Food Delivery Market, 2015-2025 (USD Million)

66.3

2015 2016 2017 2018 2019 2020 2021 2022 2023 2024 2025

Adroit Market Research © 2019
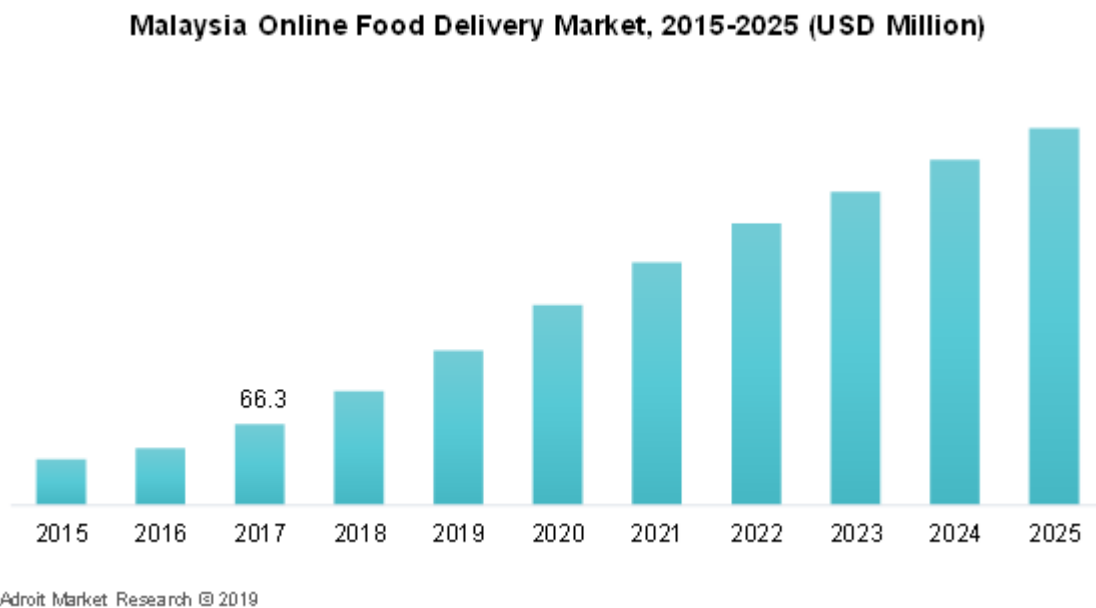
Source: Adapted for the research (Anita, 2019)

In the past few years, Southeast Asia especially in Malaysia food delivery market has grown rapidly and having fierce competition over the past few years (Anita, 2019). The online food delivery service industry had expand their business into Malaysia for example FoodPanda from Germany and Uber Eats from United States, both food delivery service provider dive into Malaysia at the same time trying to adapt to the local. The first mover who started their business aggressively in Malaysia is FoodPanda, initially they are just providing pizza delivery service and further expand their food delivery to variety of food range until today (Kong, 2018). The fast growing sector also bring other competitor into the industry such as the food delivery services which origin from other countries like DeliverEat, Uber Eats, Honestbee, GrabFood, Shogun2u, FoodTime and local food delivery services like Running Man Delivery, Dahmakan, Mammam were doing great in Malaysia (Milo, 2018). People lives in Kuala Lumpur with a hectic lifestyle often prefer to order from a delivery service, this is because the process of selecting, queueing, ordering and getting a good spot to eat are time consuming after that may be limited time left to enjoy their lunch. It is more opportunity for them to target Klang Valley area because there are more offices, factories, workplace located there, hence more potential consumer to order food via delivery apps service. During the lunch hour, the riders of food delivery service geared themselves up during the peak hour because office staff will start to order their food, the staff able to sit down and relax in their workplace.

The service sector in Malaysia had large contribution to the GDP by 55%, it makes the service sector fastest- growing sector of the economy (Economy, 2018). This also shows that Malaysian consumer are more enjoy on the service provided by the service industry. Potential consumer who are satisfied on the service are more willingly to repurchase or continuously use the service, but when the satisfaction level of the consumer drops, the consumer might not come back anymore. The key of food delivery service is convenience, when the rider delivery the food into door step on time and food are in perfect condition, then the consumer satisfaction will rise and possible continuously using the application to order their foods. The consumer especially in urban city, has changed their lifestyle after using food

delivery service and using it become normal and routine, consumer are willing to pay a higher price for the better service (Kandasivam, 2017).

This research study on the factors influence consumer's perceived value with Malaysia food delivery services towards attitudes and intention to use food delivery apps again. Besides, this research also study on how positive or negative overall consumer satisfaction with food delivery service can impacts on urban consumer future attitudes towards food delivery service. The outcome of this research will provide a more understanding urban citizens on Malaysia food delivery service, satisfaction level and their behavioral intentions.

1.2 Problem Statement

Over the years, the food delivery service had become a trend in the world, the demand for the service rise as it provide great convenience and quality of service to consumer. Food delivery services is defined as a courier service by an independent food delivery company purchase food from a restaurant or store and delivers the food to a consumer. It is difference with retail food delivery, it is a delivery service provided by the restaurant or store itself. The target market of the food delivery service is often the modern consumer who rely on technology to meet their daily requirements. Order any food with just a single tap in the apps and the food will sent to doorstep immediately. Easy payment of the order provides convenient to the consumer and making more and more people used the apps instead. The growth of the food delivery industry also brings more competitor into the market but there are insufficient restaurant provide online booking service. This will be a challenge for the food delivery provider as their menu must be updated every day, and they have to provide more food variety to the consumer to choose.

People might have difficulty to dine outside because in workplace may have limited time to have a meal outside of office, their workplace location may be far from the

restaurant, so they are rely to food delivery apps to order their food. People come back from work are often exhausted, they refuse to dine outside after the tiring day and order food through digital media instead. Ordering food delivery will save their time drive to the stall, save time finding parking and also no need to queue for the foods. Unfortunately, Malaysian consumer having problem waiting the order for a long time to arrive about one hour or half, but end up cancelled (Jessy, 2017). Consumer are provided with the rider tracking feature in apps showing it will arrived in short, but the time arriving always is a constrain to the food delivery industry. Food is cold, spilled or not in a good condition also affecting consumer satisfaction and not to use the food delivery apps any more (Jessy, 2017). This problem is a serious and yet never been solved in recent years. Therefore Malaysia food delivery service, consumer overall satisfaction, future behavior intent from perspective of consumer are not yet been investigated by any researcher. Hence, food delivery providers are not familiar with the Malaysian food experience and may not meet their needs.

1.3 Research Objectives

1.3.1 General Objective

The general objective is to study the factors influencing foreign consumer to continuously use of food delivery service in Malaysia.

1.3.2 Specific Objectives

1. To determine the relationship between convenience and perceived value of consumer towards food delivery apps.

2. To identify the relationship between design interface and perceived value of consumer towards food delivery apps

3. To find out the relationship between trustworthiness and perceived value of consumer towards food delivery apps.

4. To identify the relationship between price and perceived value of consumer towards food delivery apps

5. To determine the relationship between various food choice and perceived value of consumer towards food delivery apps.

6. To investigate the relationship between service quality and perceived value of consumer towards food delivery apps.

7. To identify the association between perceived value and intention to continuously use food delivery apps.

1.4 Research Questions

1. Is there any significant relationship between convenience and perceived value of consumer towards food delivery apps?

2. Is there any significant relationship between design interface and perceived value of consumer towards food delivery apps?

3. Is there any significant relationship between trustworthiness and perceived value of consumer towards food delivery apps?

4. Is there significant relationship between price and perceived value of consumer towards food delivery apps?

5. Is there any significant relationship between various food choice and perceived value of consumer towards food delivery apps?

6. Is there any significant relationship between service quality and perceived value of consumer towards food delivery apps?

7. Is there any significant association between perceived value and intention to continuously to use food delivery apps?

1.5 Hypotheses of the Study

H1: There is significant relationship between convenience and perceived value of consumer towards food delivery apps.

H2: There is significant relationship between design and perceived value of consumer towards food delivery apps.

H3: There is significant relationship between trustworthiness and perceived value of consumer towards food delivery apps.

H4: There is significant relationship between price and perceived value of consumer towards food delivery apps.

H5: There is significant relationship between various food choices and perceived value of consumer towards food delivery apps.

H6: There is significant relationship between service quality and perceived value of consumer towards food delivery apps.

H7: There is significant association between perceived value and intention to continuously to use food delivery apps.

1.6 Significance of the Study

The results are benefits to the Food delivery services in Malaysia. It is vital for marketer or related parties in Malaysia by improving the understanding of Malaysian needs and wants for further business transactions. Moreover, Malaysian can be divided into a few distinctive group who can bring a large contribution gross domestic product in Malaysia. Hence, marketers can better promote Malaysian food delivery service by understanding their perception.

Studies shows that hungry consumer will spent 64% or more money to order the food via the service, it will generate bigger and higher orders, a large stream of revenue fuel to the accounts of online food delivery services (GloriaFood, n.d.). The restaurant may not opened at night, but the online ordering system operate 24 hours, the service make money even in midnight (Tariq, 2018). Foods are crucial part in the food delivery apps, food delivery services in Malaysia had to put much effort to study local preference and taste, this research able to help the marketer or related industry to understand the local food preference, picking the right foods in their online menu (Singh, 2019).

This study aimed to find which factors can enhance perceived value of consumer towards the food delivery service in Malaysia and make contribution to increase consumer satisfaction. In addition, this study also can increase knowledge and understanding of Malaysian food and the delivery services in influencing consumer overall attitudes and intention to continuously using the apps, where marketers can successfully implement their strategies which can attract more consumer to use the service. Malaysian are multi races country and perceived value on food delivery service vary due to many factors, it is worth to study Malaysians' overall satisfaction from different angle to provide valuable result.

This study will significantly bring advantages to the marketers and relevant parties in Malaysia to enhance food delivery service industry and create a positive attitudes and continuous intention to using the food delivery apps.

1.7 Chapter Layout

Chapter 1: Introduction

Chapter 1 provides a synopsis of the factor influence the foreign consumer towards intention to continuously use of food delivery service in Malaysia.

Chapter 2: Literature Review

Chapter 2 will conduct a literature review of this study. Besides, review of the theoretical framework and the conceptual framework for this research will be proposed to show the network and hypotheses development. Moreover, the relationship and correlation of the independent variables with the dependent variable of this research will be examined.

Chapter 3: Methodology

Chapter 3 will describe the methodology used in this research investigation. Firstly, it will start with research design and data collection methods that will be used in this research. Then, the design of this sampling project will be examined. Moreover, the research instrument and the establishment of the questionnaire will be discussed. Furthermore, the discussion of data processing instrument adopted to enhance and minimize mistake on survey appliances will be conducted.

Chapter 4: Data Analysis

Chapter 4 is where the result will be generated and discussed. Then, the progress carry on with assess of measurement model by validate the structural model for examining of hypothesis. The measurement model comprises of data reliability, internal consistency reliability, multiple regression and pearson correlation.

Chapter 5: Discussion, Conclusion and Implications

Chapter 5 is the section that explain the whole statistical analysis, key findings and the hypotheses examining outcome from preceding chapters. Besides recommendation towards future review is given and reviewed. Last but not least, the conclusion of the research will be made.

1.8 Conclusion

In short, the aim of this research topic are clearly stated and briefly explain in this chapter. It includes research background, problem statement, objectives of the research, questions in the research, hypothesis and significance of study.

CHAPTER 2: LITERATURE REVIEW

2.0 Introduction

The review of food delivery literature from journal articles will be emphasized and journals from other field of study which were suit to the context of this study will also be included in this section.

2.1 Review of the Literature

2.1.1 Food Delivery Apps

Online food delivery and food delivery apps let consumers to order food and the food will be delivered to their doorsteps (Ray, 2019). Unfortunately, there are difference between online food delivery and food delivery apps, online food delivery have to made order over the internet-based website then food delivery apps is making orders through mobile apps (Ray,2017). The online food system also brings flexibility to the consumers, the system enable consumer to pay with electronic payment system such as bank-in, debit card, credit card or by cash (Josephin, 2017). Some consumer prefer cashless will be no issue for them to make transaction with the food delivery service industry. Based on Josephin (2017) states that consumer hate to waiting while taking orders and they prefer ordering by self service such as food delivery services because it is faster and convenience in ordering and making transaction, it is also reduce the miscommunication when ordering. The consumer often search for a favorite food or restaurant through the website or mobile app (Josephin, 2017). There are restaurant that providing their own food delivery services include Pizza Hut, Mcd, Kfc and many others (Ray,2019). In contrast, the online food delivery in this research is multi-restaurant mobile application which provide various food choice from different restaurant such as Foodpanda, Uber Eats, Dah Makan (Ray, 2019).

Multi-restaurant mobile application work as an intermediaries for different restaurants.

2.1.2 Service

Most service definition is "activities" or processes", the activity or process is means doing something for the benefit of some entity (Stephen & Robert, 2004). Service is not a product, it is intangible asset that transfer from the seller to the buyer. The characteristics of services are intangibility, inseparability, heterogeneity and perishability (Kayastha, 2011). Food delivery service is transferring the unique characteristics from the seller to the buyer, they provide service which helping consumer to take order and deliver food to their door step. Service is also means a benefit given by the food delivery service to their consumer (Ismail, Haque & Ahmed, 2015).

2.1.3 Convenience

Convenience are concern about consumer expenditure of time and effort (Farquhar & Rowley, 2009). It is degree to which they value time and estimating how much effort will be required to complete a task. Consumer using less time and effort to order a food is one of the convenience that the food delivery service provide. Convenience is consider the biggest factor driving online food ordering, it let their consumer to stay at home without travel to find food, the food will deliver to their place in no time (Rathore & Chaudhary, 2018). Food delivery apps also offers convenience to consumer to have a sense of control and authority of what to order, what products to buy on a wide variety on the internet. The food delivery industry provide a class of convenience which is accessibility, it provide considerable support about the restaurant location, opening hours and product ranges (Farquhar & Rowley, 2009). This is also providing consumer convenient to know their

favorite restaurant or food is available at the moment, consumer already know the relevant information from the apps. The portability of the apps is also bringing convenience to the consumer, whenever consumer having a phone and internet in any given location, they can order their foods (Farquhar & Rowley, 2009).

2.1.4 Design

Food delivery apps always focuses on how the design of the apps, the visual appeal which will bring consumer to have positive image towards the apps (Liu, Xiao, Lim & Tan, 2017). Design of the apps are important because apps are the first thing that consumer will approach, an attractive design of the apps may seek consumer attention. The design quality of the apps must be useful and ease of use, this will let more consumer satisfy when using the apps (Lee, Lee, & Jeon, 2017). This is because when the apps is not useful at all and difficult to use, consumer will lost interest on the apps and probably the food delivery apps fails. Design of the apps incorporates shading, photography, shapes or even textual style (Chakraborty, 2019). It is important to have a proper shading, comfortable view of photography, the creativity of the apps design able to capture the value of the consumer. The excellent design of apps also create trust and tasteful excellence to the consumer, it will let the consumer had the intention to purchase the food from the food delivery apps (Chakraborty, 2019). The purpose of designing apps is also to promote its products and encourage purchases by providing functional and visual control to the consumers (Liu et al, 2017).

2.1.5 Trustworthiness

According to Sekhon, Ennew, Kharouf & Devlin (2014) states that trustworthiness is a characteristic of trustee, the consumer judge an

organization by implied values and previous behaviors. Trust is when consumer willing to depend or had trusting behavior toward the organization. The trustworthiness and trust are similar and interchangeably in terms of organizational trustworthiness and trust. Trustworthiness the degree consumer's believe of the resource, when the source provide by the food delivery apps is reliable and accurate, the consumer may have a high level of trustworthiness on the food delivery apps (Tenopir, Levine, Allard, 2015). Trust is also the confidence of the consumer to rely on the company, an exchange of partner's reliability and integrity (Setiawan & Sayuti, 2017). When the food delivery apps is reliable, it will gain more trust of the consumer.

2.1.6 Price

The price of the service is the amount of money charge by the food delivery service provider on consumer, price is one of the vital factor because the charge will directly affect the consumer (Yusof, 2016). If the price of service is affordable, the consumer tend to have customer satisfaction and willing to repurchase the service continuously in the future. Price of the service must be at the reasonable prices, because price determine consumer's perception of value of service (Rubio, Villasenor, Yague, 2013). This is because some of the consumer are price sensitive and the service provider have to meet the value of consumer perception. The price of the items on the menu of the apps also able to attract or repel the consumer from using the apps (Yusof, 2016). Food delivery apps should charge price based on their target consumer segment and their price awareness (Ullakonoja, 2011).

2.1.7 Various Food Choice

Various food choice in food delivery apps is important because each consumer had different food choice, a few food choice model failed to satisfy the broad market (Paasovaara, 2011). Food delivery apps act as an intermediary between restaurant and customer and provide variety food menu that available in these restaurant. Food delivery apps provide various food choice by segment it into region such as western food, Asian food, middle-east food and more. Food delivery had to encourage healthy food choice into the menu are more favorable strategies (Steenhuis, Waterlander & Mul, 2011). This is because consumer that often order from food delivery service are mostly busy, they had less time to do exercise so healthy food choices will be their main selection on the food menu.

2.1.8 Service Quality

Service quality is a combination of two different words which is service and quality, meaning of service quality is the service provider deliver a good performance or product that satisfy consumer efficiently (Kalidas, 2007). Service quality has greatly influence customer satisfaction because consumer is using the product or services provided by the service provider (Kedah, 2015). Consumer had difference expectation on services quality, food delivery services have to maintain their service quality in order to sustain in the long term. Quality of service is the service provided able to meet the need or expectation of customer, so the customer will satisfy in terms of their service (Setiawan & Sayuti, 2017). The concept of service quality in e-retailing is apps facilitate efficient and effecting ordering, transaction and the customer service delivered able to have customer satisfaction towards it tend to increase consumer to repurchase from it. The whole experience of the consumer taken from ordering to receiving is important, the service quality provide by the food delivery service must be align with customer wants. The customer satisfaction strongly influence by the perceived quality of service provide by the food delivery apps and it is

a core sustainable strategy to provide excellent service to the customers (Kedah, 2015).

2.1.9 Perceived Value

Perceived value in consumer may be vary, organization should understand and measure how their consumer value the products and services (Chen & Hu, 2010). This is because consumer are "value- driven", more value the product or services given to the consumer, the more perceived value the consumer have towards the product or services (Sweeney & Soutar, 2001). Consumer's perceived value of a service also from viewpoint of quality and value of money (Wang & Wang, 2010). For example, food delivery service provide affordable food menu and remain the quality of the food, it will lead consumer satisfaction and having perceived value towards the apps. Consumer also willing to pay higher price in exchange of convenience of the service or sacrifice the convenience of the service for a lower price (Pham,Tran, Misra, Maskeliunas & Damasecicius, 2018). The food delivery service is providing consumer convenience which delivery the food to their doorstep, so the consumer are more acceptable for a little higher price of the food menu in the food delivery apps. Consumer also increase perceived value when the service provider adding superior value to the buyer such as special feature, service quality assurance and loyalty program (Sweeney & Soutar, 2001). However to understand how consumers value services need a more sophisticated measure.

2.1.10 Intention to Continuously Use

Repeat purchasing and intention to continuously use is a success of any store, either product or services who consumer will repeat using is means they had a good review and satisfy on the product or services (Chiu, Wang, Fang,

Huang, 2014). Consumer perceived value is the important predictor of intention to continuously using food delivery apps. Food delivery apps had to determine the context of effects of gender and age of perceived value by investigating their motive of using the apps (Fang, Wen, George, Prybutok, 2016). Intention to continuously use is basically decision to continue using the service based on the value judgement from past experience of consumer using the service (Fang, Wen, George, Prybutok, 2016).

2.2 Review of Relevant theoretical models

Figure 2. 1: Differences in perceptions about food delivery apps between single-person and multi-person households
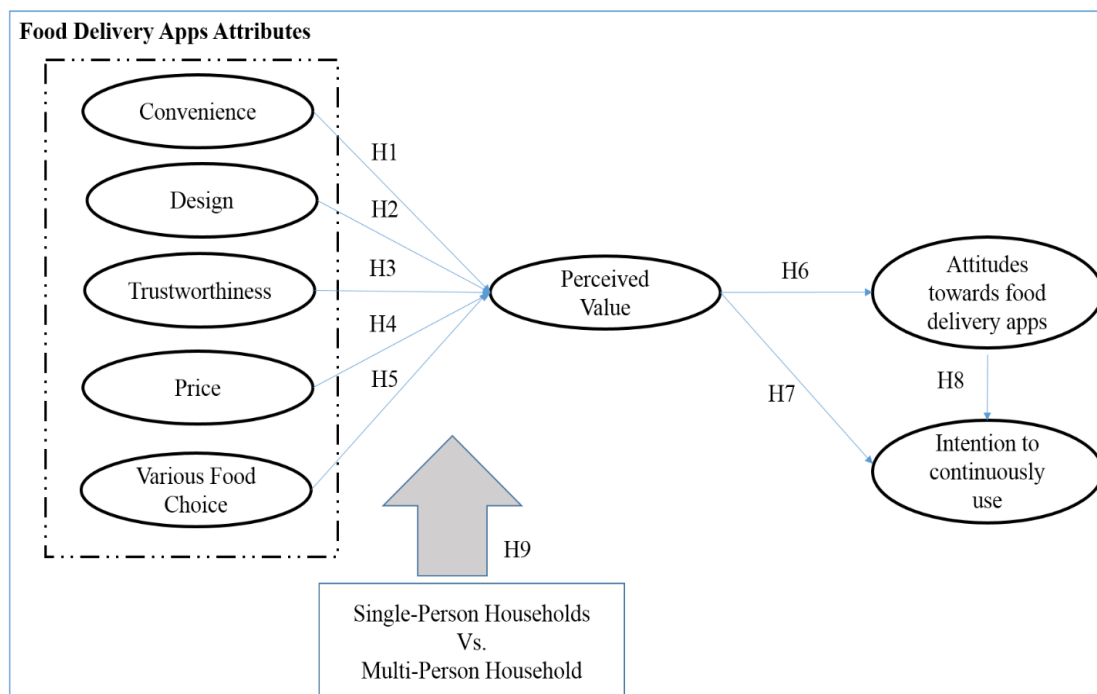
Adapted from: Cho, M., Bonn, M., & Li, J. (2019). Differences in perceptions about food delivery apps between single-person and multi-person households. International Journal of Hospitality Management, 77, 108-116. doi: 10.1016/j.ijhm.2018.06.019

Based on Figure 2.1, the theoretical framework shows the food delivery apps attributes that will influence perceived value and consumer attitudes towards food delivery apps and intention to continuously use the food delivery apps. The result indicated of food delivery apps attributes and overall customer perceived value are positively related except for price is not supported. The result is based on the comparison between single-person household and multi-person household by their perception when using food delivery apps (Cho, Bonn, Li, 2019).

The variable attitudes towards food delivery apps been remove from the latest conceptual framework because when consumer had high perceived value towards the food delivery apps, the attitude towards food delivery apps is positive, so the perceived value influence the consumer attitude towards food delivery apps directly. Service quality is added in the latest conceptual framework which is one of the factors influence perceived value. The reason service quality is added because food delivery apps is focus in providing services to consumer such as delivering, apps service and more, so it is important to test the relationship between service quality and perceived value.

2.3 Conceptual Framework
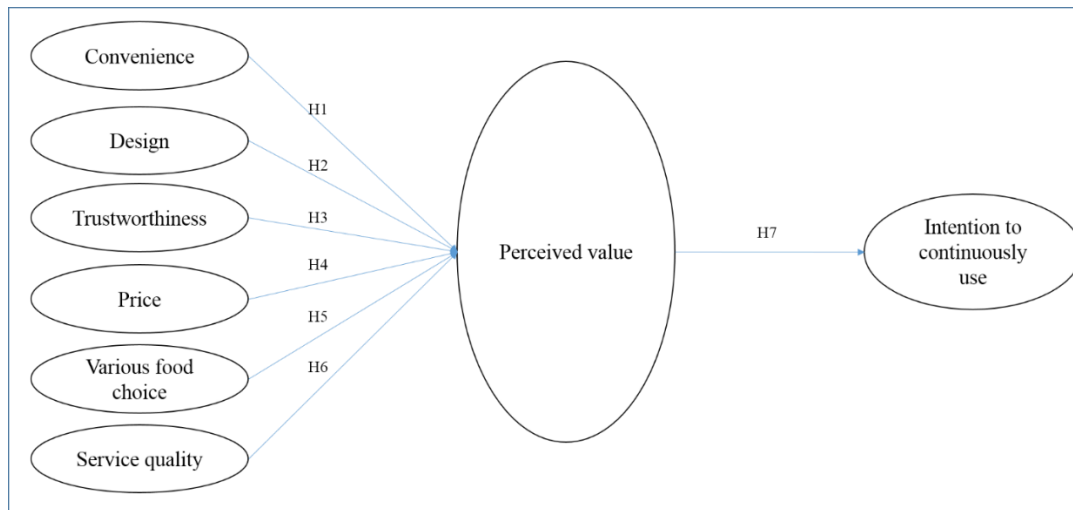
Source: Developed for the research.

Figure 2.2 display the proposed conceptual framework is to show the relationship between factors that influencing perceived value towards intention to reuse the food delivery apps. In this research, the independent variables consist of convenience, design, trustworthiness, price, various food choice and service quality. The independent variables develop based on the previous literature (Cho, Bonn, Li, 2019).

2.4 Hypothesis Development

Hypothesis 1

H0: There is no significant relationship between convenience and perceived value of consumer towards food delivery apps

H1: There is significant relationship between convenience and perceived value of consumer towards food delivery apps

Consumer perceived value and convenience are positively correlated. In other words, the consumer that satisfy of the convenience of the food delivery apps brings will have perceived value towards the food delivery apps (Cho et al., 2019). Result of the investigation of low cost fitness centers shows that perceived value has significant positive relationship with convenience (Fernandez, 2018). A result of electronic commerce (e-commerce) which provide online shopping to consumer also tested on the relationship between convenience and perceived value with a positive outcome (Pham et al., 2018). A study of retail service to the commercial chain also shows positive correlated between convenience and perceived value (Rubio, Villasenor, Yague, 2013). In short, service that brings convenience to consumer will gain perceived value.

Hypothesis 2

H0: There is no significant relationship between design and perceived value of consumer towards food delivery apps

H2: There is significant relationship between design and perceived value of consumer towards food delivery apps

According to Cho et al. (2019), design of the apps and perceived value are positively correlated. This is means the more user-friendly the design innovation also have significant positive relationship with consumer perceived value (Kim, 2019). There is strong relationship of the design quality of the application and perceived value (Lee, Lee, & Jeon, 2017). Website appeal of an e-commerce site is positively influence consumer perceived value (Liu et al., 2017). As a conclusion, there are number of studies supported there is positive relationship between design and perceived value with empirical studies.

Hypothesis 3

H0: There is no significant relationship between trustworthiness and perceived value of consumer towards food delivery apps

H3: There is significant relationship between trustworthiness and perceived value of consumer towards food delivery apps

The price quality of food delivery application has no relationship with consumer perceived value (Cho et al., 2019). Consumer perceived price does not affect the perceived value consumer need the service convenience so they are willing to pay a higher price for the convenience service. Price has a significant negative effect on perceived value for its potential customer (Kim, Xu & Gupta, 2012). However, there are still have positive perceived price level towards perceived value of service (Rubio, Villaseñor & Yagüe, 2013). A research study on online hotel, the reasonable price has significant relationship with consumer perceived value (Kim, Kim & Park, 2017). Some empirical studies find negative relationship between perceived price and perceived value (Cheng, Cripps, & Chen, 2006; Oh, 1999).

Hypothesis 4

H0: There is no significant relationship between price and perceived value of consumer towards food delivery apps

H4: There is significant relationship between price and perceived value of consumer towards food delivery apps

The price quality of food delivery application has no relationship with consumer perceived value (Cho et al., 2019). Consumer perceived price does not affect the perceived value consumer need the service convenience so they are willing to pay a higher price for the service. Price has a significant negative effect on perceived value for its potential customer (Kim, Xu & Gupta, 2012). However, there are still have positive perceived price level towards perceived value of service (Rubio, Villaseñor & Yagüe, 2013). A research study on online hotel, the reasonable price has significant relationship with consumer perceived value (Kim, Kim & Park, 2017). Some empirical studies find negative relationship between perceived price and perceived value (Cheng, Cripps, & Chen, 2006; Oh, 1999)

Hypothesis 5

H0: There is no significant relationship between various food choices and perceived value of consumer towards food delivery apps

H5: There is significant relationship between various food choices and perceived value of consumer towards food delivery apps

According to Cho et al. (2019) the various food choices in food delivery apps is positive correlated to consumer perceived value. Various food choices is means there are more option of food provided in the food delivery apps, so consumer may choose their favorite foods in the apps. The variety of healthy food choice is positively correlation with the perceived value. It shows that consumer are more supportive towards healthy food in food delivery apps, so the more selection of the food the more perceived value towards the food delivery apps.

Hypothesis 6

H0: There is no significant relationship between service quality and perceived value of consumer towards food delivery apps

H6: There is significant relationship between service quality and perceived value of consumer towards food delivery apps

According to Hu, Kandampully & Juwaheer (2019) stated that service quality have positive impacts on perceived value. This is because the good service quality provided by the food delivery service will gain consumer satisfy and will gain perceived value on the food delivery apps. The quality of service of employee are positively correlated to perceived value of service (Rubio, Villaseñor & Yagüe, 2013). The quality of the service provided by the restaurant also has positive influence on consumer perceived value (Ryu, Lee & Gon Kim, 2012). However, there are negative relationship between the variables, the result of mobile hotel reservation is negatively relationship between service quality and perceived value

of consumer (Wang & Wang, 2010). There is no relationship between service quality and perceived value dimension a (Raza, Siddiquei, Awan, Bukhari 2012).

Hypothesis 7

H0: There is no significant association between perceived value and intention to continuously to use food delivery apps

H7: There is significant association between perceived value and intention to continuously to use food delivery apps

Consumer perceived value are significantly led to positive intention to continuously use (Cho et al., 2019). When consumer are satisfy on using the food delivery apps, it will gain a perceive value towards the delivery apps and possible to increase repurchase intention or intention to continuously using the food delivery apps. The result tested on online retailing are positive correlated between consumer's perceived value and intention to continuously use (Pham et al., 2018). Based on the result on decision making in online shopping, it is positive correlation between consumer's perceived value and repurchase intention. As a conclusion, when the consumer had perceived value, it is more favorable for the consumer to repeat purchase or continuously using the service.

2.5 Conclusion

Concisely, this section included the review of literature about factors affecting consumer using Malaysia food delivery apps service. It covers the review of convenience, price, service quality, various food choice, trustworthiness and apps design towards consumer perceived value. Also review the consumer perceived value towards intention to continuously use. In short, the framework is created to show the relationship between variables.

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CHAPTER 3: METHODOLOGY

3.0 Introduction

In this section will explain the methodology aspects of the study such as research design, method used for data collection, construct measurement, the design of sampling, research instrument, processing of data and analysis of data.

3.1 Research Design

Research design, it is means a structure of the research including all of the elements in the research which is means a plan of the proposed research work (Akhtar, 2016). "A research design is the arrangement of conditions for the collection and analysis of data in a manner that aims to combine relevance to the research purpose with economy and procedure" (Selltiz, Jahoda, Deutsch & cook, 1967). Research design able to help researcher getting more accurate and reliable result by minimize the probability of getting irrelevant information from the actual data collection.

In this research, researchers had employed descriptive and quantitative design. A descriptive research able to describe the characteristic of foreign consumer towards food delivery apps in Malaysia and also provide a better explanation of the problem occurs to researchers. So, in this research the quantitative research is supported through the questionnaires.

3.1.1 Quantitative research

According to Yilmaz (2013), quantitative research is explaining a phenomenon by collect and analyse numerical information using mathematically based techniques. In this research, researchers had applied quantitative research because it can provide an accurate and clear image of recommendation and conclusion in the last chapter by using questionnaire. The questionnaire has been developed from past literature (Cho, M., Bonn, M., & Li, J., 2019) and modify to fit the context of this study. Therefore, by using quantitative method it is appropriate to testing all of the hypothesis of this research and relationship between independent variables and dependent variables.

3.1.2 Descriptive research

Descriptive research main purpose is to describe the characteristics of objects, people, organization, people or environment (Zikmund, Babin, Carr, Griffin, 2013). Descriptive studies also design to collect data such as characteristic of objects, situations and events (Sekaran & Bougie, 2016). Hence, this research has employed descriptive study to describe the demographics of foreign consumer towards intention to continuously use food delivery apps in Malaysia.

3.2 Data collection method

In research, there are two different methods used to gather information which is primary data and secondary data. Initially, researchers must gone through a process of gathering and sorting data, then one only can interpret the information.

3.2.1 Primary Data

Data collection plays an important role in statistical analysis. Primary data refers to the first-handed information gathered by the researcher who are investigating the particular purpose of the research (Sekaran, 2003). For example, primary data also known as data generated from surveys, interviews, questionnaires, observation and more. The data collected is factual and original by the researcher (Ajayi, 2017). Researcher used primary data when aim for getting solution to the problem (Ajayi, 2017). When collecting primary data, researcher able to obtain demographic details from the respondents such as education, monthly income, occupation and more. According to Ajayi (2017) stated that the benefit of primary data is researcher is involved in the data collection process, it is a real time data and the data is always specific to the researcher's need. However, primary data usually takes longer time to collect and expensive than secondary data.

3.2.2 Secondary Data

Secondary data refers to researcher obtain the data which is already collected or produced by other researcher (Mesly, 2015). According to Ajayi (2017), the secondary data is the researcher collected data done by other researcher for some other purpose and at a different time in the past. The example sources of secondary data are books, journal articles, government publication websites and internal records. Business researchers mostly work under time constraint and budget constrain, so business researcher would recommend secondary data. The advantage of secondary data is less time consuming and less expensive compare to acquiring primary data (Zikmund et al., 2013). The disadvantage of secondary data is the data may not designed to meet the researchers specific needs (Zikmund et al., 2013).

In this research, primary data is used in data collecting, oneself-administered questionnaires are passed to the respondents. Through questionnaires, researchers can collect more specific and accurate information from the respondents. This is because questionnaires able to ask respondents specific question and respondents are more willingly to answer in questionnaire. The questionnaire was created in a simple manner to avoid respondent do not understand the question and giving inaccurate information. Therefore, 5-point likert scale is used with (1)-strongly disagree to (5) strongly agree is able to increase consistency and accuracy of data. Besides, 200 of questionnaires were collected from the different Universities in Klang valley by oneself- administered questionnaires and online questionnaires.

3.3 Sampling Design

3.3.1 Target Population

In this research, the foreign consumer which stay in Malaysia who used the food delivery apps before are the target population. The foreign consumer can be students or workers in Malaysia. The reason of targeting them is because they could deliver a more relevant information about their food delivery apps experience. Moreover, they are considered as the most suitable target respondents for this research because students and workers may be had time constraint in universities or workplace, so their chances to order from food delivery apps is higher. Other than that, their experience of food delivery apps are still fresh and able to answer the questionnaires.

3.3.2 Sampling Frames and Sampling Location

The sampling frame is a list of consumer used food delivery apps in Malaysia. Besides that, universities and public area in Klang Valley is chosen for conducting this research because it is easier to approach more experienced consumer to do the questionnaire. Thus, food delivery apps service also active and focused in Klang Valley area, so it is students or employee had higher chance to have experience on food delivery service. The Universities chosen to visit is UCSI and Universiti Tunku Abudul Rahman (UTAR). Another approach will be at Kuala Lumpur Sentral station, this is because it is near to their workplace and able to get foreigner respondents in one place. Kuala Lumpur Sentral station is a multimodal transport hub which links multiple railway together such as "LRT, MRT, KTM, KLIA transit" that foreigner can easily reach this place. In addition, they can provide relevant information to the researcher and the result will be more credible. The survey was administered in the morning, afternoon for four consecutive days from 23 September to 26 September 2019.

3.3.3 Sampling Technique

Purposive sampling techniques has employed in collecting the questionnaire of this research. The Purposive sampling technique is also called judgement sampling, it involves selecting the most suitable respondents for a specific purpose which is a non-random technique (Tongco & Maria, 2007). Respondents who had the enrich experience will be beneficial to the researcher because they will provide relevant information which may be specific enough for the researcher (Etikan, 2016). With this sampling technique it will be advantage to researcher because they able to choose or screen out the best respondent to provide the information.

Before questionnaire distribute to the respondent, 3 screening question will ask against the target respondent: 1) Are you Malaysian? 2) Have you tried food delivery service in Malaysia before? 3) How long since your last order from food delivery service in Malaysia? If the first and second question is a "yes" respondent are fit and eligible to answer the survey question and the answer of third question which were "use food delivery apps within a month" or "just use it recently" is more preferable. The Third question is asked at screening question is to determine the respondent still have a fresh experience of the food delivery service. However, incomplete questionnaires will be discarded.

3.3.4 Sampling Size

The appropriate sample size for a study between 30 to 500 respondents is generally sufficient for researchers to obtain an ideal result (Delice, 2010). In this research, 200 sets of oneself-administered questionnaires were passed through physical interaction to the target respondents in UCSI, Universiti Tunku Abdul Rahman (UTAR) and Kuala Lumpur Sentral station. The respondents were requested to fill each of the questions in the questionnaire. However, before actual survey has been carried out, a pilot testing which contains of 20 respondents to examine on the accurateness and significant of this research.

3.4 Research Instruments

3.4.1 Questionnaire Design

Self-administered questionnaires had been used as research instrument in this research. The questionnaire design is in close-ended questionnaire for this research. Close-ended questions is question that provide specific and limited- alternative responses and respondents are to choose the one closest to their own viewpoint. Therefore, questionnaires in this research is adopted from prior research studies and modify to match the researchers specific purpose to ensure the high validity of the questionnaire.

There are three sections in the questionnaire which are Section A,B and C. In Section A, it concerns with the information about demographic characteristic of respondents. The questions involved gender, age, occupation and salary. For Section B is design to test the independent variables of the research which are convenience, design, trustworthiness, price, various food choice and service quality. The respondents are requested to rate on a 5-point Likert Scale, ranging from 1 (Strongly Disagree) to 5 (Strongly Agree) in this section. Section C is designed to measure the outcome of perceived value, whether consumer had perceived value towards the food delivery apps will have intention to continuously use food delivery apps. In this section, respondents are ask to rate on the one to five Likert Scale.

Furthermore, the language used to form the questionnaire by using English this is because English is an international language. The questionnaire will distribute to the foreign consumer who have experience on food delivery service in Malaysia this is why English language was selected. In order to avoid any misunderstanding of the question by the respondents,

questionnaire were reviewed by Ms Annie Yong Ing Ing from Faculty of Accountant and Management in University Tunku Abdul Rahman before pilot test and distribution of survey to ensure reliability and validity of the questionnaires.

3.5 Construct Measurement

3.5.1 Scale measurement

Nominal scales are only considered to be a label, with nothing related to numerical values (Wu & Leung, 2017). Researcher used nominal scales in Section A, under demographic information question was and gender. Likert Scales can be considered as Interval Scales (Wu & Leung, 2017). Section B and C of the questionnaire is using interval scale where respondent are asked to show their degree of agreement in likert scale. The respondent have a wider selection on how much the variable are mean to them by likert scale, because it have strongly agree to strongly disagree which able to determine the degree of agreeness.

3.5.2 Origin of Construct

Table 3.1 shows the list of constructs and variables used in the questionnaire. Additionally, the adapted items and sources are included in the table below.

Table 3. 1: Origin of Constructs

Constructs	Adapted Items	Sources
General Information Occupation	 - Worker - Students - Housewife - Retired - Traveller - Others	(Cho et al. 2019) (Kim Dang et al., 2018)
Monthly Income level	- Below Rm1500 - Rm1501-RM3000 - Rm3001-Rm5000 - Rm5001-Rm8000 - Rm8001 and above	
How often do you ordered Food delivery service in a month	- 1-2 times - 3-4 times - 5-6 times - 7-8 times - 9 times or more	
Variables Convenience	- Using the food delivery app's would be convenient for me - The food delivery app's would allow me to order food any time - The food delivery app's would allow me to order food any where - Simple and convenient online payment - The food delivery apps always provide variety of product and brands needed	(Cho et al., 2019) (Rubio et al., 2013)

Constructs	**Adapted Items**	**Sources**
Design	- I am satisfied with the simple design of the food delivery apps - The food delivery app's structure is logical and easy to follow - The food delivery app's design is concise and easy to understand - All the terms and conditions (e.g., payment, warranty) of the food delivery app are easy to read/ understand	(Cho et al., 2019) (Kim, kim & Park, 2017) (Rubio et al., 2013)
Trustworthiness	- I trust the food delivery app - I felt secure in ordering food through the food delivery app - The information provided by the food delivery app is reliable - I believe the food delivery man would be responsible - I believe the food delivery service apps will be honest with me	

Constructs	**Adapted Items**	**Sources**
Price	- When I order food through the delivery app, the food is a good product for the price - When I order food through the delivery app, the food is reasonably priced - The food delivery service do not increase the general level of their price exorbitantly over time	(Ab Karim et al., 2009) (Cho et al., 2019) (Fang et al., 2016) (Kim, Xu & Gupta, 2012) (Rubio et al., 2013)
Various food choice	- The food delivery apps offers a variety of restaurant choices - The food delivery apps offers a variety ethnic food - The Food delivery apps offers much information on local food	
Service quality	- The overall service quality of this apps is of high standards - The overall service quality of this apps is excellent - The overall service quality of this apps is superior - The delivery man are friendly, polite and respectful - The delivery man are competent and professional	

Constructs	Adapted Items	Sources
Perceived value	- I feel I am getting good food products with a reasonable price when I use the food delivery apps - The price that I pay for the service is worthwhile - I would consider the food I order to be a good buy - Considering the minimal effort I make when ordering in food delivery apps is worthwhile - Considering the risk involved when I make order in food delivery apps is minimal	(Cho et al., 2019) (Fang et al., 2016) (Kim, Xu & Gupta, 2012) (Pham et al, 2018) (Rubio et al., 2013)
Intention to continuously use food delivery apps	- I will order food through the delivery apps when needed - If I need to buy food in the future I would probably revisit this food delivery apps - I encourage others to order on this food delivery apps - My willingness to order food from this food delivery apps is high	

3.6 Data Processing

3.6.1 Data editing

Data editing is process of review and adjustment of collected survey data filled by respondents to identify errors of the data (Sekaran & Bougie, 2016). The purpose is to control the quality of data collected are completed with no missing data or misclassification of the data. Questionnaire are checked carefully to ensure there is no mistake or missing data. Throughout the checking process, 15 incomplete questionnaires were eliminated due to the respondents did not complete the survey form. Therefore 185 questionnaires are valid in this research and are used for further analysis.

3.6.2 Data Coding

Data coding, which was a process of data categorizing from the data collected from respondent and each specified categories must be placed with code numbers (Sutton & Austin, 2015). Coding means assigning a code for each possible answer to each question with a number (Malhotra, Birks & Wills, 2012). Data coding is a process of gathering all the information from respondents and convert it to numerical values (Kumar, Abdul & Ramayah., 2012). In this research, question in the questionnaires are codes with numerical numbers, for instance, Occupation was codes as 1-"Students", 2-"Worker", 3- "Housewife", 4- "Others".

3.6.3 Data transcribing

Data transcribing is keying the coded data from collected questionnaire into computers (Malhotra et al., 2012). The data collected is key into SPSS software version 21 in order to make data analysis.

3.6.4 Data cleaning

Data cleansing is a process of consistency checks and treatment of missing responses. The purpose of data cleaning mainly is identify incorrect, irrelevant, imperfect parts of the data and modifying the incorrect data. Although preliminary check had been done previously, but this data cleaning is more in-depth and wider because these data are made by computer (Malhotra et al., 2012). Consistency check is needed identify data that are out of range, extreme values or logical inconsistent. In this research, respondents were asked about what are their occupation currently at Q4 of the questionnaire. Besides, at Q5, respondents were asked about their monthly income level. Some respondents answer inconsistently between Q4 and Q5, for instance, some of them answered they are students in Q4 but the monthly income level is Rm8001 and above in Q5. Therefore, logical inconsistent occurred during this process.

3.7 Data Analysis

Data analysis is executed after process of collecting all raw data from questionnaires. Data analysis is a process of raw data collected and convert into meaningful information (Kumar et al., 2012). Researcher use SPSS software to analyze the data obtained from the questionnaire. It can help

researcher to transform raw data into practical information to draw conclusion smoothly and accurately.

3.7.1 Descriptive Analysis

Descriptive analysis can provide graphic and numerical procedures to summarize the raw data collected by researcher into a clear and understandable information (Jaggi, 2003). Hence, descriptive analysis was used to determine the perception of foreign consumer towards food delivery apps. Furthermore, descriptive analysis also assist researcher in simplify large amount of data in a fair way (Jaggi, 2003). The researcher describe general and demographic information by using frequency and percentage for clearer image. Furthermore, mean and standard deviation were used to explain the findings of the factors that influence perceived value towards intention to re-use of food delivery apps.

3.7.2 Scale Measurement (Reliability Test)

According to Tavakol & Dennick (2011), the evaluation of a measurement instrument is by two fundamental elements which is by validity and reliability. Instrument can used to measure concepts, affective values and psychomotor skills. Instrument is also considered as conventional knowledge, skill test or survey questionnaires. Validity is concerned with the extent to which an instrument measures what it is intended to measure. Reliability is concerned with the reliability of an instrument is closely associated with its validity. Cronbach's Alpha is used to generate the internal consistency in each item of the scale. It is to determines how well these items in measuring a construct that are positively related to one another and maintain the stability of the research data. Cronbach's Alpha is

used to evaluate internal consistency in every items of the scale. In this research, several items will be using Cronbach's alpha in order to generate the construct and the rules of thumb of Cronbach's Alpha Coefficient are shown in the table 3.2.

Table 3. 2: Rules of Thumb of Cronbach's Alpha Coefficient Range

Cronbach's alpha	Internal consistency
$a \geq 0.9$	Excellent
$0.9 > a \geq 0.8$	Good
$0.8 > a \geq 0.7$	Acceptable
$0.7 > a \geq 0.6$	Questionable
$0.6 > a \geq 0.5$	Poor
$0.5 > a$	Unacceptable

Adapted from: Sharma, B. (2016) A focus on reliability in developmental research through Cronbach's Alpha among medical, dental and paramedical professionals.Asian Pacific Journal of Health Sciences, 3(4), 271-278. doi:10.21276/apjhs.2016.3.4.43

Cronbach alpha provide the measurement of internal consistency and the result will presented in a form of number between 0 and 1. Alpha value below the digit of 0.6 shows a poor internal consistency while above 0.6 is acceptable (Sekaran & Bougie,2016). Therefore, the higher value of the Cronbach's alpha the higher the reliability of a construct.

3.7.3 Inferential Analysis

3.7.3.1 Multiple Regression Analysis

A statistical techniques which is multiple regression analysis are very useful to analyse the relationship between single or one dependent variable and one or more than one independent variables (Kumar et al., 2012). Multiple regression analysis was utilized to demonstrate how much variance in factors influencing consumer's perceived value with food delivery apps in Malaysia. R square value is the variance, while beta coefficient will show which of the 6 independent variable in this research contribute the most on factors influencing consumer's perceived value with food delivery apps in Malaysia. The general formula for multiple linear regression is as followed:

$$Y = a + b1X1 + b2X2 + b3X3 + b4X4 + b5X5 + \ldots + bkXk$$

The equation in this research study constructed as below:

FIPV = a + b1 (CONV) + b2 (DESG) + b3 (TRST) + b4 (PRC) + b5 (VFC) + b6 (SQ)

Whereby,

FIPV = Factors influence consumer's perceived value

a = constant

CONV = Convenience

DESG = Design

TRS = Trustworthiness

PRC　　= Price

VFC　　= Various Food Choice

SQ　　　= Service Quality

This equation can aid this research study to find out which independent variables is most influential factors in predicting the dependent variable.

3.7.3.2 Pearson Correlation Analysis

Pearson correlation coefficient is a statistical measure of the strength of association in both metric scales. Both variables are metric and it is correlated, one variables increase will have significant association towards another variable. Through this statistical measure, it can show whether the two metric scale have significant association or no association to one another. The coefficient range from -1.0 to +1.0 show the strength of the association between two variables (Hair, Celsi, Money, Samouel & Page, 2011). For instance, outcome displaying positive and near to one like +1.0 indicates a strong positive association while showing -1.0 indicates a strong negative relationship and result shows 0 explained that relationship does not exist. The general rules of thumb are depicted in table 3.3

Table 3. 3: Rules of Thumb of Correlation Coefficient Range

Correlation Coefficient	Strength of Correlation
$\pm$ 0.81 to $\pm$ 1.00	Very Strong
$\pm$ 0.61 to $\pm$ 0.80	Strong
$\pm$ 0.41 to $\pm$ 0.60	Moderate
$\pm$ 0.21 to $\pm$ 0.40	Weak
$\pm$ 0.00 to $\pm$ 0.20	None

<u>Adapted from:</u> Hair, Bush & Ortinau (2003) Marketing Research: Within a change information environment (2nd ed.). Boston: McGraw-Hill.

3.8 Conclusion

In this chapter, the major parts of this chapter are described clearly. It include research design, the sampling design, data collection methods, research instrument, construct measurement, data processing and data analysis. This section will also provide assistance in the coming chapter for analysis purpose.

CHAPTER 4: DATA ANALYSIS

4.0 Introduction

This chapter is discussing about the outcomes that acquired from questionnaires that were done by the respondent previously, 185 valid questionnaires were used to conduct data analysis. The result of the analysis are analyzed and summarized by using SPSS version 21. In this section consist of descriptive analysis, central tendency measurement of construct, inferential analysis, Cronbach Alpha reliability test and statistical analysis such as Multiple Regression and Pearson correlation coefficient.

4.1 Descriptive Analysis

4.1.1 Demographic Information

In this study, there are six questions were provided under the demographic information of respondents which consisted the respondents gender, age, occupation, monthly income level, nationality and the frequency of ordering food delivery service in a month.

4.1.1.1 Gender

Table 4. 1: Gender

		Frequency (N)	Percent (%)	Valid Percent	Cumulative Percent
	Male	115	62.2	62.2	62.2
Valid	Female	70	37.8	37.8	100.0
	Total	185	100.0	100.0	

Source: Developed for the research

Figure 4. 1: Gender

Gender

Female
38%

Male
62%

■ Male ■ Female
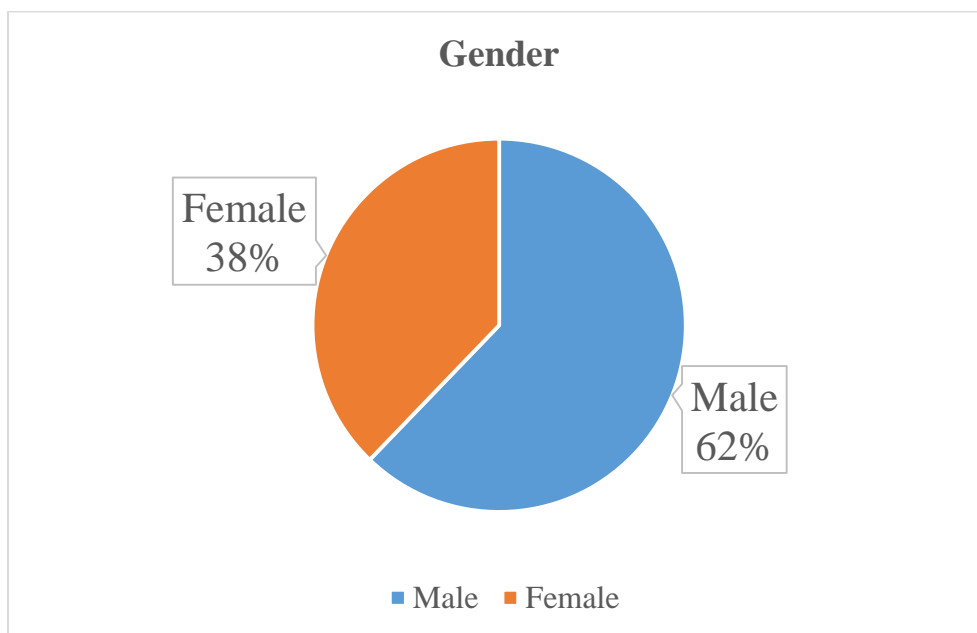
Source: Developed for the research

Table 4.1 and Figure 4.1 are described gender of the respondents that participate in this questionnaire. Total amount of respondents is 185 with or 115 "Males" and or 70 "Females". The majority respondents in this survey is "Male" which is 62.2% and "Female" is minority with 42%.

4.1.1.2 Age

Table 4. 2: Age

		Frequency (N)	Percent (%)	Valid Percent	Cumulative Percent
	21-30	118	63.8	63.8	63.8
	31-40	47	25.4	25.4	89.2
Valid	41-50	14	7.6	7.6	96.8
	51-60	6	3.2	3.2	100.0
	Total	185	100.0	100.0	

Source: Developed for the research

Figure 4. 2: Age
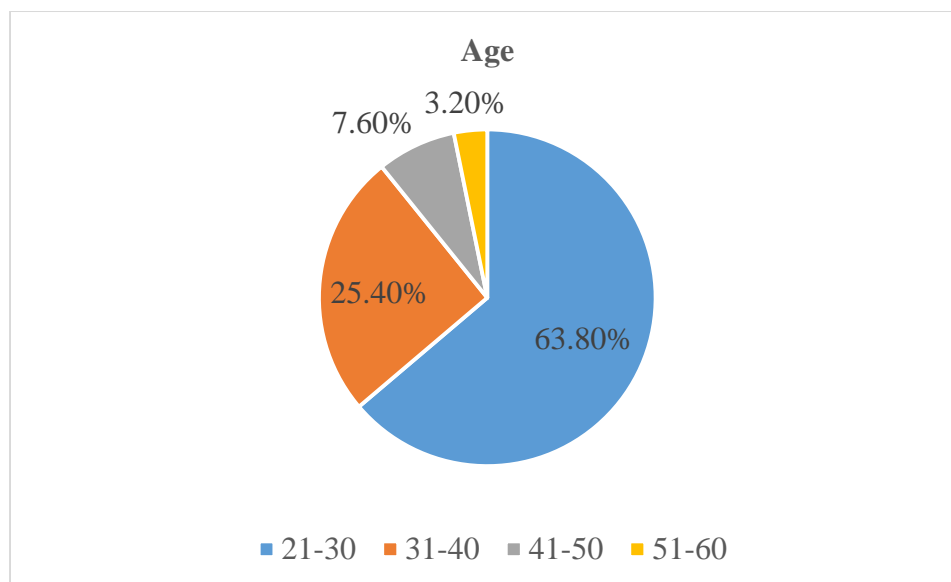
Source: Developed for the research

Table 4.2 and Figure 4.2 are described Age of the respondents. Most of the respondents are from age group between "21 to 30", which is 63.8% or 118 out of 185 respondents. Second highest is age group between "31 to 40" with 25.4% or 47 respondents followed by age group between "41 to 50" with 7.6% or 14 respondents only. The least is the age group between '51 to 60" with only 3.2% or 6 respondents.

4.1.1.3 Occupation

Table 4. 3: Occupation

		Frequency (N)	Percent (%)	Valid Percent	Cumulative Percent
Valid	Students	94	50.8	50.8	50.8
	office worker	60	32.4	32.4	83.2
	Housewife	6	3.2	3.2	86.5
	Retired	2	1.1	1.1	87.6
	Others	23	12.4	12.4	100.0
	Total	185	100.0	100.0	

Source: Developed for the research

Figure 4. 3: Occupation

Occupation

Source: Developed for the research

Referring to the Table 4.3 and Figure 4.3, the data show that majority of the respondents are "students" with 50.8% or 94 respondents. The second highest occupation is office worker with 32.4% or 60. Total of 23 respondents choose "others" in the occupation section, "others" includes salesman, businessman, factory worker, lecturer, plumber, constructor or construction worker and engineer. "Housewife" and "Retired" are the least, with only 6 housewife and 2 retired respondents participate in this questionnaires.

4.1.1.4 What country are you from

Table 4. 4: What country are you from

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Asian	118	63.8	63.8	63.8
	Middle East	35	18.9	18.9	82.7
	Europe	20	10.8	10.8	93.5
	Others	12	6.5	6.5	100.0
	Total	185	100.0	100.0	

Source: Developed for the research

Figure 4. 4: What country are you from
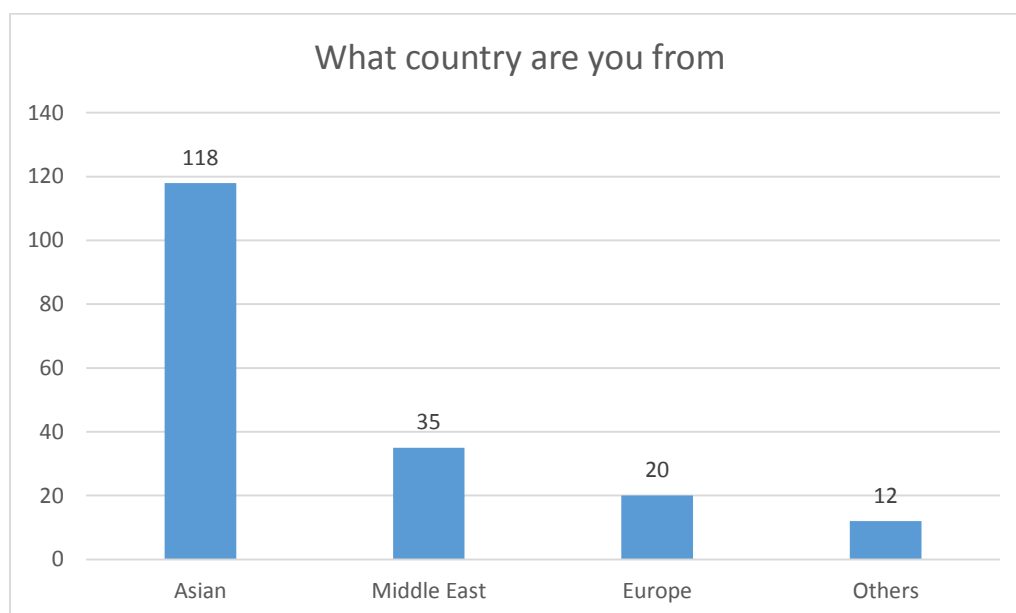
Source: Developed for the research

Based on Table 4.4 and Figure 4.4, the data shows that most of the respondent are "Asian" with total of 63.8% or 118 respondents The second highest is "Middle East" with 18.9% or 35 respondents followed by "Europe" with 10.8% or 20 respondents. Lastly, the "Others" has the lowest with only 6.5% or 12 respondents.

4.1.1.5 What is your monthly income level

Table 4. 5: What is your monthly income level

		Frequency (N)	Percent (%)	Valid Percent	Cumulative Percent
Valid	Below RM1500	80	43.2	43.2	43.2
	RM1501-RM3000	51	27.6	27.6	70.8
	RM3001-RM5000	39	21.1	21.1	91.9
	RM5001-RM8000	14	7.6	7.6	99.5
	RM8001 and above	1	.5	.5	100.0
	Total	185	100.0	100.0	

Source: Developed for the research

Figure 4. 5: What is your monthly income level
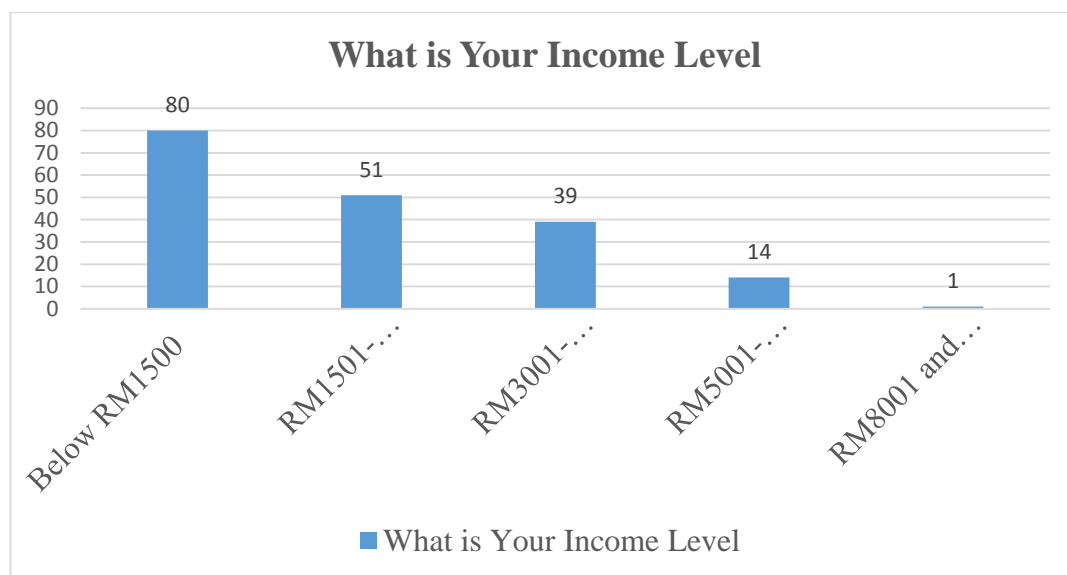
Source: Developed for the research

Referring to the Table 4.5 and Figure 4.5, the data show that majority respondent's income level with "RM1500 and below" forms 80 (43.2%), followed by the income level of "RM1501-RM3000" with 51 respondents or (27.6%), income level of "RM3001-Rm5000" with 39 respondents (21.1%). Besides, the income level of "RM5001-RM8001" is the lowest which comprises 14 (7.6%).

4.1.1.6 How Often Do You Ordered Food from Food Delivery Service in a Month

Table 4. 6: How Often Do You Ordered Food from Food Delivery Service in a Month

		Frequency (N)	Percent (%)	Valid Percent	Cumulative Percent
	1-2 times	87	47.0	47.0	47.0
	3-4 times	61	33.0	33.0	80.0
	5-6 times	25	13.5	13.5	93.5
Valid	7-8 times	7	3.8	3.8	97.3
	9 times or more	5	2.7	2.7	100.0
	Total	185	100.0	100.0	

Source: Developed for the research

Figure 4. 6: How Often Do You Ordered Food from Food Delivery Service in a Month
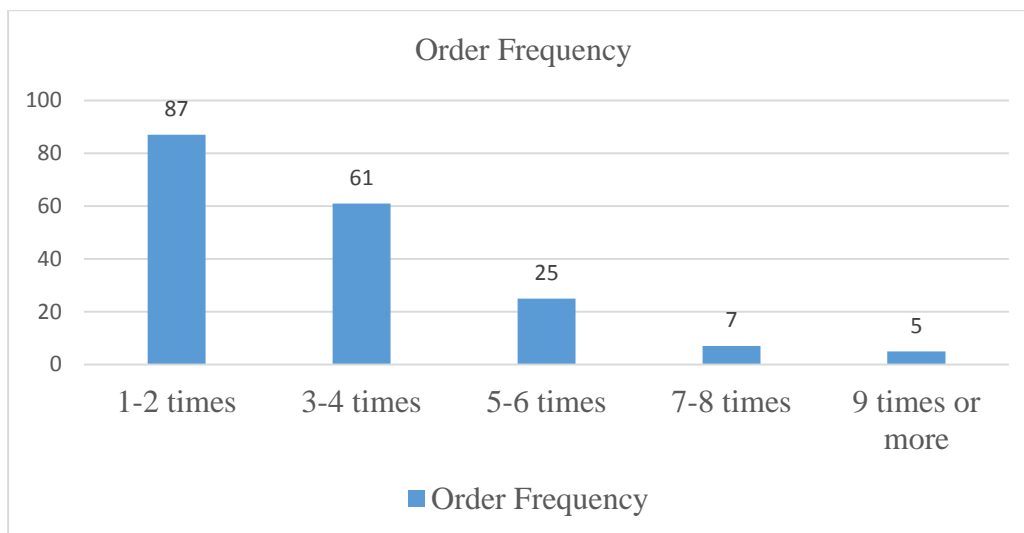
Source: Developed for the research

Based on Table 4.6 and Figure 4.6, the result show that most of the respondents ordered food delivery "1-2 times" in a month with total of 87 respondents (47%). The second highest frequency on ordering food delivery is "3-4 times" with total of 61 respondents (33%) followed by "5-6 times" with 25 respondents or 13.5%. There are only 7 respondent who ordered for food delivery for "7-8 times" in a month and only 5 respondent order food delivery more than 9 times in a month.

4.1.2 Central Tendencies Measurement of Construct

4.1.2.1 Convenience

Table 4. 7: Summary of Central Tendency for Convenience

No.	Statement	SD	D	N	A	SA	Mean	Standard Deviation	Ranking
1	Using the food delivery app's would be convenient for me.	0	2.7	10.8	44.3	42.2	4.26	0.757	2

2	The food delivery app's would allow me to order food any time.	0.5	3.8	8.6	37.8	49.2	4.31	0.827	1
3	The food delivery app's would allow me to order food any where.	0.5	5.4	13.0	41.6	39.5	4.14	0.879	4
4	Simple and convenient online payment.	0	1.6	12.4	54.6	31.4	4.16	0.693	3
5	The food delivery apps always provide variety of product and brands needed.	0	7.6	15.7	43.8	33.0	4.02	0.890	5

Source: Developed for the research

SD = Strongly Disagree

D = Disagree

N = Neutral

A = Agree

SA = Strongly Agree

From Table 4.7 above, it shows the descriptive statistics such as standard deviation, mean scores and percentage score 5-point likert scale of convenience. Statement 2 has scored the highest mean score at 4.31 with 49.2% respondents who strongly agree and 37.8% respondent agree with the statement. Statement 1 has the second highest mean at 4.26, with 42.2% strongly agree and 44.3% agree to the statement. Followed by Statement 4 and Statement 3 with means score of 4.16, 4.14, the lowest mean score is Statement 5 with 4.02. The overall mean score of Convenience were around 4.0 to 4.4, representing agree and strongly agree in the 5-point likert scale.

4.1.2.2 Design

Table 4. 8: Summary of Central Tendency for Design

No.	Statement	SD	D	N	A	SA	Mean	Standard Deviation	Ranking
1	I am satisfied with the simple design of the food delivery apps.	0	2.7	18.4	47.6	31.4	4.08	0.776	1
2	The food delivery app's structure is logical and easy to follow.	0	3.2	15.7	55.1	25.9	4.04	0.739	2
3	The food delivery app's design is concise and easy to understand.	0	4.3	16.8	51.9	27.0	4.02	0.783	3
4	All the terms and conditions (e.g., payment, warranty) of the food delivery app are easy to read/ understand.	0	11.9	22.7	50.3	15.1	3.69	0.872	4

Source: Developed for the research

SD = Strongly Disagree

D = Disagree

N = Neutral

A = Agree

SA = Strongly Agree

From Table 4.18 above indicates that Statement 1 has the highest mean score among the 4 statements at 4.08, 18.4% respondent choose neutral, 47.6% respondents agree and 31.4% respondent strongly agree with the statement. Statement 2 is the second highest which has 4,04 mean score, followed by Statement 3 and Statement 4 with mean score of 4.02 and 3.69. The mean value of "Design" were around 3.6 to 4.1, it is representing neutral and agree in 5-point likert scale.

4.1.2.3 Trustworthiness

Table 4. 9: Summary of Central Tendency for Trustworthiness

No.	Statement	SD	D	N	A	SA	Mean	Standard Deviation	Ranking
1	I trust the food delivery app.	0.5	3.8	15.7	53.0	27.0	4.02	0.794	1
2	I felt secure in ordering food through the food delivery app.	1.6	3.2	18.4	51.4	25.4	3.96	0.846	3
3	The information provided by the food delivery app is reliable.	0	3.2	18.4	53.0	25.4	4.0	0.755	2
4	I believe the food delivery man would be responsible.	0.5	5.4	24.9	49.7	19.5	3.82	0.825	4
5	I believe the food delivery service apps will be honest with me.	0	5.4	20.0	49.2	25.4	3.96	0.819	3

Source: Developed for the research

SD = Strongly Disagree

D = Disagree

N = Neutral

A = Agree

SA = Strongly Agree

From the Table 4.9 above Statement 1 has the highest mean score with 4.02, majority respondent choose agree with 53% and 27 respondent choose strongly agree with the statement. Second highest is Statement 3, with mean score of 4.0 and 53% of respondent choose agree with this statement. Followed by Statement 2 and Statement 5 which obtained same mean score of 3.96. The lowest mean score is Statement 4 with only 3.82. The overall result of "Trustworthiness" is good, the mean score of the 5 statements were around 3.8 to 4.0, majority of the respondents still agree with this statement that respondent had generate trust with food delivery apps.

4.1.2.4 Price

Table 4. 10: Summary of Central Tendency for Price

No.	Statement	SD	D	N	A	SA	Mean	Standard Deviation	Ranking
1	When I order food through the delivery app, the	1.6	22.7	27.0	37.3	11.4	3.34	1.0	1

		SD	D	N	A	SA	Mean		
	food is worth for the price.								
2	When I order food through the delivery app, the food is reasonably priced.	2.7	22.7	27.0	37.3	10.3	3.30	1.02	2
3	The food delivery service do not increase the general level of their price exorbitantly over time.	0.5	17.8	40.0	30.3	11.4	3.34	0.92	1

Source: Developed for the research

SD = Strongly Disagree

D = Disagree

N = Neutral

A = Agree

SA = Strongly Agree

From Table 4.10 above shows that both Statement 1 and Statement 3 has the highest mean score among the 3 statements, with mean score of 3.34, Statement 1 have 37.3% respondents agree and 22.7% respondents disagree with the statement while Statement 3 only have 30% respondent agree, 40% respondent choose neutral and 17.8% respondents disagree with the statement. The least mean score is Statement 2 which were only 3.30. The overall mean score of "Price" were around 3.3-3.4 which is low compare to other variables, a higher number of respondent disagree this statement compare to other variables.

4.1.2.5 Various Food Choice

Table 4. 11: Summary of Central Tendency for Various Food Choice

No.	Statement	SD	D	N	A	SA	Mean	Standard Deviation	Ranking
1	The food delivery apps offers a variety of restaurant choices.	2.2	8.1	13.5	56.2	20.0	3.84	0.91	1
2	The food delivery apps offers a variety ethnic food.	1.1	7.6	19.5	50.3	21.6	3.84	0.89	1
3	The Food delivery apps offers much information on local food.	0.5	7.0	22.7	48.6	21.1	3.83	0.86	2

Source: Developed for the research

SD = Strongly Disagree

D = Disagree

N = Neutral

A = Agree

SA = Strongly Agree

According to Table 4.11, Statement 1 and Statement 2 has the highest score of mean at 3.84, above 50% of respondent agree with both statement. The lowest mean score is Statement 3 which has a mean of 3.83, 48.6% respondent agree and 22.7% of respondent choose neutral in this statement. The overall mean score of "Various Food Choice" were around 3.8 to 3.9, representing agree and strongly agree in 5-point likert scale.

4.1.2.6 Service Quality

Table 4. 12: Summary of Central Tendency for Service Quality

No.	Statement	SD	D	N	A	SA	Mean	Standard Deviation	Ranking
1	The overall service quality of this apps is of high standards.	0	6.5	15.1	57.3	21.1	3.93	0.79	1
2	The overall service quality of this apps is excellent.	1.1	7.6	14.6	51.9	24.9	3.92	0.89	2
3	The overall service quality of this apps is superior.	0.5	8.6	22.2	47.6	21.1	3.80	0.89	5
4	The delivery man are friendly, polite and respectful.	1.1	7.0	16.8	52.4	22.7	3.89	0.87	3
5	The delivery man are competent and professional.	1.1	8.6	20.5	45.9	23.8	3.83	0.93	4

Source: Developed for the research

SD = Strongly Disagree

D = Disagree

N = Neutral

A = Agree

SA = Strongly Agree

From the Table 4.12 above shows that Statement 1 has the highest mean score with 3.93, 57.3% respondents agree and 21.1% respondents strongly agree with the statement. Statement 2 is the second highest mean score among the 5 statements with mean score of 3.92, 51.9% respondents agree and 24.9 respondents strongly agree with the statement. Followed by Statement 4 and Statement 5 with mean score of 3.89 and 3.83. The lowest mean score is Statement 3 with only 3.8, 22.2% respondents choose neutral and 21.1 respondents strongly agree with the statement. The overall mean score of "Service Quality" were around 3.8 to 3.9, it shows majority of the respondent agree with the service quality of the food delivery.

4.1.2.7 Perceived Value

Table 4. 13: Summary of Central Tendency for Perceived Value

No.	Statement	SD	D	N	A	SA	Mean	Standard Deviation	Ranking
1	I feel I am getting good food products with a reasonable price when I use the food delivery apps.	0	7.0	16.2	51.4	25.4	3.95	0.84	3
2	The price that I pay for the service is worthwhile.	0.5	5.4	21.1	49.2	23.8	3.90	0.84	5
3	I would consider the food I order to be a good buy.	0	5.4	18.4	51.4	24.9	3.96	0.81	2
4	Considering the minimal effort I make when ordering in	0	3.2	17.8	52.4	26.5	4.02	0.76	1

	food delivery apps is worthwhile.								
5	Considering the risk involved when I make order in food delivery apps is minimal.	0.5	3.8	18.4	55.7	21.6	3.94	0.77	4

Source: Developed for the research

SD = Strongly Disagree

D = Disagree

N = Neutral

A = Agree

SA = Strongly Agree

According to Table 4.13, Statement 4 was the highest mean score with 4.02, 52.4% respondent agree and 26.5% respondent strongly agree with this statement. Statement 3 is the second highest which had 3.96 mean score, 51.4% agree and 18.4 neutral. Followed by Statement 3 and Statement 5 which have mean score of 3.95 and 3.94, both statement had over 50% respondents agree with it. The lowest mean score is the Statement 2 which only have 3.9. The overall mean score of "Perceived value" were around 3.9 to 4.0, represents neutral and agree in 5-point likert scale.

4.1.2.8 Intention to Repeat using Food Delivery Apps

Table 4. 14: Summary of Central Tendency for Intention to Repeat using Food Delivery apps

No.	Statement	SD	D	N	A	SA	Mean	Standard Deviation	Ranking
1	I will order food through the delivery apps when needed.	0.5	3.8	10.8	54.6	30.3	4.1	0.78	1
2	If I need to buy food in the future I would probably revisit this food delivery apps.	0.5	5.9	11.9	60.0	21.6	3.96	0.79	2
3	I encourage others to order on this food delivery apps.	2.2	4.9	20.0	55.1	17.8	3.82	0.86	3
4	My willingness to order food from this food delivery apps is high.	3.2	8.6	22.2	51.4	14.6	3.65	0.94	4

Source: Developed for the research

SD = Strongly Disagree

D = Disagree

N = Neutral

A = Agree

SA = Strongly Agree

From Table 4.14 above, it indicates that Statement 1 had the highest mean score of 4.1, with 54.6% respondents agree and 30.3% respondents strongly agree with this statement. Statement 2 is the second highest with 3.96 mean score, it has 60% of respondents agree and 21.6% respondents strongly agree with this statement. Followed by Statement 3 with 3.82 mean score and the least is Statement 4 with 3.65 mean score. The overall mean score of "Intention to Repeat using Food Delivery Apps" were around 3.6 to 4.1, representing majority of the respondents were agree and strongly agree with these statements.

4.2 Scale Measurement

4.2.1 Reliability Analysis

Table 4. 15: Reliability Analysis

Construct	Cronbach's Alpha	Number of Items
Convenience	0.795	5
Design	0.765	4
Trustworthiness	0.847	5
Price	0.871	3
Various Food Choice	0.836	3
Service Quality	0.874	5
Perceived Value	0.873	5
Intention to Repeat using Food Delivery Apps	0.869	4

Source: Developed for the research

Cronbach's Alpha is used to generate the internal consistency in each item of the scale (Tavakol & Dennick, 2011). Reliability coefficient range from 0 to 1, a value above 0.7 is acceptable. However, any value below 0.6 represents unsatisfactory internal consistency reliability. The internal consistency of the 34 items was analyzed by Cronbach's Alpha analysis. In this Study, 5 items related to "Convenience" ($\alpha = 0.795$), 4 items related to "Design" ($\alpha = 0.765$), "Trustworthiness" included 5 items ($\alpha = 0.847$), "Price" consist of 3 items ($\alpha = 0.871$), "Various Food Choice" comprised 3 items ($\alpha = 0.836$), "Service Quality" consisting 5 items ($\alpha = 0.874$), "Perceived Value" comprises 5 items ($\alpha = 0.873$), "Intention to Repeat using Food Delivery Apps included 4 items ($\alpha = 0.869$). As conclusion, the reliability analysis for the 8 constructs shown a high internal reliability within each item and it is reliable for analysis.

4.3 Inferential Analysis

4.3.1 Pearson Correlation Analysis

Table 4. 16: Pearson Correlation Analysis

		Perceived Value	Intention to Repeat using Food Delivery Apps
Perceived Value	Pearson Correlation	1	.686**
	Sig. (2-tailed)		.000
	N	185	185
Intention to Repeat using Food Delivery Apps	Pearson Correlation	.686**	1
	Sig. (2-tailed)	.000	
	N	185	185

**. Correlation is significant at the 0.01 level (2-tailed).
Source: Developed for the research

Based on Table 4.16, the Pearson Correlation Analysis is tested two tailed toward perceived value and intention to repeat using food delivery apps. The association of 2 variables was significant below 0.01 levels. The outcome indicated that there is significant positive association between perceived value and intention to repeat using food delivery apps. According to Hair et al. (2003), following the rules of thumb, "Perceived Value" shows strong level of association with "Intention to Repeat using Food Delivery Apps" (r = 0.69). In addition, there is positive strong association among "Perceived Value" and "Intention to Repeat using Food Delivery Apps".

4.3.2 Multiple Regression Analysis

			Table 4. 17: Model Summary	
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.883ᵃ	.779	.772	.31280

a. Predictors: (Constant), Convenience, Design, Trustworthiness, Price, Various Food Choice, Service Quality

Source: Developed for the research

Refer to the Table 4.17 above, the "R" represents the value of multiple correlation coefficient. R is used to measure the quality of prediction of dependent variable, the value of R is 0.883 indicates a good level of prediction. From Table 4.17 above shows result of multiple regression produce $R^2 = 0.779$. This mean the independent variables account for 77.9% of the variance in dependent variable. Hence, this is a good model because 77.9% of the variance of overall perceived value can be explained by the variance of the independent variables.

Table 4. 18: ANOVA ᵃ

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	61.563	6	10.260	104.867	.000ᵇ
	Residual	17.416	178	.098		
	Total	78.979	184			

a. Dependent Variable: Perceived Value

b. Predictors: (Constant), Convenience, Design, Trustworthiness, Price, Various Food Choice, Service Quality

Source: Developed for the research

Based on table 4.18 shows that the independent variables statistically significantly predict the dependent variable, $F (6,18) = 104.867$. $p < 0.01$.

In brief, the overall regression analysis was statistically significant when taken 6 independent variables as a group to predict the overall consumer perceived value.

Table 4. 19: Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	-.183	.177		-1.033	.303
	Convenience	.299	.057	.275	5.231	.000
	Design	.088	.055	.081	1.602	.111
	Trustworthiness	.239	.060	.233	3.959	.000
	Price	.071	.031	.095	2.269	.024
	Various Food Choice	.176	.040	.207	4.383	.000
	Service Quality	.177	.054	.193	3.249	.001

a. Dependent Variable: Perceived Value
Source: Developed for the research

Referring to Table 4.19, "Convenience" is significant ($p<0.001$), "Design" is not significant ($p = 0.111$), "Trustworthiness" is significant ($p<0.001$), "Price" is significant ($p = 0.024$), "Various Food Choice" is significant ($p<0.001$), "Service Quality" has significant relationship with ($p < 0.001$). The outcomes indicated that all of the independent variables are significant and have positive relationship towards Perceived value when using food delivery apps except an independent variable "Design" which was no significant relationship with perceived value, from the perspective of local and foreign consumers.

In addition, the standardized beta coefficient in the table above had shown that the important of each independent variable on the dependent variable.

The Table 4.19 above shows that the majority contribute predictor on the perceived value towards food delivery was "Convenience" ($\beta = 0.275$), second highest contributor was "Trustworthiness" ($\beta = 0.233$), continued with "Various Food Choice" ($\beta = 0.207$), followed by "Service quality" ($\beta = 0.193$), "Price" ($\beta = 0.095$) and "Design" ($\beta = 0.081$). In Conclusion, "Convenience", "Trustworthiness", "Various Food Choice", "Service Quality" and "Price" have a significant and positive regression weights on perceive value on food delivery apps in Malaysia.

$$FIPV = -0.183 + 0.299\ CONV + 0.088\ DESG + 0.239\ TRST + 0.071\ PRC + 0.176\ VFC + 0.177\ SQ$$

4.4 Conclusion

This section concluded respondent's demographic profile by using descriptive analysis. Moreover, Cronbach's Alpha analysis was conducted to generate out the reliability of the 8 construct. Lastly, Multiple Regression is used to evaluate the significant relationship between independent and dependent variable, Pearson Correlation Analysis to find out the association among the variables.

CHAPTER 5: DISCUSSION, CONCLUSION AND IMPLICATION

5.0 Introduction

In this chapter, the statistical analysis from the previous chapter will be summarized in details. This chapter provide in depth discussion on the major findings and implication of the study. Moreover, limitation of this study and recommendation for future research will also be included in this chapter. Lastly, this chapter will conclude for the whole research study.

5.1 Summary of Statistical Analyses

5.1.1 Descriptive Analysis

In Summary, there are 62.2% is Male and 37.8% is Female. Besides, the average age of the respondents is around 25 years old. Under occupation section, most of the respondents were students with 50.8%. In terms of nationality, most of the respondents are came from Asian. In terms of income level, majority of the respondents (43.2%) were in the monthly income group of "Below RM1500". Approximately 47% of the respondents had order food delivery for "1-2 times" in a month.

5.1.2 Central Tendencies Measurement of Construct

5.1.2.1 Convenience

Table 5. 1: Summary of Central Tendencies of Convenience

Items	Highest Mean	Lowest Mean
The food delivery app's would allow me to order food any time	4.31	
The food delivery apps always provide variety of product and brands needed.		4.02

Source: Developed for the research

5.1.2.2 Design

Table 5. 2: Summary of Central Tendencies of Design

Items	Highest Mean	Lowest Mean
I am satisfied with the simple design of the food delivery apps.	4.08	
All the terms and conditions (e.g., payment, warranty) of the food delivery app are easy to read/ understand.		3.69

Source: Developed for the research

5.1.2.3 Trustworthiness

Table 5. 3: Summary of Central Tendencies of Trustworthiness

Items	Highest Mean	Lowest Mean
I trust the food delivery app.	4.02	
I believe the food delivery man would be responsible.		3.82

Source: Developed for the research

5.1.2.4 Price

Table 5. 4: Summary of Central Tendencies of Price

Items	Highest Mean	Lowest Mean
When I order food through the delivery app, the food is worth for the price.	3.34	
When I order food through the delivery app, the food is reasonably priced.		3.30

Source: Developed for the research

5.1.2.5 Various Food Choice

Table 5. 5: Summary of Central Tendencies of Various Food Choice

Items	Highest Mean	Lowest Mean
The food delivery apps offers a variety of restaurant choices.	3.84	
The Food delivery apps offers much information on local food.		3.83

Source: Developed for the research

5.1.2.6 Service Quality

Table 5. 6: Summary of Central Tendencies of Service Quality

Items	Highest Mean	Lowest Mean
The overall service quality of this apps is of high standards.	3.93	
The overall service quality of this apps is superior.		3.80

Source: Developed for the research

5.1.2.7 Perceived Value

Table 5. 7: Summary of Central Tendencies of Perceived Value

Items	Highest Mean	Lowest Mean
Considering the minimal effort I make when ordering in food delivery apps is worthwhile.	4.02	
The price that I pay for the service is worthwhile.		3.90

Source: Developed for the research

5.1.2.8 Intention to Repeat using Food Delivery apps

Table 5. 8: Summary of Central Tendencies of Intention to Repeat using Food Delivery apps

Items	Highest Mean	Lowest Mean
I will order food through the delivery apps when needed.	4.1	
My willingness to order food from this food delivery apps is high.		3.65

<u>Source:</u> Developed for the research

5.1.3 Scale Measurement

5.1.3.1 Reliability test

"Service Quality" has the highest Cronbach's alpha value (0.874), second highest was "Perceived Value" (0.873), while "Price" has the third highest value (0.871) followed by "Intention to Repeat using Food Delivery Apps" (0.869), "Trustworthiness" which was at the fifth (0.847), "Various Food Choice" was at the sixth (0.836). Lastly, the "Convenience" was at second last (0.795) and the lowest was "Design" with only (0.765). All the variables score in this research are above 0.7 that interprets as good internal consistency reliability.

5.1.4 Inferential Analysis

Pearson correlation Analysis show a significant association between all the independent variables which are perceived value and intention to repeat using food delivery apps in Malaysia was below significant level of 0.01. Therefore, it can be proved that there is a significant and positive association among both constructs. The hypotheses have tested in the study which is supported with significant level less than 0.01. In short, H7 were supported.

Table 4.18 shows the result of regression, a significant model had existed, $F(6,18) = 104.867$. $p < 0.01$. there is a significant and positive relationship between the predictors and perceived value of foreign consumer towards Food delivery apps in Malaysia.

In addition, significant level of Convenience is ($p<0.001$), Design is ($p = 0.111$), Trustworthiness is ($p<0.001$), Price is ($p = 0.024$), Various food choice is ($p<0.001$) and Service quality is ($p<0.001$). Hence, only Design have are not significant, all of the variables have significant toward perceived value using food delivery apps in Malaysia. Therefore, it is tested that five out of six hypotheses have significant level less than 0.05 in the study which is five hypotheses is supported. In short, H1, H3, H4, H5, H6 were supported.

5.2 Discussion of Major Findings

The purpose of this research study is to determine the factors to use food delivery apps continuously among foreign consumers in Klang Valley. Seven hypotheses have been proposed in this study. There are six hypotheses are supported and one hypotheses are not supported. The outcome of the hypotheses testing are summarized in Table 5.9 below.

Table 5. 9: Summary of the hypotheses testing results

No.	Hypothesis	Significant level	Supported / Rejected
H1	There is significant relationship between convenience and perceived value of consumer towards food delivery apps.	Sig= 0.000 P< 0.05	Supported
H2	There is significant relationship between design and perceived value of consumer towards food delivery apps.	Sig= 0.111 P> 0.05	Rejected
H3	There is significant relationship between trustworthiness and perceived value of consumer towards food delivery apps.	Sig= 0.000 P< 0.05	Supported
H4	There is significant relationship between price and perceived value of consumer towards food delivery apps.	Sig= 0.024 P< 0.05	Supported
H5	There is significant relationship between various food choices and perceived value of consumer towards food delivery apps.	Sig= 0.000 P< 0.05	Supported
H6	There is significant relationship between service quality and perceived value of consumer towards food delivery apps.	Sig= 0.001 P< 0.05	Supported
H7	There is significant association between perceived value and intention to continuously to use food delivery apps.	Sig= 0.000 P< 0.05	Supported

Source: Developed for the research

5.2.1 Findings on the Hypotheses

5.2.1.1 Convenience and Perceived Value

H1: There is significant relationship between convenience and perceived value of consumer towards food delivery apps.

According to Table 5.9, convenience has a p-value of 0.000 which is lower than 0.05 significant values. This analysis indicates that there is a significant relationship among convenience and perceived value. Previous literature had proved that the convenience are significant to perceived value. For instance, Fernandez (2018) tested there are positive relationship between convenience and perceived value in the low cost fitness centers. Result showed that electronic commerce like online shopping to consumer also have the same positive result (Pham et al., 2018). Besides, Rubio, Villaseñor & Yagüe, (2013) studied that retail service to the commercial chain also have positive outcomes. Hence, H1 is supported.

5.2.1.2 Design and Perceived Value

H2: There is significant relationship between design and perceived value of consumer towards food delivery apps.

Based on Table 5.9, design has a p-value of 0.111 which is above 0.05 significant values. This result shows that there are no relationship between design and perceived value. This is because previously the consumers were focus on the design of the apps, structure layout and ease of use of the apps, but nowadays consumer tend to be less focus on the apps design. Another reason was

consumer have multiple of apps in their smartphones so they do not concern about the design of the apps, unless the apps is not functioning. Consumers tend to be more focus on the service and convenience of the food delivery apps rather than design of the apps. H2 is not supported in this research.

5.2.1.3 Trustworthiness and Perceived Value

H3: There is significant relationship between trustworthiness and perceived value of consumer towards food delivery apps.

Based on Table 5.9, the P-value of trustworthiness was 0.000 which is lower than the significant values of (0.05). This result there are significant relationship between trustworthiness and perceived value. Previous literature also prove that trustworthiness has relationship with the perceived value. For example, Kim, Xu & Gupta (2012) stated that trust is very important in e-commerce retailing, it proved there is positive relationship between trust and perceived value. Besides, higher trustworthiness in an online seller will lead consumer spend less time and effort to search information, trust is positively affects perceived value (Bonsón Ponte, E., Carvajal-Trujillo, E., & Escobar-Rodríguez, T., 2019). Besides, Kang & Sharma (2012) also supported this relationship and stated that an organization must have honest, sincere, realistic to have a strong bond with their consumers. Hence, H3 is supported.

5.2.1.4 Price and Perceived Value

H4: There is significant relationship between price and perceived value of consumer towards food delivery apps.

Table 5.9 above shows the P-value of price was 0.024 which is lower than 0.05 significant values. This result shows that there are relationship between price and perceived value. Previous literature also prove that price has relationship with the perceived value. For instance, a study of online hotel shows that reasonable price has significant relationship with consumer perceived value (Kim, Kim & Park, 2017). Besides, Rubio, Villaseñor & Yagüe (2013) also tested there are positive relationship between price and perceived value in the service sector. Hence, H4 is supported.

5.2.1.5 Various Food Choice and Perceived Value

H5: There is significant relationship between various food choices and perceived value of consumer towards food delivery apps.

Based on Table 5.9 above, various food choice P-value is 0.000 which is lower than 0.01 significant values. The analyses tested there is significant relationship between various food choice and perceive value. The previous research such as Cho et al (2019) supported this statement, the various food choices in food delivery apps is positive correlated to consumer perceived value. Consumers prefer to have more selection of food choices, so consumer able to choose and higher chances on repeat purchase of food delivery. Hence, H5 is supported.

5.2.1.6 Service Quality and Perceived Value

H6: There is significant relationship between service quality and perceived value of consumer towards food delivery apps.

Based on Table 5.9 above, service quality P-value is 0.001 which is lower than the significant values of 0.05. This result shows that there are positive relationship between service quality and perceived value. There are numerous past literature supporting this statement. For instance, Hu, Kandampully & Juwaheer (2019) had supported that there is positive relationship. Besides, Ryu, Lee & Gon Kim, 2012 also supported this statement, the quality of service of the restaurant significantly influence the consumer perceived value. Service quality was the consumer concern the most, as the service provided by the food delivery are outperform then consumer will have higher perceived value towards the food delivery provider. Hence, H6 is supported.

5.2.1.7 Intention to Continuously to use Food Delivery Apps

H7: There is significant association between perceived value and intention to continuously to use food delivery apps

According to result stated in Table 5.9 above, P-value of perceived value is 0.000 and it is lower than 0.05 significant value. The previous researcher had tested and proved that there is a significant association between perceived value and intention to continuously to use food delivery apps. For instance, Pham et al. (2018) a researcher of online retailing proved that there was positive correlated between consumers perceived value and intention to repeat purchase. Cho et al (2019) also tested the same result which is positive association between perceive value and intention to continue to use. Consumer who satisfy with the food delivery service will have perceive value towards it and probability to continuously use food delivery apps also increases. In Short, H7 is supported.

5.3 Implication of the study

5.3.1 Managerial Implication

Convenience (H1) play an important role to satisfied the foreign consumer in using food delivery apps in Malaysia. Therefore, it is suggested that the food delivery industry may expand to more places because there are still some rural place that food delivery services are not covered, so the food delivery service may not reach certain place. The Food delivery service provider in Malaysia should maintain its convenience because currently, it is the most influential factors that can lead to positive perceived value towards food delivery service. Food delivery service provider may maintain their apps server to ensure less delay upon orders, avoiding slow access when peak hours. Food delivery service provider is also suggested to maintain a good relationship with the restaurant to keep first priority of take away service because they might face time constraint during peak lunch hours. In short, the items in "Convenience" should be taken into consideration by destination marketers as it able to generate positive perceived value and probably have repurchase intention towards food delivery.

Unfortunately, design (H2) is not supported in this research. Results shows that design is not supported, but in a food delivery service industry, an apps plays an important role for them. Food delivery service provider in Malaysia must extend the features in an apps such as food selection, add-on, payment method and overall ease of use. The food delivery industry must upgrade the apps and updating the latest information, more easy and convenience of using, one step payment method. This is because the respondent find the food delivery apps in Malaysia are not user friendly enough, so the

hypothesis is rejected. Besides, destination marketers can maintain the design of the apps to secure consumers.

Furthermore, trustworthiness (H3) also play a vital role in consumer's perceived value on food delivery service. It is suggested that the food delivery industry consistently provide reliable and latest information in the apps regarding food halal certification, ingredients and price. Food delivery industry must secure the payment site in the apps or cooperate with FPX online payment to make sure the paid received by the food delivery service. Trustworthiness is very important in any industry, because consumer only will surf the trusted apps or sites, with trust, consumer are more secure when ordering from food delivery industry. The delivery man of the food delivery industry must be well-trained and responsible, to serve consistent services to the consumer. Moreover, destination marketers must build trust among consumer because it is one of the key to have positive perceived value towards food delivery service.

In addition, price (H4) is supported in this research. Price is defined as the how much money have to sacrifice in order to obtain something, through price consumer can perceived value (Raji & Zainal, 2016). The items under "Price" score moderately which means the food delivery industry should set an appropriate pricing strategy in targeting foreign consumer to use food delivery service in Malaysia. Therefore, it is suggested that destination marketers should offer short deals to the consumer to encourage repurchase intention

Moreover, various food choice (H5) is supported. Thus, it is recommended that food delivery service should offer more food choice in their menu to keep the menu looks fresh all the time. It is suggested to extend the list of restaurant and collaborate with more variety of restaurant may able to provide more foods to the menu, adding different ethnic foods into menu

may attract the foreign consumer to try the local culinary. Food delivery service in Malaysia must maintain a strong image of multiethnic in the eye of foreign consumer, therefore, local ethnic food should be show in the apps menu. In short, destination marketers should provide wide range types of food to the consumer, so the consumer be loyal to the company and will not shift to other food delivery service easily.

Furthermore, Service quality (H6) also play an important role in food delivery service. Service sector is the most contributor to Malaysia with 54.2 % to GDP (NST Business, 2017). Food delivery industry is also under the service sector. The service that food delivery industry provide to the consumer is delivered the food to the door step, convenience apps, attitude of the delivery man, food is still warm when arrive, punctuality when delivering and more. The better the service provided by the food delivery industry, the higher the perceived value of consumer towards food delivery apps. Therefore, destination marketers are suggested to use better Nylon insulated food delivery pouch, hire more delivery man, quality training course for the delivery man.

Lastly, from the result of Pearson correlation analysis, the perceived value can significantly affect foreign consumer to continuously use food delivery apps (H7). Consumer have perceived value towards food delivery service will have intention to continue to use food delivery apps. Hence, destination marketers should fulfill all independent variables in this research as it contributes to intention to repurchase from food delivery apps.

Overall, this research had showed the importance of foreign consumer overall perceived value that affected by several factors toward intention to continue using the food delivery apps. In order to increase foreign consumer to order, destination marketers should improve continuously to increase consumer's perceived value towards food delivery service in Malaysia.

5.4 Limitations of the Study

There are several limitation that constrain the researcher in conducting this research. Judgement sampling approach had used to collect data from foreign consumer and the chosen sampling location is at Kuala Lumpur Sentral and UCSI university. The result cannot be generalized to whole population of foreign consumer that use food delivery apps in Malaysia. For example, when visit Kuala Lumpur Sentral there are some Chinese foreigner who having a few months stay in Malaysia were not able to help me to fill in the questionnaire because they do not understanding well of English language.

Next, there is limited time to collect data and limited location to collect data. Majority of the data is gathered from UCSI university and Kuala Lumpur Sentral where there is higher probability to meet foreigner who stay longer in Malaysia. This is because the longer stay in Malaysia the higher chances the foreigner will use food delivery apps service, therefore, tourist are not encouraged in participating in this research question because they may be less chance of using food delivery apps. The researcher unable to get a complete data of 200 but a 185 respondents because some of the respondents giving "neutral" for all the question or rushing to leave with half-answered questionnaire.

Lastly, the majority of the respondents are age between 21-30 years old. As most of the respondents are students, so they may not order food delivery apps too often in a month because it is consider pricy for students.

5.5 Recommendations for Future Research

The first recommendation for the future study is to collect a larger number of sample sizes. For the purpose to represent the total population of foreign worker and students in Malaysia, the sample must draw based on foreign students and worker who used food delivery apps before in Malaysia. Future researcher is suggested to gather data from larger sample and pass out the questionnaire to more foreign consumers from different countries. So, this solution may help future researcher to determine the thoughts of food delivery industry in Malaysia because different culture may have different point of view.

Second recommendation is future researcher can go more places to collect data such as Klia, Klia2 and KLCC. This is because the Kuala Lumpur Convention Centre attracted a lot of foreigner to the place, future researcher may collect more data from these place as it is located in the heart of Kuala Lumpur and close distance to the workplace. Researcher recommended to collect questionnaires from the international airports to gather information more rapidly as there are a lot of foreigners visit every day. Future researcher also must prepare a set of Chinese language questionnaire for the Chinese nation, because there are a lot of Chinese foreign worker came Malaysia for study or doing business.

Lastly, based on figure 4.2, there were 63.8% of respondent between age 21-30, this is means the study and research are conducted mostly younger generation like students and fresh graduates, this group of consumer had budget constrain and unable to order for food delivery frequently. It is recommended to target the foreign consumer with age group 31 and above who ordered more than 3 times a month, this is because they had more fresh experience in their mind that able to provide more accurate and reliable information to the researcher.

5.6 Conclusion

As a conclusion, the general objective of this study is achieved and most of the hypotheses are supported. Besides, this research also had achieved specific research objectives which include convenience, trustworthiness, price, various food choice and service quality towards perceived value of food delivery in Malaysia. This concluded that all of the hypotheses were supported except H2 which is design. It is found that design has no significant relationship in this study.

The findings have also contributed to the literature and provide a better understanding of the factors that brings consumer perceived value towards food delivery apps in Malaysia. Furthermore, Food delivery industry can utilize these findings to develop brings more convenience and incorporate with more restaurant to have more food choice to the need of foreign consumers who used food delivery apps in Malaysia. Last but not least, the findings also provide the profile of foreign consumer and understanding of their characteristics towards food delivery apps in Malaysia, therefore, destination marketers can better meet their demand through this information.

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Appendix 3.1: Questionnaire

Universiti Tunku Abdul Rahman

Factors influencing the foreign consumer towards intention to continuously use of food delivery service in Malaysia.

Survey Questionnaire

Dear Respondent,

I am undergraduate students pursuing a Bachelor degree in International Business (Hons) at University Tunku Abdul Rahman (UTAR). I am conducting a survey study to investigate **Factors influencing the foreign consumer towards intention to continuously use of food delivery service in Malaysia.**

This questionnaire consists of Three parts. Please answer ALL questions in ALL sections. Completion of this form will take you approximately 10 minutes. **I will assure that all information you provide to me will be kept private and confidential and used solely for academic study purpose**.

I am highly appreciate your participation and cooperation in helping us to complete this survey.

Sincerely,

Chun Zi Chien

1502001

Section A: Demographic

INSTRUCTION: Please read **EACH** question carefully and specify your appropriate answer by placing a **TICK** (√) in the boxes given.

Each question should have **ONE** answer. Please fill in the blank or tick the most relevant answer for each of the question below.

1) Gender

☐ Male ☐ Female

2) Age

☐ 21-30 ☐ 31-40 ☐ 41-50 ☐ 51-60

3) Occupation

☐ Students ☐ Office worker ☐ Housewife ☐ Retired ☐ Others (Please specify):_____

4) What country are you from?

☐ Asian ☐ Middle East ☐ Europe ☐ Others (Please Specify):_____

5) What is your monthly income level?

☐ Below RM1500 ☐ RM1501-RM3000 ☐ RM3001- RM5000 ☐ RM5001– RM8000

☐ Rm8001 and above

6) How often do you ordered Food delivery service in a month?

☐ 1-2 times ☐ 3-4 times ☐ 5-6 times ☐ 7-8 times ☐ 9 times or more

Section B: Independent variables
Please indicate your level of satisfaction regarding each of the areas listed below based on your food consumption experience in Malaysia.
1=Strongly Dissagree   4= Agree
2=Dissagree   5= Strongly Agree
3=Neutral

Construct					
A) Convenience					
1. Using the food delivery app's would be convenient for me.	1	2	3	4	5
2. The food delivery app's would allow me to order food any time.	1	2	3	4	5
3. The food delivery app's would allow me to order food any where.	1	2	3	4	5
4. Simple and convenient online payment.	1	2	3	4	5
5. The food delivery apps always provide variety of product and brands needed.	1	2	3	4	5
B) Design					
1. I am satisfied with the simple design of the food delivery apps.	1	2	3	4	5
2. The food delivery app's structure is logical and easy to follow.	1	2	3	4	5
3. The food delivery app's design is concise and easy to understand.	1	2	3	4	5
4. All the terms and conditions (e.g., payment, warranty) of the food delivery app are easy to read/ understand.	1	2	3	4	5
C) Trustworthiness					
1. I trust the food delivery app.	1	2	3	4	5
2. I felt secure in ordering food through the food delivery app.	1	2	3	4	5
3. The information provided by the food delivery app is reliable.	1	2	3	4	5
4. I believe the food delivery man would be responsible.	1	2	3	4	5
5. I believe the food delivery service apps will be honest with me.	1	2	3	4	5
D) Price					
1. When I order food through the delivery app, the food is worth for the price.	1	2	3	4	5
2. When I order food through the delivery app, the food is reasonably priced.	1	2	3	4	5
3. The food delivery service do not increase the general level of their price exorbitantly over time.	1	2	3	4	5
E) Various food choices					

	1	2	3	4	5
1. The food delivery apps offers a variety of restaurant choices.	1	2	3	4	5
2. The food delivery apps offers a variety ethnic food.	1	2	3	4	5
3. The Food delivery apps offers much information on local food.	1	2	3	4	5
F) Service quality					
1. The overall service quality of this apps is of high standards.	1	2	3	4	5
2. The overall service quality of this apps is excellent.	1	2	3	4	5
3. The overall service quality of this apps is superior.	1	2	3	4	5
4. The delivery man are friendly, polite and respectful.	1	2	3	4	5
5. The delivery man are competent and professional.	1	2	3	4	5
G) Perceived value					
1. I feel I am getting good food products with a reasonable price when I use the food delivery apps.	1	2	3	4	5
2. The price that I pay for the service is worthwhile.	1	2	3	4	5
3. I would consider the food I order to be a good buy.	1	2	3	4	5
4. Considering the minimal effort I make when ordering in food delivery apps is worthwhile.	1	2	3	4	5
5. Considering the risk involved when I make order in food delivery apps is minimal.	1	2	3	4	5

Section C: Consumer Intention to use

	1	2	3	4	5
H) Intent to continuously use food delivery apps					
1. I will order food through the delivery apps when needed.	1	2	3	4	5
2. If I need to buy food in the future I would probably revisit this food delivery apps.	1	2	3	4	5
3. I encourage others to order on this food delivery apps.	1	2	3	4	5
4. My willingness to order food from this food delivery apps is high.	1	2	3	4	5

THE END
Thank You for your participation.
All responses will be kept private and confidential

Appendix 4.1: SPSS output: Respondent general and demographic information

Gender

		Frequency (N)	Percent (%)	Valid Percent	Cumulative Percent
	Male	115	62.2	62.2	62.2
Valid	Female	70	37.8	37.8	100.0
	Total	185	100.0	100.0	

Age

		Frequency (N)	Percent (%)	Valid Percent	Cumulative Percent
	21-30	118	63.8	63.8	63.8
	31-40	47	25.4	25.4	89.2
Valid	41-50	14	7.6	7.6	96.8
	51-60	6	3.2	3.2	100.0
	Total	185	100.0	100.0	

Occupation

		Frequency (N)	Percent (%)	Valid Percent	Cumulative Percent
	Students	94	50.8	50.8	50.8
	office worker	60	32.4	32.4	83.2
Valid	Housewife	6	3.2	3.2	86.5
	Retired	2	1.1	1.1	87.6
	Others	23	12.4	12.4	100.0
	Total	185	100.0	100.0	

What country are you from

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Asian	118	63.8	63.8	63.8
	Middle East	35	18.9	18.9	82.7
	Europe	20	10.8	10.8	93.5
	Others	12	6.5	6.5	100.0
	Total	185	100.0	100.0	

Income level

		Frequency (N)	Percent (%)	Valid Percent	Cumulative Percent
Valid	Below RM1500	80	43.2	43.2	43.2
	RM1501-RM3000	51	27.6	27.6	70.8
	RM3001-RM5000	39	21.1	21.1	91.9
	RM5001-RM8001	14	7.6	7.6	99.5
	5.00	1	.5	.5	100.0
	Total	185	100.0	100.0	

How often do you ordered food from food delivery service in a month

		Frequency (N)	Percent (%)	Valid Percent	Cumulative Percent
Valid	1-2 times	87	47.0	47.0	47.0
	3-4 times	61	33.0	33.0	80.0
	5-6 times	25	13.5	13.5	93.5
	7-8 times	7	3.8	3.8	97.3
	9 times or more	5	2.7	2.7	100.0
	Total	185	100.0	100.0	

Appendix 4.2: SPSS output: Descriptive statistic

Variables	N	Mean	Standard Deviation
Convenience	185	4.1784	.60286
Design	185	3.9541	.60841
Trustworthiness	185	3.9503	.63666
Price	185	3.3261	.87501
Various Food Choice	185	3.8342	.77016
Service Quality	185	3.8724	.71395
Perceived Value	185	3.9546	.65516
Intention to Repeat using Food delivery apps	185	3.8838	.71571

Appendix 4.3: SPSS output: Reliability test

Convenience

Case Processing Summary

		N	%
Cases	Valid	185	100.0
	Excluded[a]	0	.0
	Total	185	100.0

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

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.795	.795	5

Design

Case Processing Summary

		N	%
	Valid	185	100.0
Cases	Excluded[a]	0	.0
	Total	185	100.0

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

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.765	.771	4

Trustworthiness

Case Processing Summary

		N	%
	Valid	185	100.0
Cases	Excluded[a]	0	.0
	Total	185	100.0

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

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.847	.848	5

Price

Case Processing Summary

		N	%
	Valid	185	100.0
Cases	Excluded[a]	0	.0
	Total	185	100.0

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

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.871	.870	3

Various Food Choice

Case Processing Summary

		N	%
Cases	Valid	185	100.0
	Excluded[a]	0	.0
	Total	185	100.0

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

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.836	.836	3

Service Quality

Case Processing Summary

		N	%
Cases	Valid	185	100.0
	Excluded[a]	0	.0
	Total	185	100.0

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

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.874	.876	5

Perceived Value

Case Processing Summary

		N	%
Cases	Valid	185	100.0
	Excluded[a]	0	.0
	Total	185	100.0

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

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.873	.873	5

Intention to continuously using food delivery apps

Case Processing Summary

		N	%
Cases	Valid	185	100.0
	Excluded[a]	0	.0
	Total	185	100.0

a. Listwise deletion based on all variables in the

procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.869	.870	4

Appendix 4.4: SPSS output: Pearson Correlation Analysis

Table 4.16: Pearson Correlation Analysis

		Perceived Value	Intention to Repeat using Food Delivery Apps
Perceived Value	Pearson Correlation	1	.686**
	Sig. (2-tailed)		.000
	N	185	185
Intention to Repeat using Food Delivery Apps	Pearson Correlation	.686**	1
	Sig. (2-tailed)	.000	
	N	185	185

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

Appendix 4.5: SPSS output: Multiple Regression Analysis

Table 4.17: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.883ᵃ	.779	.772	.31280

a. Predictors: (Constant), Convenience, Design, Trustworthiness, Price, Various Food Choice, Service Quality

Table 4.18: ANOVAᵃ

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	61.563	6	10.260	104.867	.000ᵇ
	Residual	17.416	178	.098		
	Total	78.979	184			

a. Dependent Variable: Perceived Value

b. Predictors: (Constant), Convenience, Design, Trustworthiness, Price, Various Food Choice, Service Quality

Table 4.19: Coefficientsᵃ

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	-.183	.177		-1.033	.303
	Convenience	.299	.057	.275	5.231	.000
	Design	.088	.055	.081	1.602	.111
	Trustworthiness	.239	.060	.233	3.959	.000
	Price	.071	.031	.095	2.269	.024
	Various Food Choice	.176	.040	.207	4.383	.000
	Service Quality	.177	.054	.193	3.249	.001

a. Dependent Variable: Perceived Value