

FACTORS INFLUENCING INTENTION TO USE  
ONLINE FOOD DELIVERY SERVICE BETWEEN  
LOCAL AND FOREIGN UNIVERSITY STUDENTS IN  
MALAYSIA

BY

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DEDICATION

This work is done especially dedicated to:

Ms Hooi Pik Hua @ Rae Hooi

and

To my beloved families and friends,

Thanks for being there whenever I am seeking help.

TABLE OF CONTENTS

	Page
Copyright Page.....	ii
Declaration.....	iii
Acknowledgement .....	iv
Dedication .....	v
Table of Contents.....	vi
List of Tables .....	ix
List of Figures .....	x
List of Appendices .....	xi
List of Abbreviations .....	xii
Preface.....	xiii
Abstract.....	xiv
CHAPTER 1 RESEARCH OVERVIEW .....	1
1.0 Introduction.....	1
1.1 Research Background .....	1
1.2 Research Problem .....	3
1.3 Research Objectives.....	4
1.4 Research Questions.....	4
1.5 Research Significance.....	5
CHAPTER 2 LITERATURE REVIEW .....	6
2.0 Introduction.....	6
2.1 Underlying Theories .....	7
2.1.1 Theory of Reasoned Action .....	7
2.1.2 Theory of Planned Behavior .....	8
2.1.3 Technology Acceptance Model .....	9
2.2 Review of Variables .....	10
2.2.1 Intention to Use OFD Service .....	10
2.2.2 Time Saving .....	12
2.2.3 Price Saving .....	14
2.2.4 Perceived Usefulness .....	16

2.2.5	Prior Online Purchase Experience .....	18
2.3	Proposed Theoretical / Conceptual Framework.....	20
2.4	Hypotheses Development .....	21
2.4.1	The relationship between time saving towards intention to use OFD service.....	21
2.4.2	The relationship between price saving towards intention to use OFD service.....	22
2.4.3	The relationship between perceived usefulness towards intention to use OFD service.....	22
2.4.4	The relationship between prior online purchase experience towards intention to use OFD service .....	23
CHAPTER 3	RESEARCH METHODOLOGY.....	24
3.0	Introduction.....	24
3.1	Research Design.....	24
3.2	Sampling Design.....	25
3.2.1	Sampling Method.....	25
3.2.2	Target Population.....	26
3.2.3	Sampling Frame & Sampling Location .....	26
3.2.4	Sample Size.....	26
3.3	Data Collection Method.....	27
3.3.1	Primary Data .....	27
3.3.2	Secondary Data .....	28
3.4	Research Instrument.....	28
3.4.1	Questionnaire Design.....	28
3.4.2	Pilot Test .....	29
3.5	Constructs Measurement.....	31
3.5.1	Origin of Constructs.....	31
3.5.2	Measurement of Scale.....	31
3.5.2.1	Nominal Scale .....	32
3.5.2.2	Ordinal Scale.....	32
3.5.2.3	Interval Scale .....	33
3.6	Proposed Data Analysis Tool.....	33
3.6.1	Descriptive Analysis .....	33
3.6.2	Inferential Analysis.....	34
3.6.2.1	Multiple Linear Regression.....	34
CHAPTER 4	DATA ANALYSIS.....	35

4.0	Introduction.....	35
4.1	Descriptive Analysis .....	35
4.1.1	Respondents' Demographic Profile and General Information .....	35
4.2	Scale Measurement .....	41
4.2.1	Reliability Test .....	41
4.3	Inferential Analysis.....	42
4.3.1	Multiple Linear Regression.....	42
CHAPTER 5	DISCUSSION, CONCLUSION AND IMPLICATIONS .....	45
5.0	Introduction .....	45
5.1	Discussions of Major Findings .....	45
5.2	Implications of Study.....	47
5.2.1	Managerial Implication.....	47
5.2.1.1	Time Saving.....	48
5.2.1.2	Price Saving .....	48
5.2.1.3	Perceived Usefulness .....	49
5.2.1.4	Prior Online Purchase Experience .....	49
5.3	Limitations of Study .....	50
5.3.1	Research Design.....	50
5.3.2	Target Respondents.....	50
5.3.3	Sampling Location.....	50
5.4	Recommendation for Future Research.....	51
References	.....	52
Appendices	.....	57

LIST OF TABLES

	Page
Table 3.1: Summary of Reliability Statistics .....	30
Table 3.2: Origin of Construct .....	31
Table 4.1: Gender.....	36
Table 4.2: Age.....	37
Table 4.3: Nationality .....	38
Table 4.4: Current Education Level.....	39
Table 4.5: Frequency to Use OFD Service .....	40
Table 4.6: Result of Reliability Test .....	41
Table 4.7: Model Summary of Multiple Linear Regression .....	42
Table 4.8: ANOVA.....	43
Table 4.9: Coefficient .....	43
Table 5.1: Summary of Results for Hypotheses Testing .....	45

LIST OF FIGURES

	Page
Figure 2.1: Theory of Reasoned Action.....	7
Figure 2.2: Theory of Planned Behavior.....	8
Figure 2.3: Technology Acceptance Model.....	9
Figure 2.4: Proposed Theoretical / Conceptual Framework .....	20
Figure 4.1: Gender .....	36
Figure 4.2: Age .....	37
Figure 4.3: Nationality .....	38
Figure 4.4: Current Education Level .....	39
Figure 4.5: Frequency to Use OFD Service.....	40

LIST OF APPENDICES

	Page
Appendix 2.1: Theory of Reasoned Action .....	57
Appendix 2.2: Theory of Planned Behavior .....	57
Appendix 2.3: Technology Acceptance Model .....	58
Appendix 2.4: Proposed Theoretical / Conceptual Framework .....	58
Appendix 3.1: Survey Questionnaire .....	59
Appendix 3.2: Summary of Reliability Statistics .....	64
Appendix 3.3: Rules of Thumb of Cronbach's Alpha .....	64
Appendix 3.4: Cronbach's Alpha of Pilot Test.....	64
Appendix 3.5: Origin of Constructs.....	69
Appendix 4.1: Statistic of Respondents' Gender.....	72
Appendix 4.2: Percentages of Respondents' Gender.....	72
Appendix 4.3: Statistic of Respondents' Age .....	73
Appendix 4.4: Percentages of Respondents' Age.....	73
Appendix 4.5: Statistic of Respondents' Nationality.....	73
Appendix 4.6: Percentages of Respondents' Nationality .....	74
Appendix 4.7: Statistic of Respondents' Current Education Level .....	74
Appendix 4.8: Percentages of Respondents' Current Education Level.....	74
Appendix 4.9: Statistic of Respondents' Frequency to Use OFD Service .....	75
Appendix 4.10: Percentages of Respondents' Frequency to Use OFD Service ....	75
Appendix 4.11: Result of Reliability Test .....	75
Appendix 4.12: Cronbach's Alpha of Time Saving.....	76
Appendix 4.13: Cronbach's Alpha of Price Saving.....	78
Appendix 4.14: Cronbach's Alpha of Perceived Usefulness.....	80
Appendix 4.15: Cronbach's Alpha of Prior Online Purchase Experience.....	82
Appendix 4.16: Cronbach's Alpha of Intention to Use OFD Service .....	84
Appendix 4.17: Multi Linear Regression.....	86
Appendix 5.1: Summary of Results for Hypotheses Testing.....	87

## LIST OF ABBREVIATIONS

OFD	Online Food Delivery
Apps	Applications
TRA	Theory of Reasoned Action
TPB	Theory of Planned Behavior
TAM	Technology Acceptance Model
MCD	McDonald's
KFC	Kentucky Fried Chicken
IT	Information Technology
F&B	Foods and Beverages
TS	Time Saving
PS	Price Saving
PU	Perceived Usefulness
POPE	Prior Online Purchase Experience
IOFDS	Intention to Use Online Food Delivery Service
SD	Strongly Disagree
D	Disagree
N	Neutral
A	Agree
SA	Strongly Agree
SPSS	Statistical Package for Social Science
WWW	World Wide Web

## PREFACE

This final year project, unit UKMZ3016 that under the programme structure of the course for Bachelor of International Business is solely done by individual. The topic that has been chosen for this research project is “Factors Influencing Intention to Use Online Food Delivery Service between Local and Foreign University Students in Malaysia”.

There are two types of online food delivery (OFD) services in Malaysia. The first type is retailer themselves such as fast food industry. For instance, McDonald’s (MCD) and Pizza Hut do provide delivery service for the consumers. The second type of OFD service are restaurant intermediaries which is considered as using mobile apps like Foodpanda and Dahmakan. These apps are common to use nowadays as it brings a vast convenience for the consumers.

The objective of this research conducted is to examine the factors that may influence the intention of local and foreign university students to use OFD service. There are four possible factors that encompassing the variables of time saving, cost saving, perceived usefulness and prior online purchase experience in relation with local and foreign university students by using OFD service.

## ABSTRACT

Nowadays, online food delivery (OFD) service is going viral in Malaysia. Since it brings numerous advantages for the consumers, it has been attracting many people to use it in their daily life. Instead of going to the physical restaurant to purchase food, the consumers are able to purchase food through online platform and use the delivery service.

This research is to examine the independent variables which are including time saving, cost saving, perceived usefulness and prior online purchase experience towards the dependent variable of intention to use OFD service. The target respondents will be the local and foreign university students who are studying in Malaysia. Besides that, there are 300 sets of questionnaires have been distributed via Google Form to respondents by using convenient sampling method.

After that, the data collected will be analysed by using Statistical Package for Social Science (SPSS). Also, there will be Reliability Test and Multiple Regression Analysis that have been conducted. In this research project, the results show that all of the independent variables have positive or significant relationship towards the intention to use OFD service. Moreover, this research provides a clear data and information about the factors that may influence intention to implement OFD service in daily life. Lastly, there will be limitations towards this research project and recommendations will be provided for further research in the future.

## **CHAPTER 1: RESEARCH OVERVIEW**

### **1.0 Introduction**

The topic of this research is mainly focus on the factors that influencing the intention to use online food delivery (OFD) service between local and foreign university students in Malaysia. In this research, there is an outline of the background by identifying OFD service that used by the local and foreign university students in Malaysia. Next, defining the significance and the foundation will be stated in the problem statement. Followed by the research objectives and questions of the topic that has been chosen, the intention of local and foreign university students to use OFD service will be investigated. Then, a brief summary of hypotheses is being carried out in the following part. Lastly, this chapter will end up with a conclusion on summarizing the overall content part in this research.

### **1.1 Research Background**

Since immemorial time, food is being a necessity for human as people are not able to live without it to survive. It is even a dilemma for them to cram themselves by getting food. Nowadays, way to obtain food is easier as the consumers can always get it with numerous approaches such as going to the physical store or ordering from the website. As everyone knows, there is a great deal of food delivery services in Malaysia by ordering through online or downloading the applications (apps.). As mentioned by Dazmin and Ho (2019), there are existing two types of food delivery service provided in Malaysia which are retailers themselves and restaurant

intermediaries. For instance, retailer themselves are generally indicating the fast food industry like McDonald's (MCD), Kentucky Fried Chicken (KFC) and Pizza Hut do provide delivery service by charging additional transportation fee. After that, the growth of online food delivery (OFD) application starts up in Malaysia within this few years and it is deemed as the restaurant intermediaries that provides delivery services for a large range of restaurant. The consumers are enjoying to use these applications and their delivery services because it brings greatest convenience in their daily lives. According to Pang (2017), Foodpanda was the first application for food delivery service in Malaysia since 2012 followed by DeliverEat, Honestbee, Dahmakan and so forth. All these applications are being aggressive in providing food delivery service for the consumers (Kong & Bizhive, 2018).

In many shopping centres, it is common to see that there are many deliverymen rushing here and there during peak hour so as to take their responsibility buying and collecting food for the customers (Milo, 2018). Along the roadside, the deliverymen are also found ubiquitous to send the food to every doorstep of the customers. By ordering food through online, the consumers are making order with the particular restaurant and then the deliverymen will go to that shop and help them to collect the food. During this process, the consumers can select their preferred payment methods such as directly do online payment to the restaurant or make cash payment to the deliverymen once the food is received. As promised, the food will be delivered within a certain period in order to keep it fresh. Otherwise, the customers will be given a price discount as a compensation if the deliverymen delay their orders (Correa, Garzón, Brooker, Sakarkar, Carranza, Yunado, & Rincón, 2019). However, the deliverymen will always track and adjust their delivery times according to traffic conditions so that the unnecessary problem can be avoided. Sometimes, there is a promotion deal offered by a particular food application so that it can attract more potential customers to use their services. For instance, there will be a complimentary foods or beverages along with the meal ordered and also free of charge for the delivery fee as specially offer once in a month for the app's users.

Apart from that, there are various types of restaurant to enable customers in selecting their favourite food. Nowadays, the trend of consuming foreign food is going viral in Malaysia. For instance, there are many Korean and Japanese restaurants emerging in Malaysia and it has been a lure and captive for a lot of people. By consuming the meal, people can also learn the culture or way to eat the food at the same time (Zhang, 2015). Existing of these restaurants will always be the preferred choice of consumers no matter how hard to access it as they want to follow the trend to try all these new things at the current moment. In this case, these restaurants are trying to solve this problem by providing food delivery service through ordering in their particular website as well as the food applications (Chavan, Jadhav, Korade, & Teli, 2015). Therefore, there will be more potential consumers give it a try on their foods by just using the food delivery service as it indeed brings a great convenience for them.

## **1.2 Research Problem**

In the age of advances in information technology (IT), people from all walks of life are hustle and bustle that living in the fast-paced life to pursue an ideal life. IT is indispensable in this burgeoning era since it can enable people to get access into the cyberworld. Nowadays, people especially the university students tend to stay at home and browse website all day long during their leisure time. It is because they may feel that they have been wearing themselves out from the studies after day of learning. During their free time, they are even lazy to move to conduct some meaningful or worthwhile thing like cooking a meal. They rather lay themselves on the bed and do nothing for entire day. According to Delien, Clarys, De Bourdeaudhuij and Deforche (2014), the university students nowadays are having abnormal eating behaviour in their daily life. It is because changing unfamiliar environment will affect their eating behaviour since they are not able to adapt the new environment. They are probably lazy to obtain all those cooking ingredients by stepping outside their house as they may not familiar with the surrounding.

In line with Davis, Rogers and Huang (2016), people nowadays are willing to spend time in queuing up or they are even following the trend to enjoy those full-services provided by the restaurant. Obviously, most of them are having a desire to meet their psychological needs and social sense of belonging other than solving the sense of hunger. Also, it is a common phenomenon that can be seen at the famous restaurants (Zhao, 2016). In order to attempt the taste of the foods and beverages, there is problem caused by them because the queue is too long and it is leading to inconvenience for other people. Therefore, it will affect some of the people especially university students to go outside to enjoy their meal. This is because they are probably fed up of this scenario owing to they are having insufficient of time while dealing with those tasks in their academic. For example, they need time to work on their assignments, conduct events and do part-time jobs regardless of day and night. Hence, they might not have enough time for having meal in the restaurant as they think that it will be time consuming to do so. They will simply cram themselves by going for vending machine to buy food or get the food whenever it is accessible easily.

### **1.3 Research Objectives**

To examine the time saving, cost saving, perceived usefulness and prior online purchase experience in relation with local and foreign university students by using online food delivery (OFD) service.

### **1.4 Research Questions**

How does time saving, cost saving, perceived usefulness and prior online purchase experience affect local and foreign university students by using OFD service?

## **1.5 Research Significance**

Throughout this research project, we can have an insight about the factors that may influence the intention of local and foreign university students towards online food delivery (OFD) service in Malaysia. This research is being carried out to figure out the tendency of them to enjoy the OFD service in their daily life. In this research, there are a few factors that may affect their intention to use OFD service other than going to the physical store to purchase and consume food.

By using this trendy OFD service, university students are no longer restricted in the traditional way to order and buy food. It is because this delivery service is really bringing convenience especially for the university students who are living in far distance from the restaurants. Furthermore, there are always numerous promotion deals offered by certain restaurants by using their delivery service. Other than accelerating sales in their own business, it can also be a way to raise awareness of the consumers to use the delivery service by getting more benefit for themselves.

By knowing the intention between local and foreign university students in using the OFD service, the marketers can improve their current management style in operating the service so as to attract more potential users to use the delivery service to purchase food. Throughout this delivery service that allow people to order food and make payment on the websites or applications, it is more likely that enable the company or restaurant to have a potential to understand more about the customers' preference at the moment when they are ordering food. Therefore, the particular restaurant can seize this opportunity to do some improvements to satisfy different customers with different needs and wants.

## **CHAPTER 2: LITERATURE REVIEW**

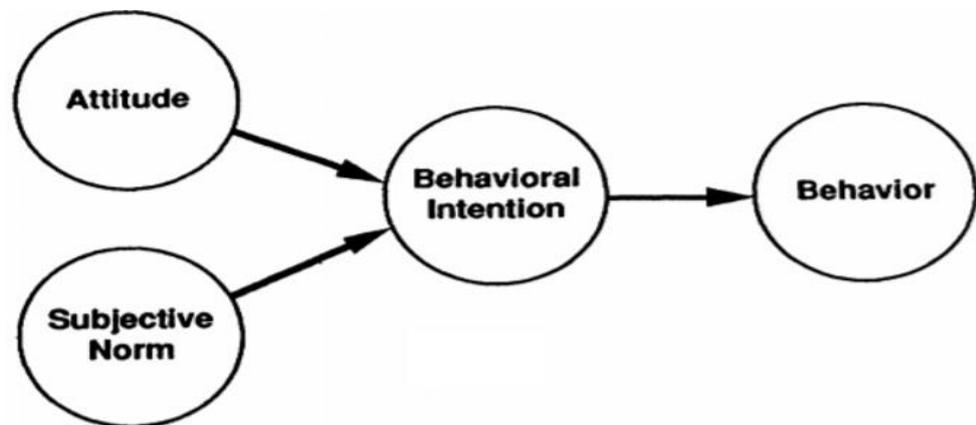
### **2.0 Introduction**

This chapter includes the underlying theories that are being used in research topic. After that, there will be the review of dependent variable which is the intention to use online food delivery (OFD) service, followed by the independent variables (time saving, price saving, perceived usefulness, and prior online purchase experience). Nevertheless, this chapter also includes the theoretical framework, followed by the development of hypotheses. The main focus of this chapter is on the factors that will influence intention of local and foreign university students in Malaysia to use OFD service.

## 2.1 Underlying Theories

### 2.1.1 Theory of Reasoned Action (TRA)

Figure 2.1: Theory of Reasoned Action (TRA)

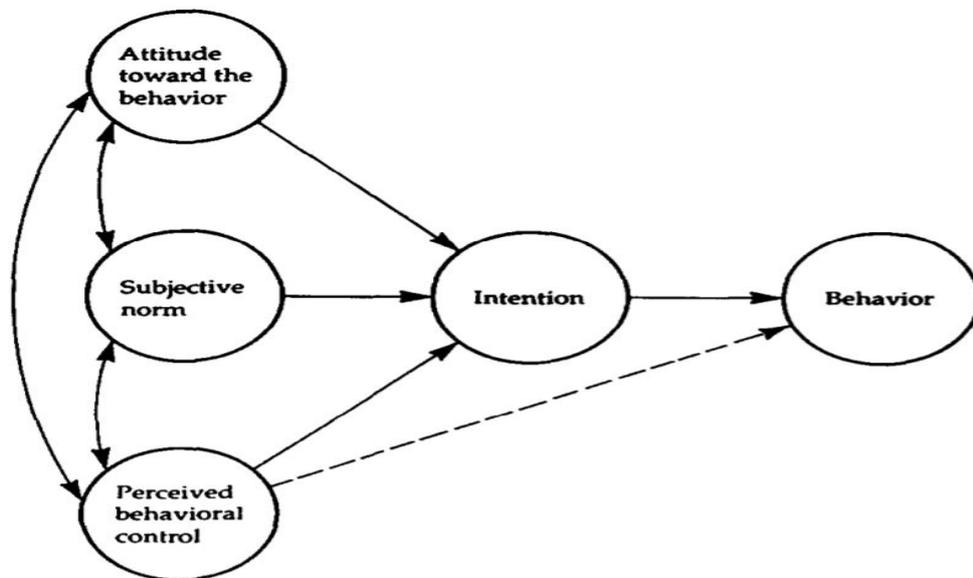


Adapted from: Madden, T. J., Ellen, P. S., & Ajzen, I. (1992). A comparison of the theory of planned behavior and the theory of reasoned action. *Personality and social psychology Bulletin*, 18(1), 3-9.

According to Madden, Ellen and Ajzen (1992), TRA is the model of Ajzen and Fishbein. TRA is deemed as immediate antecedents to behaviour. It is the function of vital information or beliefs about the likelihood that performing a certain behaviour that will affect specific outcomes. Dividing the beliefs antecedents to behavioral intentions into two, there are behavioral and normative. The behavioral belief tend to influence the attitude of consumers while the normative belief will influence the consumers' subjective norm. Hence, both of it will have an impact on behavioral intention and lead to actual behavior towards the entire process.

## 2.1.2 Theory of Planned Behavior (TPB)

Figure 2.2: Theory of Planned Behavior (TPB)

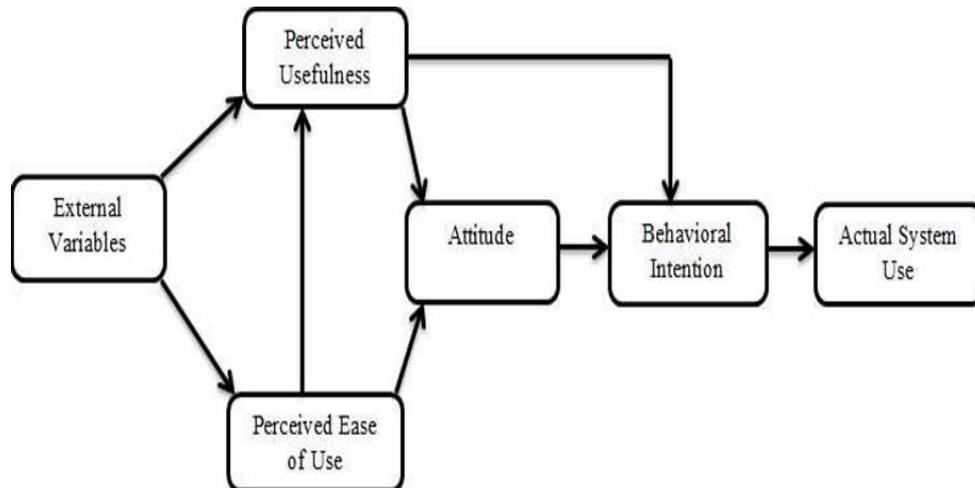


Adapted from: Mathieson, K. (1991). Predicting user intentions: comparing the technology acceptance model with the theory of planned behavior. *Information systems research*, 2(3), 173-191.

According to Mathieson (1991), TPB provides detailed information that can perform better to guide development. It is an extension of TRA. The objective of TPB is to study the attitude and behavioral intention of consumers (Ajzen, 1985). This TPB will focus on the behaviour of consumers and their interest in something. In this research project, there are a few factors that will influence the intention of local and foreign university students to use OFD service by ordering food through websites or mobile applications.

### 2.1.3 Technology Acceptance Model (TAM)

Figure 2.3: Technology Acceptance Model (TAM)



Adapted from: Salunkhe, S., Udgir, S., & Petkar, S. (2018). Technology Acceptance Model in Context with Online Food Ordering and Delivery Services: An Extended Conceptual Framework. *Journal of Management*, 5(5), pp. 73-79.

According to Salunkhe, Udgir and Petkar (2018), TAM theory is an extension of TRA which if user decides to act then the user will act freely without any limitations. TAM is to apply but it is only providing very general or basic information on users' opinions about a system (Mathieson, 1991). The primary objective towards the development of TAM is to study the acceptance of new technology from consumers' point of view. With the advent of modern technology nowadays, people tend to gradually adapt with it. TAM is encompassing two variables which are perceiving usefulness and perceiving ease of use on the new technology. In order to use OFD service, consumers are able to order food through websites or mobile apps. In this research, perceiving usefulness is being tested towards the OFD service.

## **2.2 Review of Variables**

### **2.2.1 Intention to use OFD service**

In this modern era, technology is developed rapidly in worldwide. Since food and beverage (F&B) industry are notoriously fickle, finding way to survive is vital for particular restaurants that they must always keep up-to-date towards the current issue so that they will not easily be superseded by the other restaurants (Lee, Lee, & Jeon, 2017). Owing to new technological advances, people can be easily to get access into network without any difficulty. It goes without saying that people nowadays especially university students tend to get themselves a smart device such as smartphone, tablet and laptop. Besides that, they might apply for the mobile network to work with their smart devices as well. It is because of getting themselves a smart device especially smartphone is important in their daily life so that they can always get connected with the social network. In connecting with the social network or social media, they can always implement numerous tasks by using their smart devices like playing songs, watching movies, dealing with assignments, contacting with others and many activities that can be performed by their smart devices. Also, using smart device to order food through online is a common phenomenon in university students.

Nowadays, a lot of full-service restaurants and quick service restaurants are having their own web portal or applications to enable people to know more about their restaurant by revealing the menu through online platform (Elango, Dowpiset, & Chantawaranurak, 2018). As comparing with the traditional way to purchase and consume food in physical store, this OFD service is gradually becoming first choice whenever they are looking for some good food. In this condition, people especially university students can

order food through online by just a few finger taps to access into online platform. In addition, they will place order and make payment once they are in favour of the foods after they browse through the website or phone apps. Throughout this process, they initially have to access into that particular online platform of the selected restaurants, then they are able to see what kind of food is available at the moment. After placing order through online, they are required to wait for a certain period as the restaurant promised. Then, they can enjoy the delivery service by just staying at home or particular place to wait for the food ordered to be received. Therefore, there is quite apparently that implementing OFD service has greatly improved the lifestyle of university students by bringing convenience for them.

As mentioned by Yeo, Goh and Razaei (2017), there are two different types of retailers that offer food delivery services. The first are retailers themselves that mostly including large corporation like MCD, KFC, Pizza Hut and so on. The second type are multiple restaurant intermediaries that offer delivery services for a large range of restaurants such as Foodpanda, Dahmakan, Grabfood and many more. According to Ghajargar, Zenezini, and Montanaro (2016), demand for home delivery service is rising due to online shopping as this service is having the coverage of large geographic area. Implementing this high penetration of internet, it offers an impulse shopping platform so as to gain intention of consumers to purchase things through online. In applying this service into F&B industry, food delivery service is also gradually used by many people especially university students. The creation of online business such as food ordering through online platform has already be ubiquitous especially in the hustle and bustle city. In the words of Kedah, Ismail, Haque and Ahmed (2015), they mentioned that OFD service plays a vital role to satisfy the needs and wants by using the delivery service whereas they can stay at a particular place to receive the delivery in certain period as informed. Therefore, it goes without saying that OFD service is effective and efficient for people from all walks of life especially university students because it is really convenient and easy for them to use.

### **2.2.2 Time Saving**

In today's era that brimming with competences and challenges, people are living in the fast-paced environment to pursue their ideal life. They have to live in this hustle and bustle city within a long time will lead them unable to run their daily activities as usual. It can take the example pertain to the common lifestyle or livelihood of major university students. Nowadays, the younger generation especially university students are lazy to cook for themselves. They do not even have the knowledge or eager to learn on how to cook a proper meal. It is because they might think that preparing a meal is time consuming towards the overall process of getting the food done. For instance, they have to get all the materials and ingredients from nearby supermarket or convenience store before they start to cook. Nevertheless, they have to conduct some research about those ingredients needed and the way to cook for the specific dishes so that they will not make mistake in the cooking process (Gayle & Lambert, 2017). As a university student who have to cover numerous tasks towards their academic, they will not have enough time to do these things. Instead of preparing and cooking by themselves, they will prefer to having their meal outside with their housemates.

Whenever they reach the physical restaurant, they have to spend time on queuing along the line before going in to have a seat. They are even willing to pay their patience on the queuing and waiting time in order to taste the food. This is the common phenomenon that can be often seen outside the restaurant and it has brought a vast of inconvenient towards the customers or even the restaurant itself (Davis et al., 2016). Sometimes, the physical restaurants are full of customers. In the words of Ahsan, Islam, and Alam (2014), they stated that the owner of that particular restaurants will not concern about this situation because the owner wants the customers to stay instead of going to another restaurants. Based on this inconsiderable situation, the university students will conceive an intention to having their meal in their house rather than going outside to eat since they are unable to

be served immediately because of the crowded in the restaurants. Also, spending time to eat outside is considered time consuming and luxury activity (Dazmin & Ho, 2019). They will try to avoid it since it indeed wasting a lot of precious time especially towards the university students. Other than cooking by themselves, the only way for them to enjoy their meal is implementing OFD service. As promised by the food delivery applications or websites, they will deliver the food to customers on time as they are committing the mission of being speedy. After the university students have placed ordered through online food ordering, they can select their payment method either online banking or pay to the deliveryman on the spot once they received it. Hence, they are not required to present themselves in the physical restaurant to do payment. While waiting for the food to be delivered to their doorsteps, they are able to conduct the other activities so that they can accomplish their task in the time given.

According to Maimaiti, Zhao, Jia, Ru, and Zhu (2018), online food delivery service is convenient and user-friendly than the traditional system because orders placed by customers can be easily viewed and recorded through a mobile application or website. Thus, the particular restaurant can take prompt action to prepare and deliver in a short period of time so that the customers will satisfy about the speedy delivery service provided. As mentioned by Roh and Park (2019), the increasing time pressure on people nowadays especially the university students are having an intention to heavily rely on imbalance diet such as consuming fast food and junk food. They are demanding a quick way to obtain food so that the sense of hunger can be fulfilled. By using online food delivery service to order food, it can enable the university students to reduce the time on finding something to consume. Normally, restaurant that provide food delivery service is offering the foods that can be cooked and prepared in a shorter period so that they can always get ready to cope with the abundant order placed by the customers. Therefore, the university students can be rest assured that the food they have been placing order will be delivered to their doorsteps on time. They will also save a lot of time to conduct other activities as well.

### **2.2.3 Price Saving**

There are certain specific group of customers to subscribe their delivery service of monthly based and they are only paying one-time delivery fee to enjoy this service (Goh, Ng, Wong, & Chong, 2017). It might be because adopting subscription of monthly payment towards the online food delivery (OFD) service is cheaper than paying each time per order. For university students, it is a pretty good deal for them to subscribe it as they can save more money for other purposes. Sometimes, the certain websites or applications will also offer a lot of promotion deal by implementing price discount on the meal that they ordered (Yeo et al., 2017). Also, they will be able to obtain voucher for the second time purchase once they place order and use the delivery service that provided by the website or apps. Hence, it will bring abundant of advantages for the university students on reducing the cost of living in their entire university life. Due to the reason that the cost of spending in their university life is way too high, they even have to afford with the high tuition fee and reference materials other than their basic needs. By using this subscription of OFD service, the university students can enjoy more promotion deal and save more money spend on the foods.

Moreover, OFD services able to reach customers in different geographical location according to different restaurants that provide delivery service to that particular place (Goh et al., 2017). By doing so, customers who do not want to travel or do not have the means of transportation could enjoy their food through online ordering from the third-party service providers. As a university student who is still studying, he or she may not have sufficient financial ability to afford all of the expenses in their daily life. It is indisputable that they do not even have extra money to get themselves a car to travel here and there at any time to get whatever they want especially food. If they do own a car, they still need to undertake the petrol fee and service fee for their car. Thus, it is convenient to use OFD service for those who do not own their private transport especially the foreign university students. As

we all know, the foreign university students who stay in unfamiliar environment to further their studies will have troublesome to fit themselves in consuming the local foods. Thus, they will find way to obtain those foods that match with their preferences. For example, they might use all ways to reach the specific restaurant to purchase their desired food although they are still not familiar with the surroundings. As mentioned by Gijsbrechts, Campo, and Vroegrijk (2018), people who live in urban city especially those university students will incur high expenses and hence lowering the cost of living will always be their first consideration or apprehension before making any decision. Using OFD service by ordering through websites or applications, they can reduce their barriers like spending unnecessary transportation cost to get themselves to the physical store.

Other than that, lower price yet higher discount on food will always draw people's attention. The price saving orientation can be deemed as not incurring any additional cost to purchase things rather than just consider to reduce monetary expenses (Escobar-Rodríguez & Carvajal-Trujillo, 2014). In transforming from Goods and Services Tax (GST) to Sales and Services Tax (SST) in 1 September 2018 (Ram, 2018), the consumers have to pay more on the 10% of service charge and 6% of service tax to the restaurant if they decide to dine in there. Therefore, the overall expenditure on eating will be higher including the extra charge implemented by the restaurant other than the price of meal ordered. On the contrary, there will be exemption on extra service charge required by the restaurant if use OFD service. However, there will be a little charge about RM5 on delivery fee from some delivery applications or websites. Gradually, they will save more money over time by not paying unnecessary fee. As a compare, the university students will take the cost of eating into consider since they will always choose for lower price (Yeo et al., 2017).

### **2.2.4 Perceived Usefulness**

In this modern age of technology advancement, we are surrounded by high technology encompass the smart devices like smartphone, tablet and laptop. In order to keep pace with the times, there are mickle restaurants started to have the creation of their own company website or mobile application to enable people to order food through online and use the delivery service instead of solely provide in offline store service. According to Pigatto, Machado, Negreti, and Machado (2017), the evolving of specialized companies in providing online delivery services that enable customers to choose their preferred food or restaurant quickly and easily as comparing with another eatery stores or restaurants. Hence, it has attracted people's attention to use this OFD service. In addition, online opinion leaders play a vital role in promoting the products and services (Lin, Bruning, & Swarna, 2018). They are usually deemed as an ambassador or influencer that own influencing power as an interaction with their followers by sharing information. It is a kind of electronic word-of-mouth for the public. In conjunction with those food delivery applications or websites, the company of the restaurant can also apply this method in OFD service. It is because the younger generation nowadays will have at least one favourite idol so that they can follow their pace to catch up with the current prevalence.

According to Khajehzadeh, Oppewal, and Tojib (2014), hedonic motivation is indicating that people are having rational thought to obtain something that they desire. After the consumers have been going through the hedonic motivation to use OFD service, they will realise that it is useful for them in their busy daily life. They are enjoying to use the food delivery service (Maimaiti et al., 2018). This is because it generates information from the restaurants and grocery stores to enables customers to order food, track delivery status and give review on the website or mobile application in the entire process of using OFD service. For the university students, they can also use this service especially for those who are staying in hostel with their

friends or housemates. During the leisure time, the university students may be having some break time to look for some food to consume after dealing with their tasks. Other than cooking by themselves, they will start to browse through those websites of certain restaurants or download those mobile applications that provide delivery service to their doorsteps. Some of them might be the first-time user on using online food delivery service. They will deem the OFD service as perceiving ease of use in their daily life since the invention nowadays enables them to pursue things in a great convenience.

In order to fulfil the curiosity, they will have an intention to attempt the OFD service by ordering food through mobile applications or websites (Prabowo & Nugroho, 2019). It goes without saying that they are probably never try the OFD service before. For instance, the initial step for them to approach this is downloading the mobile applications of relevant restaurants or going to browse through their official websites. In order to enjoy the delivery service, they need to confirm with their location so that the delivery process can be run smoothly. Then, they can start to choose for their favourite food based on different categories like rice, noodles, desserts and so on. After that, they are required to select payment method. As mentioned by Doub, Levin, Heath, and LeVangie (2015), it is supporting the customers in purchasing, preparing and consuming food with the use of this OFD service through mobile applications and websites. In the entire process, they are perceiving usefulness on the OFD service (Shang & Wu, 2017). Also, they will be looking forward towards their order to be delivered. They will feel that it is fun and novelty as they never experience this service. Therefore, it will be a factor for them to use this OFD service again.

### **2.2.5 Prior Online Purchase Experience**

The behavior of online purchase can be indicated that a person who has an intention to purchase things through online platform (Yeo et al., 2017). Since it can be conducted at any time and any place, many people will prefer to stay at a certain place to browse through those websites or mobile applications instead of going to the particular offline store. By the same token, placing order of foods and beverages can be done through online such as using the restaurant's or company's website and applications so that they can require for delivery service that provided by the restaurant. For example, people who live in hectic life especially the university students are often use online food delivery (OFD) service whenever they have no time to go for eating. In line with Prabowo and Nugroho (2018), they stated that a user who used to practise online buying is referred as having prior online purchase experience. It is because they feel that they have less uncertainty, so they will have a higher intention to purchase products or services through online platform. However, not everyone thinks that using online platform is the satisfying method since it is still encompassing the risk especially for those who order food by using delivery service (Goyal, Maity, Thamizhvanan, & Xavier, 2013).

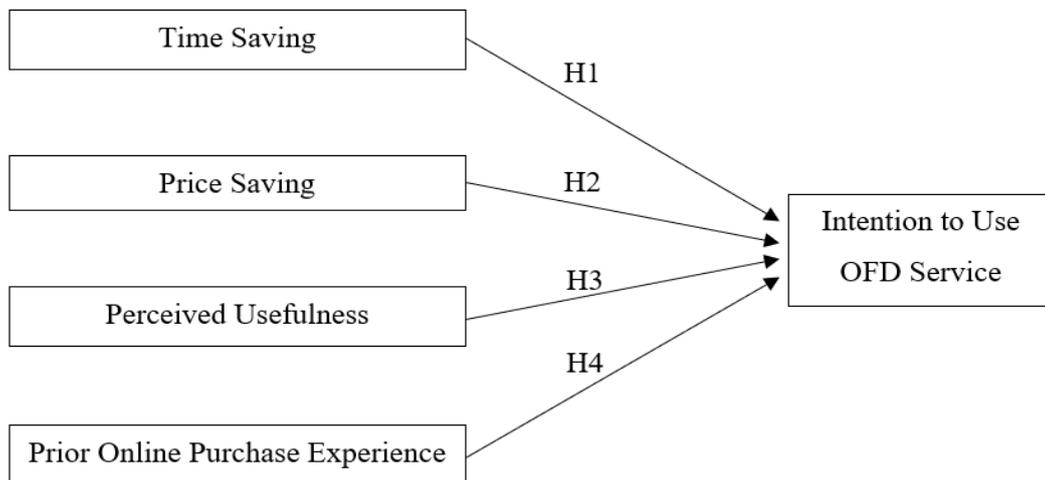
By having the prior online purchase experience, it will affect the customers' decision whether they are having the intention to use that products or services for the second time. It goes without saying that having prior online purchase experience is linking with the repurchase intention of the consumers (Prabowo & Nugroho, 2018). If they used to experience the decent service, it will incur them to use that service again. In contrast, they will probably not be interested to use it for the second time once they went through the bad experience. It is undeniable that experiences from past satisfactory will influence their decision making on the repurchase intention (Yeo et al., 2017). Whenever the university students have no idea on what to consume during their free time, they can consider to use OFD service as

they used to do this before. By having the prior experience towards ordering food from online platform, they will be more confident in using those methods in the entire process of placing order. For instance, they will have the knowledge on how to manipulate the websites or mobile applications step by step in selecting their favourite foods and beverages from various categories based on their past experience. Hence, they can have no worry about the risk of incurring unnecessary certainty since they have relevant knowledge towards ordering food by using delivery service.

In addition, risk-free environment will construct trust and confidence of the consumers (Akar & Nasir, 2015). Based on the past experience of the consumers towards food delivery service, they will have a clear vision on using the delivery service by using online platform to order food to reach their doorstep. They might have an intention to use this service again due to the reason of the responsible delivery service provided. For example, sometimes the delivery time as committed by the restaurant will be late or over the estimated time as promised to the customers due to the traffic condition at that time (Falcone, Viola, & Reinhold, 2014). In this case, if the merchants are responsible to compensate them with some complimentary vouchers, the consumers will tend to forgive them about the late delivery as they are receiving benefit at the same time. After that, they can use that voucher for the next purchase and enjoy the extra benefit. Therefore, it will increase their satisfaction so that they will consider to use the food delivery service by ordering food through online platform.

## 2.3 Proposed Theoretical / Conceptual Framework

Figure 2.4: Proposed Theoretical / Conceptual Framework



Source: Developed for Research

The independent variables are including time saving, price saving, perceived usefulness, and prior online purchase experience. While the dependent variable will be intention to use OFD service. The intention is about the attitude and behavioral of target respondents to use OFD service.

## **2.4 Hypotheses Development**

### **2.4.1 The relationship between time saving towards intention to use OFD service**

According to Dazmin and Ho (2019), having meal in the physical store is considered as time consuming. By calculating the total time spend in the entire process, it will require more time in order to get the food. For example, it is including the travel time to and fro the restaurant, time to find parking slot, time to wait for the food to be served and so on. As we all know, people nowadays are busy at doing various types of task and they are lacking time to do so. As the younger generation nowadays especially the university students are demanding a speedy lifestyle, online food delivery service would be a better choice for them. This is because it is convenient as the deliverymen will deliver the foods to their doorstep once it has been placing order by using website or mobile application of the restaurant (Maimaiti et al., 2018). Hence, it will affect the intention of local and foreign university students to use to use OFD service in their daily life in Malaysia.

H1: There is a positive relationship between time saving towards intention of local and foreign university students to use OFD service.

### **2.4.2 The relationship between price saving towards intention to use OFD service**

In general, most of the consumers will prefer to enjoy foods and beverages in lower price especially for those who are not having personal financial ability like university students (Yeo et al., 2017). Other than spending money on eating, there are still numerous costs of living towards a university student. For example, they are required to afford with the hostel fee, tuition fee and other fees needed in their academic life. Therefore, they will always choose to eat at an affordable price. By having the invention of to use OFD service, consumers can enjoy lower price of foods by using website or mobile application to order food and use delivery service as mentioned by Prabowo and Nugroho (2018). Also, some of the restaurants are providing a monthly delivery service by paying one-time delivery fee that charge them at a lower price of delivery fee so that the consumer can enjoy such advantage.

H2: There is a positive relationship between price saving towards the intention of local and foreign university students to use OFD service.

### **2.4.3 The relationship between perceived usefulness towards intention to use OFD service**

Nowadays, people tend to be assimilated with the current trend to pursue their lifestyle. According to Prabowo and Nugroho (2019), the younger generations nowadays are willing to try on the OFD service. It is because they are inquisitive on how the OFD service is actually working or dealing with them. Throughout the process, they will realise that everything is new

for them as they have not been using this OFD service before by just placing order of the food and then they can wait for it to be delivered. They will have a sense of excitement as well. After that, they will perceive it as useful of ordering food through online platform to use the delivery service. They enjoy using the OFD service (Maimaiti et al., 2018).

H3: There is a positive relationship between perceived usefulness towards the intention of local and foreign university students to use OFD service.

#### **2.4.4 The relationship between prior online purchase experience towards intention to use OFD service**

In line with Prabowo and Nugroho (2018), prior online purchase experience is related to the repurchase intention of consumers. Since they used to use the OFD service from certain websites or mobile applications of a restaurant, then they will have some basic knowledge on the entire process of OFD service. Then, they will be rest assured to use the food delivery service by placing order of food through online platform based on their previous satisfaction on using the OFD service. Hence, it will generate trust and confidence of the consumers towards OFD service (Akar & Nasir, 2015). It will incur their intention to use OFD service for the second time as well.

H4: There is a positive relationship between prior online purchase experience towards the intention of local and foreign university students to use OFD service.

## **CHAPTER 3: RESEARCH METHODOLOGY**

### **3.0 Introduction**

Chapter 3 contains a detailed explanation on the process of the research project called research methodology. This process is being used to collect information and data to make business decisions. The methodology includes publication research, surveys and other research methods. Research design, the method of collecting data, and sampling design will be included in this chapter. A research design is the document of the study and also is the framework that has been created to seek answers for research question. The method of collecting data includes primary data and secondary data. Sampling design, instrument used in the research data processing and analysing, construct statistical models also included in this chapter. Moreover, an appropriate outcome will be given in this chapter. Lastly, the research design, data collection method, sampling design, research tools, measurement tools and data analysis method will be recorded in this chapter.

### **3.1 Research Design**

This study plans to investigate the relationship between dependent variable (intention to use online food delivery (OFD) service) and independent variables (time saving, price saving, perceived usefulness, and prior online purchase experience). According to Bijou, Peterson and Ault (1968), quantitative research designs are either descriptive which is subjects usually measured or experimental field study which is subjects measured before and after a treatment. A descriptive study establishes only associations between variables that include cross-cultural, ecological, and normative investigations. An experiment field study establishes

causality which are continuous, interchangeable and mutually interrelated. Hence, causal research will be used in this research project in order to identify the reasons towards the factors that influence intention of local and foreign university students to use OFD service in Malaysia.

## **3.2 Sampling Design**

Sampling is the process in a research about which data should collect and the data should be collected from whom. Data that has been collected and data are collected from whom will affect the research outcome. The process of sampling is start from target population, choosing sampling frames, selecting sampling method, determining sample size and implementing sampling plan.

### **3.2.1 Sampling Method**

The sampling method that being used in this research is convenience sampling method. As mentioned by Suen, Huang and Lee (2014), convenience sampling method is one of the non-probability sampling and it can also be known as non-random sampling that the members of targeted population have meet certain requirement that related to the research topic. The members of targeted population who are readily to involve into the study and available to provide required information. In this research, the targeted respondents will be local and foreign university students that usually or have experienced in food delivery service in their daily life to provide useful information to support the research topic. By using this convenience sampling method, it can conduct an immediate respond and economical way.

### **3.2.2 Target Population**

The target audiences for this research project are those local and foreign university students that majority of them are aged from 18 to 23 who study in Malaysia. It is because their intention will influence their decision to use OFD service. The demand of convenience among local and foreign university students is influencing their daily lifestyle and consuming trend.

### **3.2.3 Sampling Frame & Sampling Location**

The sampling frame for this research project is mostly focus on local and foreign university students in Malaysia. Concentration of this research project is those who usually use OFD service in their daily life. This research project is mostly conducted in Klang Valley. It is because the OFD service is mostly provided in urban city and also it can be easily to approach by giving them online survey form to fill in.

### **3.2.4 Sample Size**

According to Hill (1998), the most suitable sample size is from 30 to 500 respondents for behavioral research. In most experimental research, the recommended sample size will be 30 and above. Experimental research involve researcher manipulate independent variables and measure the effect on dependent variables where the dependent variable is not manipulated. In this research, there will be a sample size of 300 for the purpose of collecting supportive information.

### **3.3 Data Collection Method**

There are two types of data collection method which are primary data collection and secondary data collection as stated by Hox and Boeije (2005). The primary data collection method is explaining the advantages and disadvantages of collecting data for a specific research and reuse the research material that was originally collected for a different purpose. For secondary data collection method, we are discussing the search strategies of finding useful secondary data, problem associated with retrieving these data, and methodological criteria that are applied to evaluate the quality of the secondary data. In order to conduct this research project, both primary and secondary data collection method are required to be implemented so as to look for data and information.

#### **3.3.1 Primary Data**

In order to successfully accomplish this research project, the source of primary data will be distributing questionnaire by using Google form. It is the common method that often used in primary data collection since it is able to reach large sample sizes at low costs and simple to administer to the local and foreign university students in Malaysia. It can also provide latest, reliable and relevant opinions from the respondents. Also, questionnaire that provide standardize answer will be easier and simple to compile data. The targeted respondents who require to fill in the questionnaire will be more understand what the questionnaire is asking about as well. Therefore, online survey questionnaires are being distributed to the targeted local and foreign university students in Malaysia.

### **3.3.2 Secondary Data**

The main tools to acquire the relevant needed data and information for the study is accessing World Wide Web (WWW), online information, database and journal articles. It is because those data and information are always readily available to use since it is supported and cited by researchers. Majority of the secondary data that being implemented in this research are from online information database such as Google Scholar and University Tunku Abdul Rahman (UTAR) Library online database. Besides that, other relevant websites are also being used in order to obtain the relevant data and information to conduct this research.

## **3.4 Research Instrument**

Research instrument is including questionnaire by preparing several questions so that it can be implemented in measuring the determinants that influence intention of local and foreign university students to use OFD service in Malaysia.

### **3.4.1 Questionnaire Design**

The questionnaire is being designed and prepared to conduct this research project. After that, it will be given out to the qualified university students to fill in the questionnaire. By using Google form to distribute the questionnaire, it is able to save the cost of printing the hardcopy and also reach to large amount of people so that the data and information can be collected in a shorter period.

In this questionnaire, there will be three sections regarding different categories. For section A, there will be some demographic profile of the respondents about their basic personal information. In this section, simple-dichotomy question will be designed so that the respondents can choose the answer from the given alternative options. It can be defined as fix alternative or close ended question as well.

Besides, section B consists of four different parts which are imposed to evaluate the independent variables that including time saving, price saving, perceived usefulness and prior online purchase experience. While section C, it will focus on the dependent variable that the intention to use OFD service in Malaysia. For both section B and C, Five-point Likert Scale rating will be implemented to identify their tendency towards agreeableness and disagreeableness on the questions asked.

### **3.4.2 Pilot Test**

In order to accomplish this research project smoothly, pilot test will be conducted by distributing ten copies of questionnaire to the small group of respondents. It is a minor experimental way to pre-test the main purpose of this research project so that any error can be minimized. If there is any problem found, it can still be improved before the questionnaire is officially distributed to the qualified respondents to get accurate data and information.

The result of pilot test is shown below:

**Table 3.1: Summary of Reliability Statistics**

No	Construct	Cronbach's Alpha	Number of Items	Number of Respondents
1	Time Saving	0.6218	4	10
2	Price Saving	0.7285	6	10
3	Perceived Usefulness	0.8625	6	10
4	Prior Online Purchase Experience	0.7123	5	10
5	Intention to Use OFD Service	0.9007	7	10

Source: Developed for Research

According to Taber (2018), the value of Cronbach's Alpha is 0.6 and it is within the acceptable range. If the value is below 0.6, it is considered as poor or unacceptable variable.

## 3.5 Constructs Measurement

### 3.5.1 Origin of Constructs

Table 3.2: Origin of Constructs

Constructs	Sources
Time Saving	Alreck & Settle (2002)
Price Saving	Shang & Wu (2017) Rintamaki, Kanto, Kuusela, & Spence (2006)
Perceived Usefulness	Shang & Wu (2017) Bhattacharjee (2001); Bhattacharjee, Perols, & Sanford (2008)
Prior Online Purchase Experience	Thamizhvanan & Xavier (2013) Shang & Wu (2017)
Intention to Use OFD Service	Childers, Carr, Peck & Carson (2002) Escobar-Rodríguez & Carvajal-Trujillo (2013); Kuo & Yen (2009); Taylor & Todd (1995)

Source: Developed for Research

### 3.5.2 Measurement of Scale

Each of the measurement scale is encompassing one or more properties of measurement. Properties of measurement are identity, magnitude, equal interval, and absolute zero. Identity represent each value on the measurement scale has a unique meaning. Magnitude is the value on the measurement scale have an ordered relationship to one another. Equal interval is the scale units along the scale are equal to another. There is a

difference between each scale that can be calculated by units. Absolute zero means each scale of measurement has a true zero point, the minimum value is zero (Borgatta & Bohrnstedt, 2007). There are three types of measurement scale used in this research which are including nominal, ordinal and interval.

### **3.5.2.1 Nominal Scale**

According to Williams (2019), nominal scale is measuring the object that is obviously different and can be observed noticeable. For example, gender and nationality of the respondents are being implemented in the questionnaire. However, the value assigned to variables is representing a category instead of presenting numerical and valuing variable size.

### **3.5.2.2 Ordinal Scale**

As mentioned by Borgatta and Bohrnstedt (1980), ordinal scale is referring as ranking order method. Each value is unique and has ordered relationship one another. For instance, the age and monthly pocket money are being asked in the questionnaire. It shows the order, but not the distances between the rankings.

### **3.5.2.3 Interval Scale**

It can be defined as the order of things, but with equal intervals between the points on the scale (Brown, 2011). The rating of Likert Scale method is deemed as the interval scale in this field. Also, it is being used in the questionnaire. Moreover, interval scale is observing that some objects are greater than others with respect to some attribute, we have also been able to directly observe the ratios of the differences between objects (Williams, 2019). The difference between each value can be calculated either in positive figure or negative figure.

## **3.6 Proposed Data Analysis Tool**

### **3.6.1 Descriptive Analysis**

According to Zikmund, Babin, Carr and Griffin (2009), it is known as transforming the raw data from the questionnaires into the form of type for easy understanding. The purpose of using descriptive analysis is to simplify the data collected from the questionnaires to have a clear vision. It is because there are numerous data from about 300 respondents to fill in the questionnaire.

### 3.6.2 Inferential Analysis

#### 3.6.2.1 Multiple Linear Regression

It is a statistical technique that applies several variables to predict the outcome of a response variable. The purpose is to determine the dependent variable are correlated with the independent variables (Preacher, Curran, & Bauer, 2007). Furthermore, the dependent variable is going to be predicted intention to use OFD service between local and foreign university students and also determine the relationship between independent variables and OFD service.

The multiple linear regression model is shown as below:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4$$

Assume that,

IOFDS = Intention to use OFD service

TS = Time saving

PS = Price saving

PU = Perceived usefulness

POPE = Prior online purchase experience

Equation:

$$IOFDS = a + b_1TS + b_2PS + b_3PU + b_4POPE$$

## **CHAPTER 4: DATA ANALYSIS**

### **4.0 Introduction**

By using Statistical Package for Social Science (SPSS), the result for descriptive analysis will be shown with graph. Besides, Pearson Correlation and Multiple Regression will also be used in examining the research.

### **4.1 Descriptive Analysis**

#### **4.1.1 Respondents' Demographic Profile and General Information**

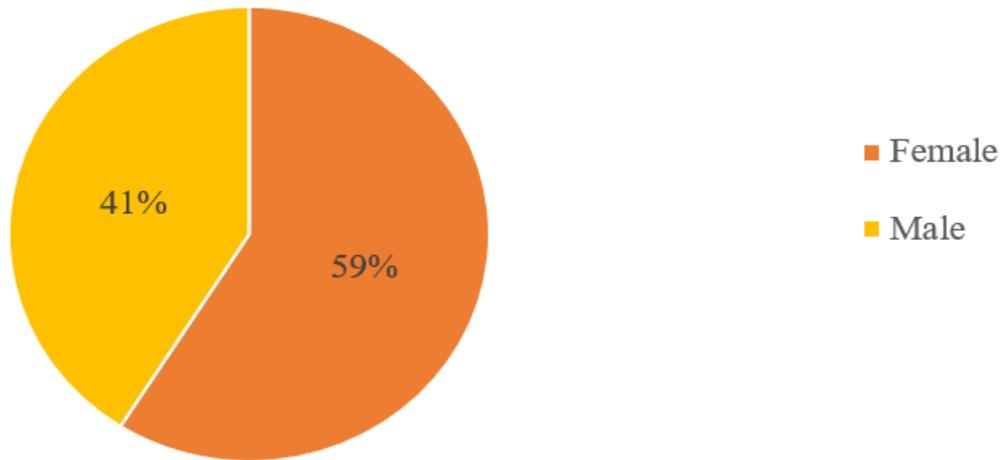
In the questionnaire, Section A consists of five questions that are gender, age, nationality, current qualification of study, and frequency to use online food delivery (OFD) service of respondents.

Table 4.1: Gender

	Frequency	Percentage	Valid Percentage	Cumulative Percentage
Female	177	59.0	59.0	59.0
Male	123	41.0	41.0	100.0
Total	300	100.0	100.0	

Source: Developed for Research

Figure 4.1: Gender



Source: Developed for Research

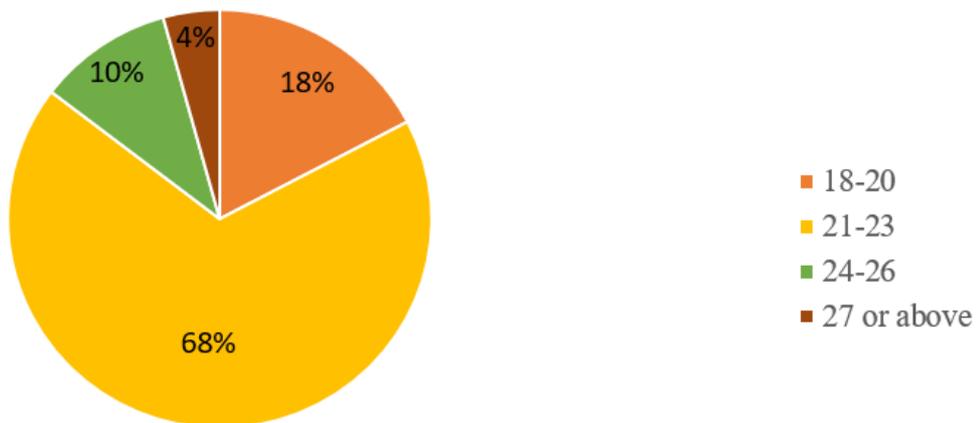
Majority of the respondents are female that consists of 177 (59%) respondents from total of 300 respondents. While there are only 123 (41%) male respondents in answering this questionnaire.

Table 4.2: Age

	Frequency	Percentage	Valid Percentage	Cumulative Percentage
18-20	52	17.3	17.3	17.3
21-23	204	68.0	68.0	85.3
24-26	31	10.3	10.3	95.6
27 or above	13	4.3	4.3	99.9
Total	300	99.9	99.9	

Source: Developed for Research

Figure 4.2: Age



Source: Developed for Research

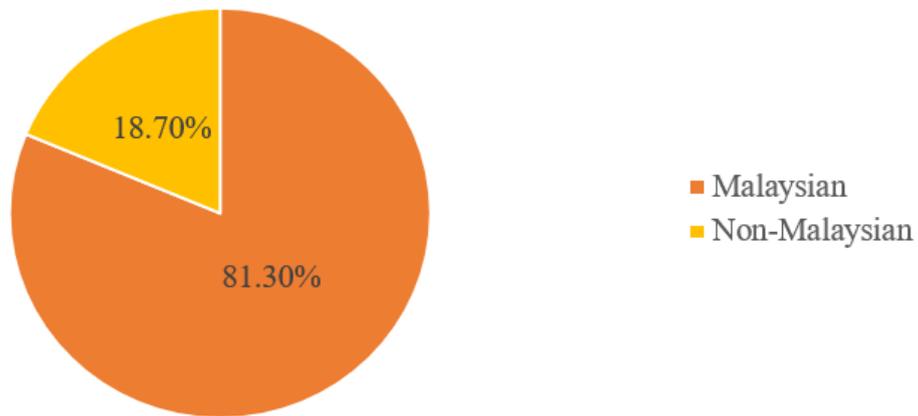
Based on Table 4.2 and Figure 4.2, it shows that 204 (68%) of respondents are aged from 21 to 23. There is total of 52 (17.3%) respondents are aged between 18 to 20. Besides, there are 31 (10.3%) respondents are between 24 to 26 years old. For people who are 27 years old or above, there are total 13 (4.3%) respondents who participate in this research.

Table 4.3: Nationality

	Frequency	Percentage	Valid Percentage	Cumulative Percentage
Malaysian	244	81.3	81.3	81.3
Others	56	18.7	18.7	100.0
Total	300	100.0	100.0	

Source: Developed for Research

Figure 4.3: Nationality



Source: Developed for Research

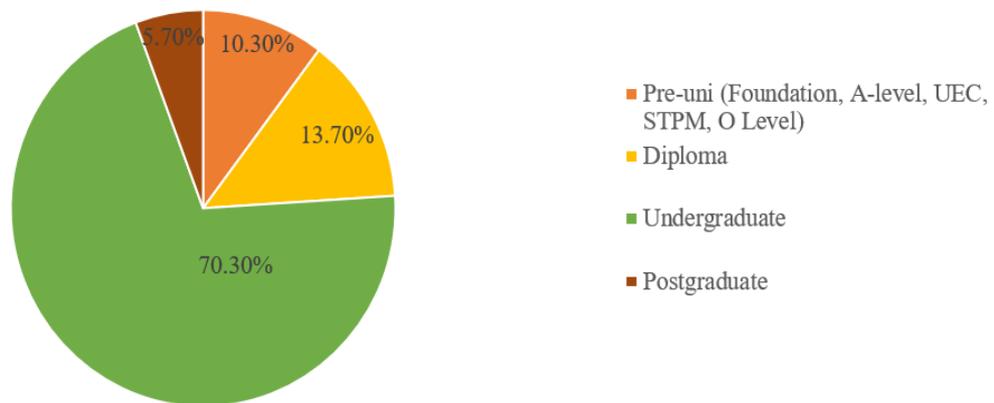
As shown in Table 4.3 and Figure 4.3, most of the respondents in this research are Malaysian which occupy 81.3% and about 244 individuals. For non-Malaysian, there are about 56 people and occupy 18.7% in this research. It is including people from Singapore, China, Taiwan, Japan, Hong Kong, Australia, Vietnam, Russia, Korea, Indonesia, Canada, Sydney and Ireland. Most of the respondents are Malaysian because it is easier to find as compared to the foreign university students in Malaysia.

**Table 4.4: Current Education Level**

	Frequency	Percentage	Valid Percentage	Cumulative Percentage
Pre-uni (Foundation, A-Level and etc)	31	10.3	10.3	10.3
Diploma	41	13.7	13.7	24.0
Undergraduate	211	70.3	70.3	94.3
Postgraduate	17	5.7	5.7	100.0
Total	300	100.0	100.0	

Source: Developed for Research

**Figure 4.4: Current Education Level**



Source: Developed for Research

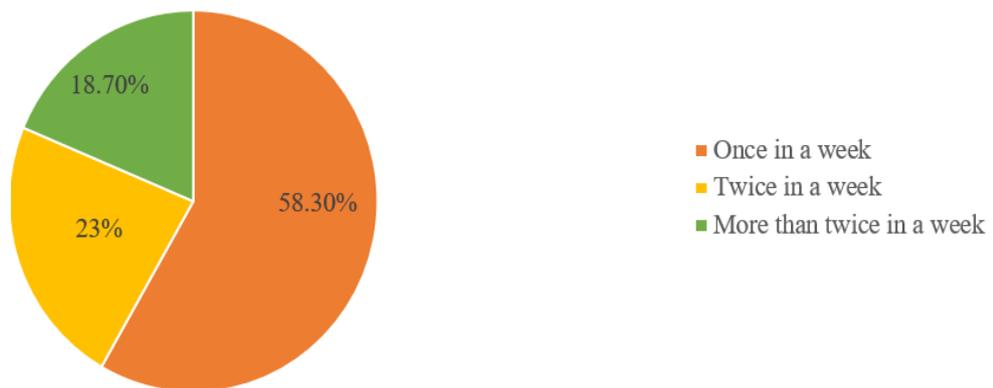
In this questionnaire, majority of the undergraduate students which is about 211 respondents (70.3%) had taken part in it. The second largest group of respondents is Diploma students which consists of 41 (13.7%) from total 300 respondents. For those who are pursuing pre-uni course, there are 31 (10.3%) respondents. The minority of respondents will be the postgraduate students that only consists of 17 (5.7%) respondents.

**Table 4.5: Frequency to Use OFD Service**

	Frequency	Percentage	Valid Percentage	Cumulative Percentage
Once in a week	175	58.3	58.3	58.3
Twice in a week	69	23.0	23.0	81.3
More than twice in a week	56	18.7	18.7	100.0
Total	300	100.0	100.0	

Source: Developed for Research

**Figure 4.5: Frequency to use OFD service**



Source: Developed for Research

Based on the Table 4.5 and Figure 4.5, it shows that most of the respondents use OFD service once in a week which occupy 58.3%. For those who use OFD service twice in a week, it occupies 23% that consists of 69 respondents. While there are 18.7% or 56 respondents use OFD service for more than twice in a week.

## 4.2 Scale Measurement

### 4.2.1 Reliability Test

Table 4.6 Result of Reliability Test

Variable	Cronbach's Alpha	Total number of items
Time Saving	0.851	4
Price Saving	0.884	6
Perceived Usefulness	0.876	6
Prior Online Purchase Experience	0.849	5
Intention to Use OFD service	0.896	7

Source: Developed for Research

The rule of thumb of Cronbach's Alpha is required to refer Appendix B. Based on the table above, all of the independent variables (time saving, price saving, perceived usefulness, and prior online purchase experience) and dependent variable (intention to use OFD service) are considered as good reliability.

## 4.3 Inferential Analysis

### 4.3.1 Multiple Linear Regression

Table 4.7: Model Summary of Multiple Linear Regression

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.809 <sup>a</sup>	.654	.650	.43213

a. Predictors: (Constant), MIV4, MIV2, MIV1, MIV3

Source: Developed for Research

Based on Table 4.7, the R value is 0.809, R square is 0.654 and adjusted R square is 0.650. R square shows that there is 65.4% of the intention between local and foreign university students to use OFD service that can be determined by time saving, price saving, perceived usefulness, and prior online purchase experience. While the remaining 34.6% is unexplained in this study. Based on the research found, high value of R square is considered good. Hence, the relationship between independent variables and dependent variable is strong that they have correlation towards the factors that influence intention of local and foreign university students to use online food delivery (OFD) service in Malaysia.

**Table 4.8: ANOVA**

	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	104.253	4	26.063	139.574	.000 <sup>b</sup>
	Residual	55.087	295	.187		
	Total	159.340	299			

a. Dependent Variable: MDV

b. Predictors: (Constant), MIV4, MIV2, MIV1, MIV3

Source: Developed for Research

Based on Table 4.8, the F value is 139.574 and the significant value is 0.000 ( $p < 0.05$ ). It can be defined that there is probably at least one of the independent variables (time saving, price saving, perceived usefulness, and prior online purchase experience) has positive relationship with dependent variable (intention to use OFD service).

**Table 4.9 Coefficient**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.536	.138		3.885	.000
	MIV1	.261	.042	.293	6.192	.000
	MIV2	.064	.037	.073	1.744	.082
	MIV3	.211	.050	.224	4.199	.000
	MIV4	.336	.051	.354	6.580	.000

a. Dependent Variable: MDV

Source: Developed for Research

Below is the multi regression equation formed:

$$Y = 0.536 + 0.0261(MIV1) + 0.064(MIV2) + 0.211(MIV3) + 0.336(MIV4)$$

Whereas:

Y = Intention to Use OFD Service

MIV1 = Time Saving

MIV2 = Price Saving

MIV3 = Perceived Usefulness

MIV4 = Prior Online Purchase Experience

## **CHAPTER 5: DISCUSSION, CONCLUSION AND IMPLICATIONS**

### **5.0 Introduction**

This chapter consists the discussion of major findings, implications and limitations of the study, and also recommendation for future research. All of these will be related with Chapter 4.

### **5.1 Discussions of Major Findings**

The aim of this study is do measure the relationship between the independent variables which are time saving, price saving, perceived usefulness and prior online purchase experience towards dependent variable which is the intention of local and foreign university students to use online food delivery (OFD) service in Malaysia. The results of hypotheses testing are stated in Table 5.1.

Table 5.1: Summary of Results for Hypotheses Testing

<b>Hypotheses</b>	<b>Unstandardized Coefficient Data</b>	<b>t-value</b>	<b>Significant Level</b>	<b>Result</b>
H1: There is a positive relationship between time saving and intention to use OFD service.	0.261	6.192	0.000	Supported

Hypotheses	Unstandardized Coefficient Data	t-value	Significant Level	Result
H2: There is a positive relationship between price saving and intention to use OFD service.	0.064	1.744	0.082	Supported
H3: There is a positive relationship between perceived usefulness and intention to use OFD service.	0.211	4.199	0.000	Supported
H4: There is a positive relationship between prior online purchase experience and intention to use OFD service.	0.336	6.580	0.000	Supported

Source: Developed for Research

Based on Table 5.1, the beta value shows that the prior online purchase experience has the highest beta value which is 0.336. It means that the intention of local and foreign university students to use OFD service is expected to increase for every point increase in prior online purchase experience. In contrast, price saving has the lowest beta value of 0.064.

Moreover, Table 5.1 shows that all of the independent variables are positively significant at the level of 0.05 and the p-value is 0.000, 0.082, 0.000 and 0.000 respectively. Therefore, the hypotheses are supported which show that there is positive relationship towards intention to use OFD service.

Among all the variables, price saving is having lowest unstandardized coefficient data and t-value although it is still supported by this study. There are some reasons that may explain why it will be low in the unstandardized coefficient data and t-value. Firstly, transportation fee is generally calculated once using OFD service. It is because the company or restaurant is not serving that particular places so it will generate high cost for consumers to pay the extra fee. Besides, company or restaurant that provide OFD service is normally well-known and considered as big organization. Thus, the price that initially set will be a little high as compared to those stall that operate at the roadside.

Sometimes, it is required them to add on the food to enjoy free delivery by ordering food from websites or applications and use OFD service. In order to enjoy the free delivery service, they are so-called forced to buy additional thing. Therefore, it will cause the local and foreign university students to deem OFD service is not a price saving way for them to enjoy food by using OFD service.

## **5.2 Implications of Study**

### **5.2.1 Managerial Implication**

The independent variables of time saving, price saving, perceived usefulness and prior online purchase experience show significant relationship with the intention of local and foreign university students to use online food delivery (OFD) service in Malaysia. These results are useful in providing implications for various parties.

### **5.2.1.1 Time Saving**

In conjunction with the tagline of some restaurants, they are always promise to deliver the food in a short period of time. It attracts people's attention to use their OFD service instead of spending time to reach to the physical restaurant to purchase food. Based on the findings in this research, time saving is one of the vital factors that affect intention of local and foreign university students to use OFD service. It is because they can just stay at home and do their own stuff while waiting for their orders to be delivered. Therefore, the restaurants should always improve their OFD service so that it will be used by more consumers in the future.

### **5.2.1.2 Price Saving**

Based on the findings, it found that this variable has the lowest positive relationship with the dependent variable. Unlike those hawker stalls or centre, restaurants that offer OFD service tend to be selling higher price food. Therefore, some of the respondents might spend some time to reach physical restaurant to buy food rather than using OFD service although it is considered as convenient. However, there are also some respondents think that using OFD service will save money. It is because some websites or applications will mention that there will be cash rebate or even free delivery once they purchase at a certain level of amount. Hence, they might be interested with this and join their friends using OFD service to buy food so that they can enjoy this benefit together.

### **5.2.1.3 Perceived Usefulness**

Since the target group of respondents nowadays are living in busy lifestyle, they will pursue things that is effective and efficient. Due to busy study, they might often skip meal to conduct other things. Therefore, once they are introduced to use OFD service, they would find it is useful in their daily life. By just few clicks on the websites or mobile applications, they can order their food and use the delivery service without spending too much time. Especially for those who are living far from the eatery, OFD service is more useful for them.

### **5.2.1.4 Prior Online Purchase Experience**

Nowadays, many people especially the university students used to order food through online websites or mobile applications and use the delivery service. Since the first time of using the particular websites or mobile applications to order food, the consumers can set their personal details like name, contact number, address and so on once they would like to enjoy OFD service. When they order food in the next time, their details will be there so that they are not required to fill in for the second time. Once they experience the service is good, they will have an intention to use the OFD service again. Also, they might share their experiences with friends and show them the way to use OFD service.

## **5.3 Limitations of Study**

### **5.3.1 Research Design**

In this research study, quantitative research is being used by distributing questionnaire to the respondents. However, it is not accurate enough because it is only collecting the data of what answer is chosen by the respondents. It is unable to explain why they will choose the option. Therefore, the data analysis result is solely providing statistical information in the research.

### **5.3.2 Target Respondents**

By just focusing on the local and foreign university students who study in Malaysia, some of them might not be affordable with the price of food due to limited pocket money. Also, some of the respondents who live with family hardly use OFD service in their daily life. In contrast, there are some of the respondents who stay outside from home will usually use OFD service since it is convenient for them. Thus, this research is not focusing on a specific group of respondents.

### **5.3.3 Sampling Location**

The sampling location that has been selected for this research is Malaysia. The questionnaire is being distributed by using Google Form for the qualified respondents who are local and foreign university students in

Malaysia. However, there might be some of the places are without OFD service provided. Hence, this research is not focused on a specific sampling location to collect data.

## **5.4 Recommendation for Future Research**

It is suggested that the future research should be included mediating variable and moderating variable. Mediating variable like the behaviour of respondents would probably influence them to use online food delivery (OFD) service to explain the relationship between independent variables and dependent variable. Besides, other independent variables should be involved in this research such as word-of-mouth, customer service and so on. By doing so, the researcher will have better understanding the factor and behaviour of respondents towards their intention to use OFD service.

Furthermore, qualitative research should be implemented in this research instead of just using quantitative method. It is because qualitative research method like interview with the respondents can allow researcher to get more detailed information. Whenever the respondents feel confuse about the question, the researcher can immediately explain it clearly so that the researcher is able to collect more accurate data.

Moreover, the researcher can focus on a specific sampling location in Malaysia like Klang Valley. It is because there will be high demand of using OFD service in the city. Also, there is numerous universities located there. Lastly, researcher should extend the targeted group of respondents to other age group so that different groups of respondents could provide different result for data analysis.

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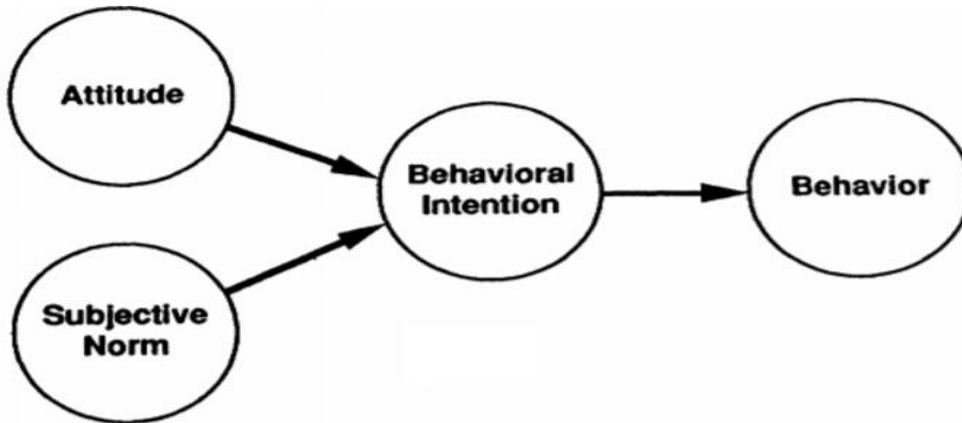
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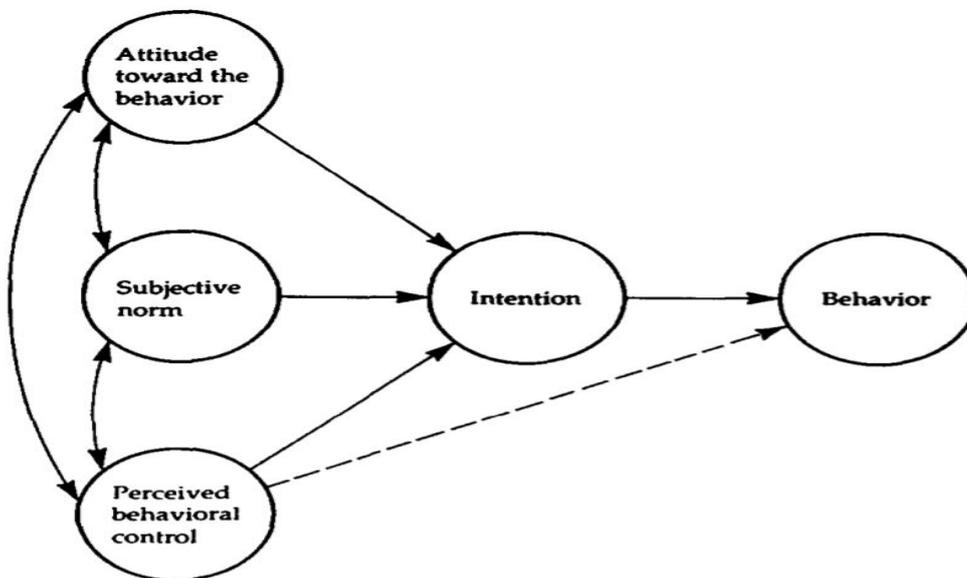
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## APPENDICES

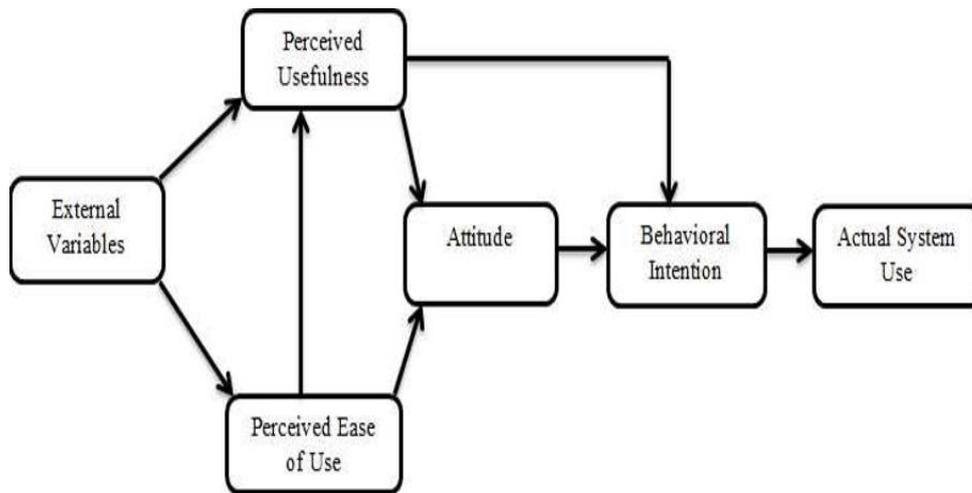
Appendix 2.1: Theory of Reasoned Action (TRA)



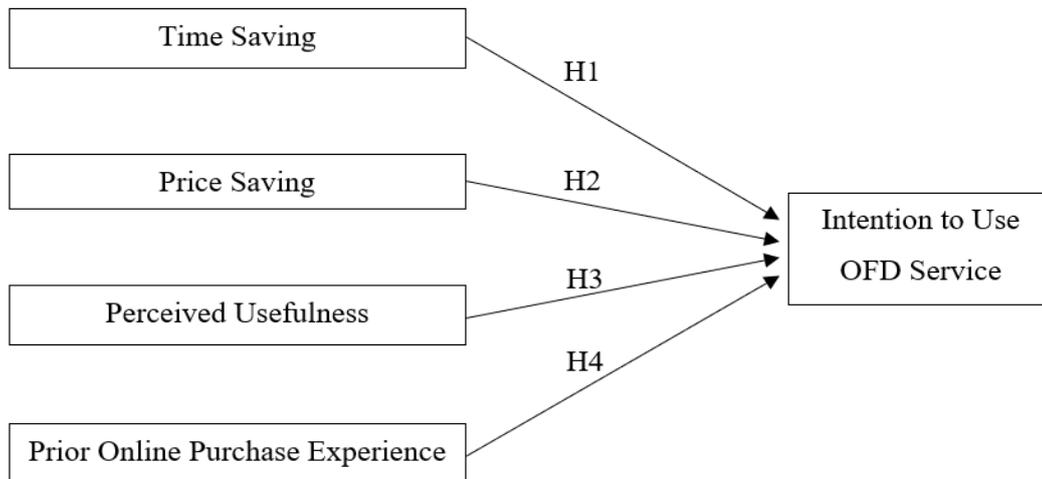
Appendix 2.2: Theory of Planned Behavior (TPB)



Appendix 2.3: Technology Acceptance Model (TAM)



Appendix 2.4: Proposed Theoretical / Conceptual Framework



Appendix 3.1: Survey Questionnaire



**UNIVERSITI TUNKU ABDUL RAHMAN**

**FACULTY OF ACCOUNTANCY AND MANAGEMENT**

Dear respondents,

I am an undergraduate student from Universiti Tunku Abdul Rahman (UTAR), Faculty of Accountancy and Management (FAM) who is currently pursuing Bachelor of International Business (Hons). As part of my undergraduate dissertation on the topic “Factors influencing intention to use online food delivery (OFD) service between local and foreign university students in Malaysia”, I would like to conduct this survey to obtain some relevant feedbacks from the local and foreign university students in Malaysia towards OFD service.

This survey consists of three sections and it may require you to spend approximately 10 minutes to complete it. Participation in this survey is voluntary. All information will only be used for academic purpose so it will be kept as private and confidential. I would like to thank you for spending your precious time in completing this survey. Your participation is truly appreciated.

Best Regards,

Lai Hui Yee

### Section A: Demographic Profile

This section is about your personal details. Please read each of the following question carefully and tick (✓) only one of the answers below.

1. What is your gender?

- Male
- Female

2. What is your age?

- 18-20
- 21-23
- 24-26
- 27 or above

3. What is your nationality?

- Malaysian
- Other: \_\_\_\_\_

4. What is your current qualification of study?

- Pre-uni (Foundation, A-Level and etc)
- Diploma
- Undergraduate
- Postgraduate

5. How frequent do you use online food delivery service?

- Once in a week
- Twice in a week
- More than twice in a week

**Section B: Evaluate the factors influencing intention to use OFD service between local and foreign university students in Malaysia.**

In this section, variables of using online food delivery service will be investigated. Please rate each of the statement below by using 5 points Likert scale.

SD= Strongly Disagree; D= Disagree; N= Neutral; A= Agree; SA= Strongly Agree

Time Saving	SD	D	N	A	SA
1. I believe that using OFD services helps me accomplish things more quickly in the purchasing process.	1	2	3	4	5
2. It is important for me that purchase of food is done as quickly as possible using OFD services.	1	2	3	4	5
3. I believe that using OFD services are very useful in the purchasing process.	1	2	3	4	5
4. I believe that I can save time by using OFD services in the purchasing process.	1	2	3	4	5

Price Saving	SD	D	N	A	SA
1. Food purchased online are reasonably priced.	1	2	3	4	5
2. Online food shopping offers value for money.	1	2	3	4	5
3. Food purchases through apps are economical.	1	2	3	4	5

4. I saved money when I shopped on this website.	1	2	3	4	5
5. I got my purchases cheaper via this website than if I had made them elsewhere.	1	2	3	4	5
6. I made inexpensive purchases via this website.	1	2	3	4	5

Perceived Usefulness	SD	D	N	A	SA
1. I find online shopping for food and other items useful in my daily life.	1	2	3	4	5
2. I find online shopping via mobile device apps helps me in my daily life.	1	2	3	4	5
3. Using OFD services would enable me to accomplish shopping more quickly than using traditional approaches.	1	2	3	4	5
4. Using OFD services would enhance my effectiveness in shopping or information seeking.	1	2	3	4	5
5. OFD services transaction is advantageous.	1	2	3	4	5
6. I would find the OFD services useful.	1	2	3	4	5

Prior Online Purchase Experience	SD	D	N	A	SA
1. I feel comfortable of using the OFD services.	1	2	3	4	5
2. I am experienced with the use of the OFD services.	1	2	3	4	5

3. I feel competent of using the OFD services.	1	2	3	4	5
4. My online food shopping experience was absolutely delightful.	1	2	3	4	5
5. My online shopping experience made me feel contented.	1	2	3	4	5

**Section C: This section shows the statement regarding to intention to use online food delivery (OFD) service.**

In this section, it will require your perception on OFD service. Please rate each of the statement below by using 5 points Likert scale.

SD= Strongly Disagree; D= Disagree; N= Neutral; A= Agree; SA= Strongly Agree

Intention to use OFD Service	SD	D	N	A	SA
1. Purchasing food through OFD services is wise.	1	2	3	4	5
2. Purchasing food through OFD services is good.	1	2	3	4	5
3. Purchasing food through OFD services is sensible.	1	2	3	4	5
4. Purchasing food through OFD services is rewarding.	1	2	3	4	5
5. I plan to use OFD value-added services in the future.	1	2	3	4	5
6. If possible, I will try to use OFD value-added services.	1	2	3	4	5
7. I will try to use OFD value-added services if necessary.	1	2	3	4	5

Appendix 3.2: Summary of Reliability Statistics

No	Construct	Cronbach's Alpha	Number of Items	Number of Respondents
1	Time Saving	0.6218	4	10
2	Price Saving	0.7285	6	10
3	Perceived Usefulness	0.8625	6	10
4	Prior Online Purchase Experience	0.7123	5	10
5	Intention to Use OFD Service	0.9007	7	10

Appendix 3.3: Rules of Thumb of Cronbach's Alpha

Alpha Coefficient Range	Strength of Association
>0.9	Excellent
>0.8	Good
>0.7	Acceptable
>0.6	Questionable
>0.5	Poor

Appendix 3.4: Cronbach's Alpha of Pilot Test

Anova of Two-Factor Without Replication

<i>SUMMARY</i>	<i>Count</i>	<i>Sum</i>	<i>Average</i>	<i>Variance</i>
1	4	16	4	0
2	4	20	5	0
3	4	17	4.25	0.25
4	4	17	4.25	0.25
5	4	18	4.5	0.3333333
6	4	15	3.75	0.25
7	4	13	3.25	2.25
8	4	14	3.5	1
9	4	19	4.75	0.25
10	4	19	4.75	0.25

Q1	10	44	4.4	0.2666667
Q2	10	40	4	1.3333333
Q3	10	43	4.3	0.4555556
Q4	10	41	4.1	0.7666667

ANOVA

<i>Source of Variation</i>	<i>SS</i>	<i>df</i>	<i>MS</i>	<i>F</i>	<i>P-value</i>	<i>F crit</i>
Rows	11.9	9	1.32222	2.6444444	0.0244	2.25013
Columns	1	3	0.33333	0.6666667	0.57984	2.96035
Error	13.5	27	0.5			
Total	26.4	39				

Cronbach's Alpha of Time Saving

$$1 - (0.5 / 1.32222) = 0.6218$$

Anova of Two-Factor Without Replication

<i>SUMMARY</i>	<i>Count</i>	<i>Sum</i>	<i>Average</i>	<i>Variance</i>
1	6	24	4	0
2	6	26	4.33333	0.26667
3	6	16	2.66667	0.66667
4	6	16	2.66667	1.06667
5	6	18	3	0.8
6	6	18	3	0
7	6	15	2.5	0.7
8	6	20	3.33333	0.26667
9	6	16	2.66667	1.06667
10	6	20	3.33333	1.06667
Q5	10	32	3.2	0.84444
Q6	10	35	3.5	0.5
Q7	10	31	3.1	0.98889
Q8	10	32	3.2	1.06667
Q9	10	29	2.9	1.21111
Q10	10	30	3	0.66667

ANOVA

<i>Source of Variation</i>	<i>SS</i>	<i>df</i>	<i>MS</i>	<i>F</i>	<i>P-value</i>	<i>F crit</i>
Rows	20.15	9	2.23889	3.68373	0.0016	2.09576
Columns	2.15	5	0.43	0.7075	0.62086	2.42209
Error	27.35	45	0.60778			
Total	49.65	59				

Cronbach's Alpha of Price Saving

$$1 - (0.60778 / 2.23889) = 0.7285$$

Anova of Two-Factor Without Replication

<i>SUMMARY</i>	<i>Count</i>	<i>Sum</i>	<i>Average</i>	<i>Variance</i>
1	6	24	4	0
2	6	29	4.83333	0.16667
3	6	26	4.33333	0.26667
4	6	25	4.16667	0.16667
5	6	26	4.33333	0.66667
6	6	24	4	0
7	6	25	4.16667	0.56667
8	6	15	2.5	0.7
9	6	28	4.66667	0.26667
10	6	22	3.66667	0.66667
Q11	10	42	4.2	0.84444
Q12	10	42	4.2	0.84444
Q13	10	43	4.3	0.23333
Q14	10	39	3.9	0.98889
Q15	10	38	3.8	0.62222
Q16	10	40	4	0.66667

ANOVA

<i>Source of Variation</i>	<i>SS</i>	<i>df</i>	<i>MS</i>	<i>F</i>	<i>P-value</i>	<i>F crit</i>
Rows	22.4	9	2.48889	7.27273	1.9E-06	2.09576
Columns	1.93333	5	0.38667	1.12987	0.35846	2.42209
Error	15.4	45	0.34222			
<b>Total</b>	<b>39.7333</b>	<b>59</b>				

Cronbach's Alpha of Perceived Usefulness

$$1-(0.34222/2.48889) = 0.8625$$

Anova of Two-Factor Without Replication

<i>SUMMARY</i>	<i>Count</i>	<i>Sum</i>	<i>Average</i>	<i>Variance</i>
1	5	20	4	0
2	5	22	4.4	0.3
3	5	15	3	0
4	5	16	3.2	1.2
5	5	19	3.8	0.7
6	5	17	3.4	0.3
7	5	19	3.8	1.2
8	5	11	2.2	0.2
9	5	15	3	2
10	5	20	4	0
Q17	10	36	3.6	0.93333
Q18	10	37	3.7	1.34444
Q19	10	33	3.3	1.12222
Q20	10	32	3.2	0.62222
Q21	10	36	3.6	0.48889

ANOVA

<i>Source of Variation</i>	<i>SS</i>	<i>df</i>	<i>MS</i>	<i>F</i>	<i>P-value</i>	<i>F crit</i>
Rows	18.88	9	2.09778	3.47698	0.00352	2.15261
Columns	1.88	4	0.47	0.77901	0.54621	2.63353
Error	21.72	36	0.60333			
Total	42.48	49				

Cronbach's Alpha of Prior Online Purchase Experience

$$1-(0.60333/2.09778) = 0.7123$$

Anova of Two-Factor Without Replication

<i>SUMMARY</i>	<i>Count</i>	<i>Sum</i>	<i>Average</i>	<i>Variance</i>
1	7	28	4	0
2	7	32	4.57143	0.28571
3	7	29	4.14286	0.14286
4	7	29	4.14286	1.14286
5	7	29	4.14286	0.47619
6	7	24	3.42857	0.28571
7	7	31	4.42857	0.28571
8	7	16	2.28571	0.2381
9	7	30	4.28571	0.2381
10	7	28	4	0
Q22	10	36	3.6	0.93333
Q23	10	39	3.9	0.32222
Q24	10	38	3.8	0.17778
Q25	10	40	4	0.88889
Q26	10	42	4.2	0.84444
Q27	10	41	4.1	0.98889
Q28	10	40	4	0.66667

ANOVA

<i>Source of Variation</i>	<i>SS</i>	<i>df</i>	<i>MS</i>	<i>F</i>	<i>P-value</i>	<i>F crit</i>
Rows	27.2	9	3.02222	10.0741	6.8E-09	2.05852
Columns	2.37143	6	0.39524	1.31746	0.265364	2.27199
Error	16.2	54	0.3			
<b>Total</b>	<b>45.7714</b>	<b>69</b>				

Cronbach's Alpha of Intention to Use OFD Service

$$1-(0.3/3.02222) = 0.9007$$

Appendix 3.5: Origin of Constructs

Variables	Measurement Items	Sources
Time Saving	1. I believe that using OFD services helps me accomplish things more quickly in the purchasing process.	(Alreck and Settle, 2002)
	2. It is important for me that purchase of food is done as quickly as possible using OFD services.	(Alreck and Settle, 2002)
	3. I believe that using OFD services are very useful in the purchasing process.	(Alreck and Settle, 2002)
	4. I believe that I can save time by using OFD services in the purchasing process.	(Alreck and Settle, 2002)
Price Saving	1. Food purchased online are reasonably priced.	(Shang and Wu, 2017)

	<p>2. Online food shopping offers value for money.</p> <p>3. Food purchases through apps are economical.</p> <p>4. I saved money when I shopped on this website.</p> <p>5. I got my purchases cheaper via this website than if I had made them elsewhere.</p> <p>6. I made inexpensive purchases via this website.</p>	<p>(Shang and Wu, 2017)</p> <p>(Shang and Wu, 2017)</p> <p>(Rintamaki, Kanto, Kuusela and Spence, 2006)</p> <p>(Rintamaki, Kanto, Kuusela and Spence, 2006)</p> <p>(Rintamaki, Kanto, Kuusela and Spence, 2006)</p>
<p>Perceive Usefulness</p>	<p>1. I find online shopping for food and other items useful in my daily life.</p> <p>2. I find online shopping via mobile device apps helps me in my daily life.</p> <p>3. Using OFD services would enable me to accomplish shopping more quickly than using traditional approaches.</p> <p>4. Using OFD services would enhance my effectiveness in shopping or information seeking.</p>	<p>(Shang and Wu, 2017)</p> <p>(Shang and Wu, 2017)</p> <p>(Bhattacharjee, 2001; Bhattacharjee, Perols and Sanford, 2008)</p> <p>(Bhattacharjee, 2001; Bhattacharjee, Perols and Sanford, 2008)</p>

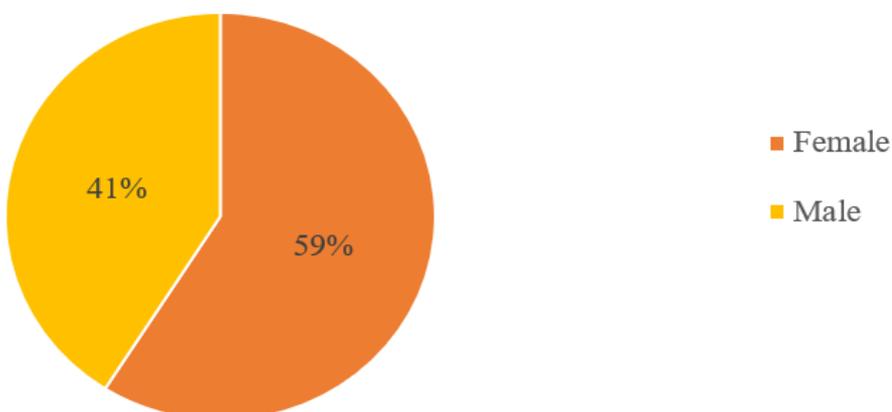
	<p>5. OFD services transaction is advantageous.</p> <p>6. I would find the OFD services useful.</p>	<p>(Bhattacharjee, 2001; Bhattacharjee, Perols and Sanford, 2008)</p> <p>(Bhattacharjee, 2001; Bhattacharjee, Perols and Sanford, 2008)</p>
Prior Online Purchase Experience	<p>1. I feel comfortable of using the OFD services.</p> <p>2. I am experienced with the use of the OFD services.</p> <p>3. I feel competent of using the OFD services.</p> <p>4. My online food shopping experience was absolutely delightful.</p> <p>5. My online shopping experience made me feel contented.</p>	<p>(Thamizhvanan and Xavier, 2013)</p> <p>(Thamizhvanan and Xavier, 2013)</p> <p>(Thamizhvanan and Xavier, 2013)</p> <p>(Shang and Wu, 2017)</p> <p>(Shang and Wu, 2017)</p>
Intention to use OFD Service	<p>1. Purchasing food through OFD services is wise.</p> <p>2. Purchasing food through OFD services is good.</p> <p>3. Purchasing food through OFD services is sensible.</p> <p>4. Purchasing food through OFD services is rewarding.</p>	<p>(Childers, Carr, Peck and Carson, 2002)</p>

	5. I plan to use OFD value-added services in the future.	(Escobar-Rodríguez and Carvajal-Trujillo, 2013; Kuo and Yen, 2009; Taylor and Todd, 1995)
	6. If possible, I will try to use OFD value-added services.	(Escobar-Rodríguez and Carvajal-Trujillo, 2013; Kuo and Yen, 2009; Taylor and Todd, 1995)
	7. I will try to use OFD value-added services if necessary.	(Escobar-Rodríguez and Carvajal-Trujillo, 2013; Kuo and Yen, 2009; Taylor and Todd, 1995)

Appendix 4.1: Statistic of Respondents' Gender

	Frequency	Percentage	Valid Percentage	Cumulative Percentage
Female	177	59.0	59.0	59.0
Male	123	41.0	41.0	100.0
Total	300	100.0	100.0	

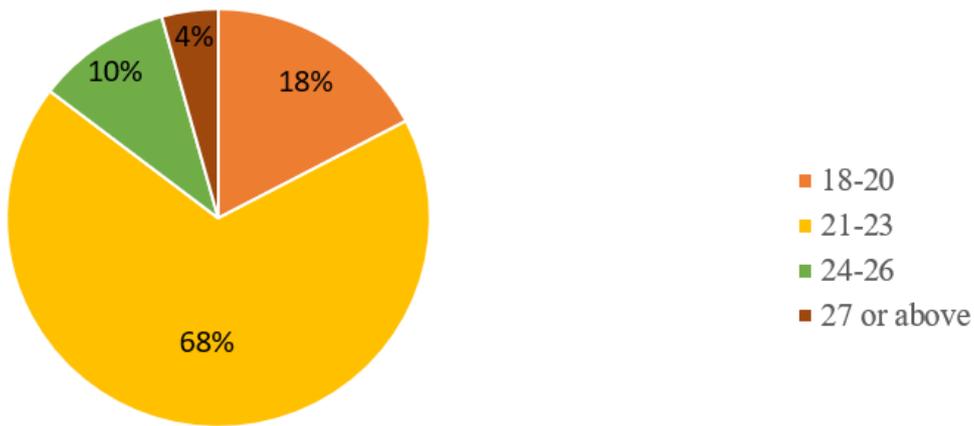
Appendix 4.2: Percentages of Respondents' Gender



Appendix 4.3: Statistic of Respondents' Age

	Frequency	Percentage	Valid Percentage	Cumulative Percentage
18-20	52	17.3	17.3	17.3
21-23	204	68.0	68.0	85.3
24-26	31	10.3	10.3	95.6
27 or above	13	4.3	4.3	99.9
Total	300	99.9	99.9	

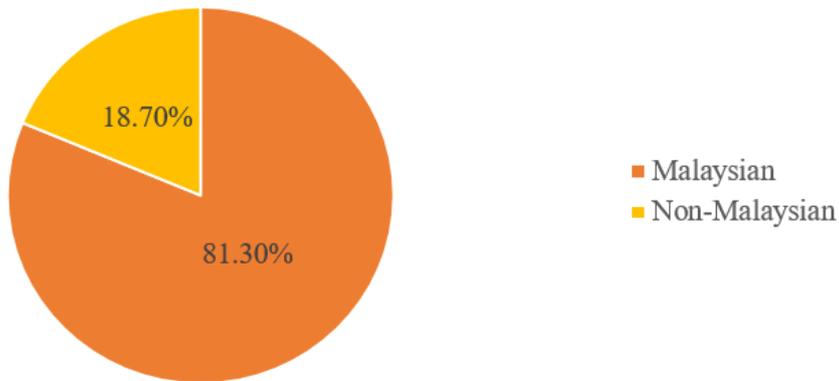
Appendix 4.4: Percentages of Respondents' Age



Appendix 4.5: Statistic of Respondents' Nationality

	Frequency	Percentage	Valid Percentage	Cumulative Percentage
Malaysian	244	81.3	81.3	81.3
Others	56	18.7	18.7	100.0
Total	300	100.0	100.0	

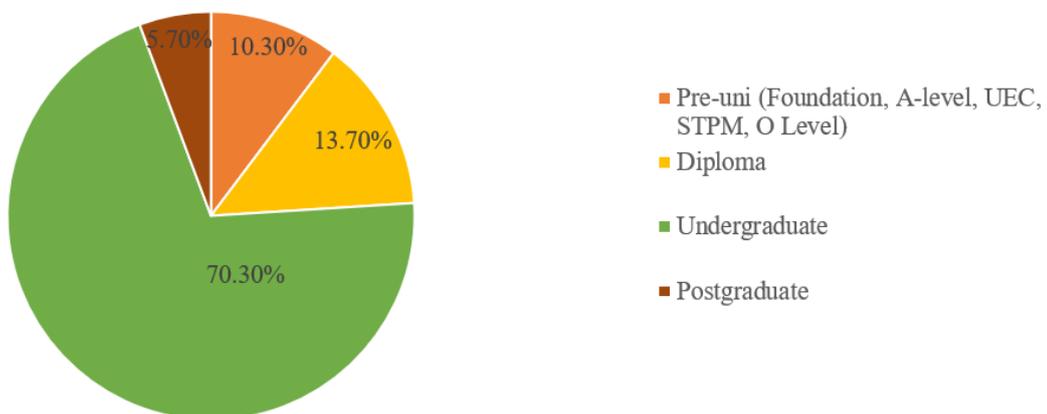
Appendix 4.6: Percentages of Respondents' Nationality



Appendix 4.7: Statistic of Respondents' Current Education Level

	Frequency	Percentage	Valid Percentage	Cumulative Percentage
Pre-uni (Foundation, A-Level and etc)	31	10.3	10.3	10.3
Diploma	41	13.7	13.7	24.0
Undergraduate	211	70.3	70.3	94.3
Postgraduate	17	5.7	5.7	100.0
Total	300	100.0	100.0	

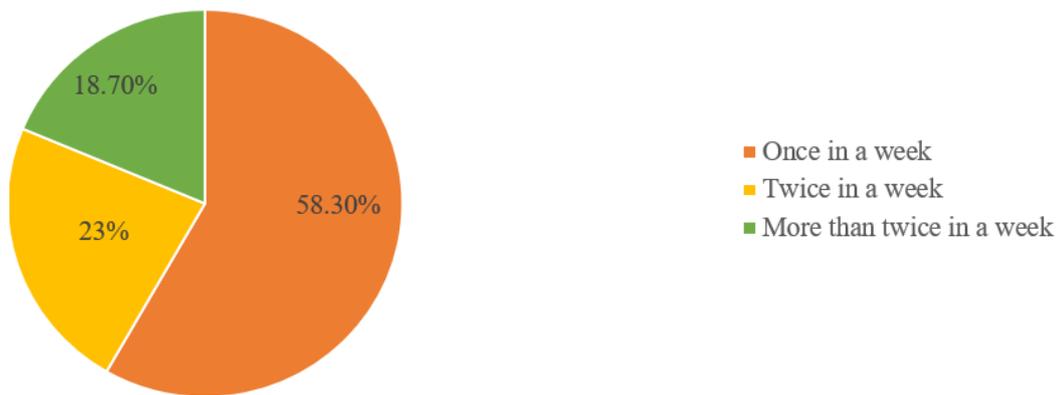
Appendix 4.8: Percentages of Respondents' Current Education Level



Appendix 4.9: Statistic of Respondents' Frequency to Use OFD Service

	Frequency	Percentage	Valid Percentage	Cumulative Percentage
Once in a week	175	58.3	58.3	58.3
Twice in a week	69	23.0	23.0	81.3
More than twice in a week	56	18.7	18.7	100.0
Total	300	100.0	100.0	

Appendix 4.10: Percentages of Respondents' Frequency to Use OFD Service



Appendix 4.11: Result of Reliability Test

Variable	Cronbach's Alpha	Total number of items
Time Saving	0.851	4
Price Saving	0.884	6
Perceived Usefulness	0.876	6
Prior Online Purchase Experience	0.849	5
Intention to Use OFD service	0.896	7

Appendix 4.12: Cronbach's Alpha of Time Saving

Case Processing Summary

		N	%
Cases	Valid	300	99.7
	Excluded <sup>a</sup>	1	.3
	Total	301	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.851	4

Item Statistics

	Mean	Std. Deviation	N
1. I believe that using OFD services helps me accomplish things more quickly in the purchasing process.	3.68	1.049	300
2. It is important for me that purchase of food is done as quickly as possible using OFD services.	3.77	.990	300
3. I believe that using OFD services are very useful in the purchasing process.	3.76	.919	300
4. I believe that I can save time by using OFD services in the purchasing process.	3.73	.980	300

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
1. I believe that using OFD services helps me accomplish things more quickly in the purchasing process.	11.26	5.745	.774	.773
2. It is important for me that purchase of food is done as quickly as possible using OFD services.	11.17	6.391	.672	.818
3. I believe that using OFD services are very useful in the purchasing process.	11.18	6.612	.694	.810
4. I believe that I can save time by using OFD services in the purchasing process.	11.21	6.610	.628	.836

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
14.94	10.736	3.277	4

Appendix 4.13: Cronbach's Alpha of Price Saving

Case Processing Summary

		N	%
Cases	Valid	300	99.7
	Excluded <sup>a</sup>	1	.3
	Total	301	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.884	6

Item Statistics

	Mean	Std. Deviation	N
1. Food purchased online are reasonably priced.	3.15	1.085	300
2. Online food shopping offers value for money.	3.34	.990	300
3. Food purchases through apps are economical.	3.20	1.042	300
4. I saved money when I shopped on this website.	3.04	1.047	300
5. I got my purchases cheaper via this website than if I had made them elsewhere.	3.19	1.029	300
6. I made inexpensive purchases via this website.	3.17	1.050	300

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
1. Food purchased online are reasonably priced.	15.94	17.646	.646	.873
2. Online food shopping offers value for money.	15.75	17.845	.704	.863
3. Food purchases through apps are economical.	15.89	17.476	.706	.863
4. I saved money when I shopped on this website.	16.05	17.215	.737	.857
5. I got my purchases cheaper via this website than if I had made them elsewhere.	15.90	17.756	.680	.867
6. I made inexpensive purchases via this website.	15.93	17.419	.706	.863

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
19.09	24.714	4.971	6

Appendix 4.14: Cronbach's Alpha of Perceived Usefulness

Case Processing Summary

		N	%
Cases	Valid	300	99.7
	Excluded <sup>a</sup>	1	.3
	Total	301	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.876	6

Item Statistics

	Mean	Std. Deviation	N
1. I find online shopping for food and other items useful in my daily life.	3.71	1.047	300
2. I find online shopping via mobile device apps helps me in my daily life.	3.72	1.016	300
3. Using OFD services would enable me to accomplish shopping more quickly than using traditional approaches.	3.71	.984	300
4. Using OFD services would enhance my effectiveness in shopping or information seeking.	3.71	.977	300
5. OFD services transaction is advantageous.	3.59	.952	300
6. I would find the OFD services useful.	3.77	.935	300

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
1. I find online shopping for food and other items useful in my daily life.	18.50	14.846	.700	.851
2. I find online shopping via mobile device apps helps me in my daily life.	18.49	14.960	.712	.849
3. Using OFD services would enable me to accomplish shopping more quickly than using traditional approaches.	18.49	15.582	.649	.860
4. Using OFD services would enhance my effectiveness in shopping or information seeking.	18.49	15.582	.655	.859
5. OFD services transaction is advantageous.	18.62	15.594	.677	.855
6. I would find the OFD services useful.	18.44	15.625	.688	.853

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
22.21	21.589	4.646	6

Appendix 4.15: Cronbach's Alpha of Prior Online Purchase Experience

Case Processing Summary

		N	%
Cases	Valid	300	99.7
	Excluded <sup>a</sup>	1	.3
	Total	301	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.849	5

Item Statistics

	Mean	Std. Deviation	N
1. I feel comfortable of using the OFD services.	3.66	.983	300
2. I am experienced with the use of the OFD services.	3.62	1.006	300
3. I feel competent of using the OFD services.	3.59	.948	300
4. My online food shopping experience was absolutely delightful.	3.41	.972	300
5. My online shopping experience made me feel contented.	3.48	.966	300

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
1. I feel comfortable of using the OFD services.	14.10	9.756	.666	.816
2. I am experienced with the use of the OFD services.	14.14	9.847	.626	.826
3. I feel competent of using the OFD services.	14.18	9.919	.669	.815
4. My online food shopping experience was absolutely delightful.	14.35	10.102	.609	.831
5. My online shopping experience made me feel contented.	14.28	9.562	.723	.800

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
17.76	14.810	3.848	5

Appendix 4.16: Cronbach's Alpha of Intention to Use OFD Service

Case Processing Summary

		N	%
Cases	Valid	300	99.7
	Excluded <sup>a</sup>	1	.3
	Total	301	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.896	7

Item Statistics

	Mean	Std. Deviation	N
1. Purchasing food through OFD services is wise.	3.69	.946	300
2. Purchasing food through OFD services is good.	3.65	.882	300
3. Purchasing food through OFD services is sensible.	3.64	.891	300
4. Purchasing food through OFD services is rewarding.	3.57	.949	300
5. I plan to use OFD value-added services in the future.	3.71	.987	300
6. If possible, I will try to use OFD value-added services.	3.78	.910	300
7. I will try to use OFD value-added services if necessary.	3.79	.944	300

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
1. Purchasing food through OFD services is wise.	22.14	19.853	.636	.888
2. Purchasing food through OFD services is good.	22.19	19.838	.700	.880
3. Purchasing food through OFD services is sensible.	22.19	19.461	.746	.875
4. Purchasing food through OFD services is rewarding.	22.26	19.611	.666	.884
5. I plan to use OFD value-added services in the future.	22.12	18.875	.730	.877
6. If possible, I will try to use OFD value-added services.	22.05	19.556	.712	.879
7. I will try to use OFD value-added services if necessary.	22.05	19.429	.696	.881

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
25.83	26.113	5.110	7

Appendix 4.17: Multi Linear Regression

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.809 <sup>a</sup>	.654	.650	.43213

a. Predictors: (Constant), MIV4, MIV2, MIV1, MIV3

ANOVA<sup>a</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	104.253	4	26.063	139.574	.000 <sup>b</sup>
	Residual	55.087	295	.187		
	Total	159.340	299			

a. Dependent Variable: MDV

b. Predictors: (Constant), MIV4, MIV2, MIV1, MIV3

Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.536	.138		3.885	.000
	MIV1	.261	.042	.293	6.192	.000
	MIV2	.064	.037	.073	1.744	.082
	MIV3	.211	.050	.224	4.199	.000
	MIV4	.336	.051	.354	6.580	.000

a. Dependent Variable: MDV

Appendix 5.1: Summary of Results for Hypotheses Testing

Hypotheses	Unstandardized Coefficient Data	t-value	Significant Level	Result
H1: There is a positive relationship between time saving and intention to use OFD service.	0.261	6.192	0.000	Supported
H2: There is a positive relationship between price saving and intention to use OFD service.	0.064	1.744	0.082	Supported
H3: There is a positive relationship between perceived usefulness and intention to use OFD service.	0.211	4.199	0.000	Supported
H4: There is a positive relationship between prior online purchase experience and intention to use OFD service.	0.336	6.580	0.000	Supported