



**FACTORS INFLUENCE THE ONLINE CUSTOMER SATISFACTION TOWARDS
FOOD ONLINE DELIVERY**

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UNIVERSITI TEKNOLOGI MARA

KAMPUS BANDARAYA MELAKA

JULY 2018

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

**FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
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JULY 2018

DECLARATION OF ORIGINAL WORK



BACHELOR OF BUSINESS ADMINISTRATION WITH HONOURS (MARKETING)

FACULTY OF BUSINESS MANAGEMENT

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 either there are relationship exist between service quality, product quality, site ease and online customer satisfaction. These factors have been used to investigate whether all the factor have influence the customer satisfaction towards food online delivery. In order to views 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 already 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 tp the online customer satisfaction. According to the observation that have been made and the questionnaire that have been distributed, it was conclude that the customer are interested to use the food online delivery service if they satisfied with the food online service.

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