FACTORS INFLUENCE THE ONLINE CUSTOMER SATISFACTION TOWARDS FOOD ONLINE DELIVERY

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WITH HONOURS (MARKETING)

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Submitted in Partial Fulfilment of the Requirement for the Bachelor of Business Administration with Honors (Marketing)

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JULY 2018


DECLARATION OF ORIGINAL WORK

BACHELOR OF BUSINESS ADMINISTRATION WITH HONOURS (MARKETING)

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UNIVERSITI TEKNOLOGI MARA

“DECLARATION OF ORIGINAL WORK”

I, Siti Sarah Binti Solehen, (I/C Number: 951216106140)

Hereby, declare that:

• This work has not previously been accepted in substances for any degree, locally or overseas, and is not being concurrently submitted for this degree or any other degrees.

• This project-paper is the result of my independent work and investigation, except where otherwise stated.

• All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledge.

Signature: ___________________________ Date: ___________________________
LETTER OF SUBMISSION

JULY 2018

THE Head of Program,

Bachelor of Business Administration (Hons) Marketing,

Faculty of Business Management,

Universiti Teknologi MARA,

Kampus Bandaraya Melaka,

110 Off Jalan Hang Tuah,

73500, Melaka

Dear Sir/Madam,

SUBMISSION OF PROJECT PAPER

Attached is the project paper titled “FACTORS INFLUENCE THE CUSTOMER SATISFACTION ON ONLINE FOOD DELIVERY” to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you.

Yours Sincerely,

…………………………….

SITI SARAH BINTI SOLEHEN

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ABSTRACT

The main objective of this research is to study the factors that influence the customer satisfaction on online food delivery among customers in Malaysia. It is also to study whether there is a relationship between service quality, product quality, site ease, and online customer satisfaction. These factors have been used to investigate whether all the factors have an impact on the customer satisfaction towards food online delivery. In order to view the effect on the customer satisfaction towards food online delivery, the data have been collected. All the data are obtained from the observation and the questionnaire that have been distributed to the customers among Malaysia who have an experience in using food online delivery service. The finding shows that all the factors give an impact to the online customer satisfaction. According to the observation that have been made and the questionnaire that have been distributed, it was concluded that the customer is interested to use the food online delivery service if they are satisfied with the food online service.

KEYWORD: Service Quality, Product Quality, Site Ease, Online Customer Satisfaction and Food Online Delivery