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**A STUDY ON FACTORS INFLUENCING YOUNG WORKING  
ADULTS IN CHOOSING ONLINE FOOD DELIVERY SERVICES**

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This undergraduate report (HTM655) submitted in partial fulfillment of the requirements for the degree of

**BACHELOR OF SCIENCE (HONS) IN  
FOOD SERVICE MANAGEMENT - HM242  
Universiti Teknologi MARA(UiTM), MALAYSIA**

**AUGUST 2020**

## ABSTRACT

The recent changes in nature and the increase in the use of the internet make online food delivery services flourish in the hour of the need. The food industry is always a profitable industry for the manufacturers, suppliers, and users. The main objective of this research is to study the factors influencing customers in choosing online food delivery services. This study was done by using secondary studies which are discourse analysis. This research explores five factors influencing customers to choose online food delivery services, which are perceived ease of use, time saving-orientation, convenience motivation, behavioral intention and flexible payments. Many of the young working adults prefer to order from online food delivery services rather than eat at the restaurants due to limited time. Because of their busy lifestyles, online food delivery services become a trend and main priorities. Online food delivery services grow so fast, and it has become a new lifestyle to people since the Movement control order (MCO) because movement is limited and strict Standard operating procedure (SOP) must be followed. From the discussion, all five factors influence customers to choose (OFD), but the greatest factors are time saving-orientation and convenience motivation. Online Food Delivery Services are the good platform to get easier lifestyle and save time.

**Keywords:** Online food delivery services, Young working adult, Perceived ease of use, Behavioral intention, Flexible Payment.

## ACKNOWLEDGEMENT

Alhamdulillah. Thanks to ALLAH S.W.T. the most merciful, in guidance me and giving me full strength to complete this Undergraduate Project (HTM655). I managed to finish up this thesis even facing some problems. I cannot do this without some help from my supervisor, coordinator, families and my friends.

Firstly, I would like to express my sincere gratitude to my research supervisor, Miss Mohaini Binti Mohamed @ Naba for giving me the opportunity to do this research and guide me along this journey. Much additional information, and the time to consult the content of this thesis writing. She has taught me in every chapter and help me to gaining more ideas and give me many motivation and inspiration. Then, I would like to thanks to Mrs Jazira Binti Anuar as my coordinator that help me a lot in advising me throughout this journey. My thanks are also delivered to all lecturers of Foodservice Management for so being kind and patient teaching me.

Not to forget to my parents, and all my families for their love and always advising me to go through this long journey. Thanks to all my friends, Nurul Najiha Asfarina, Nurul Farihah, Nurul-Iz, Norfariza and Muhammad Nazhiim to give me a moral support and help me to do this research. Thank you for all your kindness and always supporting me.

Thank you.

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