



FACTORS INFLUENCING CONSUMERS' PERCEPTION
TOWARDS ONLINE FOOD DELIVERY APPS IN MALAYSIA

MOHAMAD HAZIQ IZZUDDIN BIN BAHARIN

2017918825

BACHELOR OF SCIENCE (HONS.) IN FOODSERVICE
MANAGEMENT (HM242)
FACULTY OF HOTEL & TOURISM MANAGEMENT

DATE OF SUBMISSION :
24 FEBRUARY 2021

ABSTRACT

Online Food Delivery Apps is an online platform that provides the channel between food business and consumers to sell and buy food products. As the usage of smartphones and internet was elevated, the food industry makes collaboration with the online food delivery apps to help fulfil the demand of the consumers during Covid-19 pandemic. As the demand increases, the complaints and negative reviews of the apps was derived and affecting the perception of consumers. Hence, this study is to identify factors influencing consumers' perception towards online food delivery apps and to determine which one has the most influenced factor. This research applies the quantitative research method. The collected data will then be analysed using descriptive analysis, mean score and multiple regression. The questionnaire will be distributed through online platform and social media to achieve an amount of desirable sample size. At the end of this research, the findings of the research must be able to answer both research objectives and research questions.

ACKNOWLEDGEMENTS

In the name of Allah, The Most Gracious, The Most Merciful,

First and foremost, I would like to express my gratitude to Allah the Almighty for providing me an opportunity to be involved in this undergraduate project. Moreover, the perseverance, persistence, determination, and strength that He has given me are the keys on how I can complete my undergraduate project despite of all challenges.

Next, I must be thankful to my lecturer for Undergraduate Project course, HTM655, Madam Jazira binti Anuar@Mohd Noor. She guided her students with full commitment and took good care of us by always reminding us about our progress in this undergraduate project. She has sacrificed her time and energy to help us in stay in the right path throughout the research. Consequently, we managed to complete our undergraduate project within the given period.

Moreover, my immense gratitude also goes out to my Supervisor, Miss Azlina Samsudin for supervising me for every progress in my research. I am so thankful to have such an understanding and helpful supervisor in guiding and teaching me in completing my research study. The flexibility of time that she provided, shown that she is willing to sacrifice her time to focus in rectify my research and suggesting the best way to solve my problem. Thank you, Miss.

Lastly, thank you to my family and friends whom either directly or indirectly helped me going through this phase of my undergraduate project. They are the pillar of my strength and passion in completing my research and their reasonable advice provide me the clear path on what should I do in my future career. Thank you everyone.

Table of Content

Contents	Pages
<i>Author's Declaration</i>	<i>ii</i>
<i>Abstract</i>	<i>iii</i>
<i>Acknowledgement</i>	<i>iv</i>
<i>Table of Content</i>	<i>v</i>
1.0 INTRODUCTION	1
1.1 Overview	1
1.2 Background of the Study	1
1.3 Problem Statement	2
1.4 Research Objectives	3
1.5 Research Questions	3
1.6 Significance of the Study	4
1.7 Limitation of the Study	5
1.8 Definition of Key Terms	6
1.8.1 Food Delivery Apps	6
1.8.2 Consumer Perception	6
1.8.3 Ease of Usefulness	6
1.8.4 External Influences	6
1.8.5 Trust	6
2.0 LITERATURE REVIEW	7
2.1 Overview	7
2.2 Perception	7
2.3 Consumer Perception on E-commerce	8
2.4 Consumer Perception and Buying Behavior	9
2.5 Consumer Perception on Online Food Delivery Apps	9
2.6 Theoretical Framework	11
3.0 METHODOLOGY	12
3.1 Overview	12
3.2 Research Design	12
3.2.1 Unit of Analysis	13

3.2.2 Data Collection Strategy	13
3.2.3 Data Collection Method	13
3.3 Population and Sampling	13
3.3.1 Population	13
3.3.2 Sampling	14
3.3.2.1 Type of Sampling	14
3.3.2.2 Sample Size	14
3.4 Instrument Development and Testing	15
3.4.1 Level of Measurement	15
3.4.2 Questionnaire	15
3.5 Data Collection Procedure	16
3.6 Plan for Data Analysis	16
3.7 Research Ethic Considerations	17
3.8 Timeframe	19
4.0 ANALYSIS AND RESULTS	20
4.1 Overview	20
4.2 Demographic Profile	20
4.3 General Information	21
4.4 Consumers' Perception Towards Online Food Delivery Apps	22
4.5 Factors Influencing Consumers' Perception Towards Online Food Delivery Apps	23
4.5.1 Ease of Usefulness	23
4.5.2 Trust	25
4.5.3 External Influences	26
4.6 The most Influenced Factors of Consumer Perception Towards Online Food Delivery Apps	28
5.0 DISCUSSION	29
5.1 Overview	29
5.1.1 Demographic Profile	29
5.1.2 General Information	30
	31