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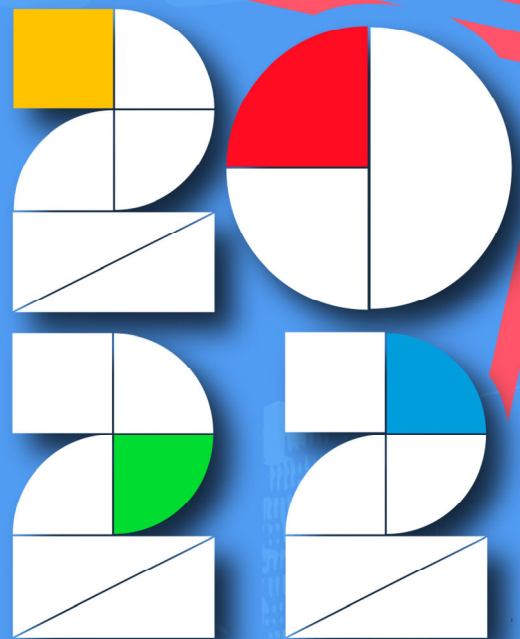
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Reengineering
Knowledge &
Creativity for
Global Excellence

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June



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TeSSH 2022***

**Reengineering Knowledge and Creativity
for Global Excellence**

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30 June 2022
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Foreword

The papers compiled in these e-proceedings are papers presented online at Technology, Science, Social Sciences and Humanities International Conference 2022 (TeSSH I 2022) held on 30 June 2022 at Universiti Teknologi MARA (UiTM) Cawangan Kedah, Kedah, Malaysia. With the theme, ***Reengineering Knowledge and Creativity for Global Excellence***, the conference has brought together presenters of diverse background who shared their conceptual and empirical papers in broad areas that are subsumed under the fields of Technology, Science, Social Sciences and Humanities. These e-proceedings comprise current researches that were undertaken with the rigorous endeavour of knowledge enhancement to ensure that the world of academia will continue to flourish. It is thus hoped that readers will significantly benefit from knowledge contained in these proceedings.

TeSSH I 2022 and these e-proceedings would not have been possible without the great efforts from the presenters, and the generous support from the TeSSH I 2022 committee members and the Rector of UiTM Cawangan Kedah, Prof. Dr. Mohamad Abdullah Hemdi. A heartfelt gratitude is extended to all involved. It is hoped that these e-proceedings will be an impetus to stimulate further studies and research that benefit the society at large.

TABLE OF CONTENTS

1	A Conceptual Paper on Factors That Affect the Shariah Compliance Auditing Among the Islamic Financial Institutions in Malaysia	1
	Saifulrizan Norizan & Marjan Mohd Nor	
2	A Qualitative Study of Entrepreneurial Intention Among UiTM Kedah Accounting Students During Covid-19 Pandemic	8
	Mazlifa Md. Daud, Noora'in Omar, Muhammad Hariz Hamid, Mohd Hafiz Hashim & Anwar Johari	
3	A Review on By-Laws of Alor Setar City Council (MBAS)	21
	Nor Zaini Zainal Abidin, Nur Irinah Mohamad Sirat & Nurul Mazrah Manshor	
4	Accounting For Agriculture in Malaysia: A Special Attention to Aquaculture	27
	Saifulrizan Norizan, Mohd Halim Kadri, Zarina Abu Bakar & Juyati Mohd Amin	
5	Age-Friendly Environment for Older People: Challenges and Plans	34
	Noorlailahusna Mohd Yusof & Suziana Mat Yasin	
6	Aplikasi Inovasi E2 Kit 1.0 Dalam Proses Pengajaran Dan Pembelajaran Litar Asas Elektrik	40
	Siti Rohaiza Zainol, Noor Aziana Abu Taib & Wan Nadirah Rosli	
7	Basic Of Differentiation Using Three Alternative Approach in Seberang Perai Polytechnic	50
	Siti Faridah Ismail, Rosila Adnan & Rohani Hamsan	
8	Bio Natural Food Seasoning from Eugenia Cephalanthum Using Dehydration Method	60
	Hidayah Julaihi, Theivya A/P Santhanasamy & Felicia Bong Lee Chen	
9	Cabaran dan Masa Depan Muzium Negeri Kedah	68
	Juaini Jamaludin	
10	Co-Integration Between Malaysia Stock Market, ASEAN and ASEAN Plus Three Countries During Pre and Post 14th Malaysia's General Election: A Short Run Analysis	72
	Anas Fathul Ariffin, Muhammad Akmal Hakim & Muhammad Hilmi Samian	
11	Computer Science Students' Learning Preferences, Mental Health, And Emotional Issues During Pandemic Covid-19 While Moving Towards Endemic	78
	Ahmad Faiz Ghazali, Noor Azrin Zainuddin, Ahmad Kamalrulzaman Othman & Yusnita Sokman	
12	Customer's Satisfaction: The Role of Food Quality, Service Quality and Ease of Website in Online Food Delivery	86
	Nur Afifah Aliah Husaini, Norhamizan Hamir, Rashid Salleh & Zamri Ahmad	
13	Digital inheritance: Legal Challenges in Malaysia	98
	Nor Azlina Mohd Nor & Ahmad Shamsul Abd Aziz	

14	Digital Literacy: Presentation Made Easy with ACE Alice Shanthi, Nur Izzah Jamil, Sheela Paramasivam, Siti Noor Dian Ahmad & Mohd Nur Fitri Mohd Salim	106
15	Diploma Students' Perceptions of Online Assessment: The Anchor That Holds Them in The ESL Classroom Jaqueline Susan Rijeng, Imelia Laura Daneil, Kimberley Lau Yih Long, Tang Howe Eng & Christine Jacqueline Runggol	115
16	Evolusi Tadbir Urus Dan Perundangan Wakaf Di Malaysia: Satu Analisis Rohayati Hussin, Mohd Zulharmey Abdullah, Afiffudin Mohammed Noor & Farahdina Fazial	125
17	Exploring Strategies to Reduce Adolescents' Involvement in Risky Behaviours from The Perspective Of A Probation Officer Lina Mursyidah Hamzah, Sharifah Muzlia Syed Mustafa, Nurul Fitriah Alias & Norazah Abdul Aziz	142
18	Factors That Lead to Poor Mental Health of Social Media User among UiTM Kedah Degree Students Nur Elisa Aqila Amir Yusrie, Sarah Sabir Ahmad, Azfahane Zakaria & Mhd Azmin Mat Seman	147
19	How The Covid-19 Pandemic Has Increased the Risk of Compulsive Buying Behaviour And Online Shopping Addiction For Apparel Purchasing In Malaysia: An Overview Of Generation Y And Generation Z Normaziana Hassan, Basitah Taif & Rosita Mohd Tajuddin	155
20	Hubungan Antara Impak Teknologi Maklumat Dan Budaya Organisasi Dalam Kalangan Kakitangan FRIM Nor Arinah Mohamed Zemudin, Muhammad Badri Ishak, Nurul Madiha Mohd Ilham & Wan Nur Syazmira Wan Suhaimi	168
21	Inhibiting Factors to Successful Virtual Teaching and Learning in Engineering Science Topic from the Perspectives of Polytechnic Lecturers Nurul Ain Saipudin, Noorul Amilin Saipudin & Nornazira Suhairom	174
22	Inovasi Sosial Melalui Program Akademik Intensif untuk Pelajar STPM Aliran Sains Tercicir Marinah Muhammad, Wong Hie Ling, Aainaa Syazwani Mohamad Amir Hamzah & NoorJanatun Naim Jemali	183
23	Investigating the Usefulness of TikTok as an Educational Tool in Learning Chemistry Nur Farha Shaafi, Mohammad Mubarrak Mohd Yusof, Nurul Nabilla Mohammad Khalipah & Norhazly Mohd Hanif	187
24	IPQUEUE: Indoor Premises Control Using Quick Response (QR) Code for Covid-19 Pandemic Mohd Suffian Sulaiman, Zuraidah Derasit & Sharizah Shahar	200

25	Kajian Arah Kiblat Liang Lahat Lama Bagi Tanah Perkuburan Islam Syed Idrus Syed Salim & Nor Asmadi Asri	213
26	Keberkesanan Kaedah Masa Hakiki Sistem Penentududukan Sejagat Dalam Penubuhan Stesen Kawalan Kerja Ukur Tanah Asiah Abdul Satar, Nor Azme Nordin & Sulzakimin Mohamed	220
27	Kesediaan Pensyarah Sains Kejuruteraan Dalam Pelaksanaan Mini Projek Secara Hibrid Di Politeknik Tuanku Sultanah Bahiyah Nur Elyani Musa, Shamsul Arif Ismail & Azlina Hassan	229
28	Keunikan Partikel 'Lah' Dalam Terjemahan Surah Yasin di Malaysia Mohd Sufian Ismail & Anida Sarudin	238
29	LEVs As an Assessment Tool for Affective Domain In Laboratory Courses For Diploma In Civil Engineering Narita Noh, Noor Raifana Ab Rahim, Nur Zaidani Wati Mohd Darwis & Juwita Asfar	246
30	Measurements of Customer's Satisfaction towards Courier Services in Malaysia during Covid-19 among Students in UiTM Kedah Siti Nursyahirah Zaffendee, Sarah Sabir Ahmad, Azfahane Zakaria & Mhd Azmin Mat Seman	256
31	Measurements Of Depression Level Among Students in UiTM Kedah Adlin Mohd Anizam, Sarah Sabir Ahmad, Azfahane Zakaria & Syed Mohammed Alhady Syed Ahmad Alhady	264
32	Media Arts as An Art-Based Interventions in the Institutional Care Environment Raja Eda Shabina Raja Raimie, Mohammad Kamal Sabran & Nur Zaidi Azraai	270
33	Mengatasi Kesalahan Umum Yang Pelajar Lakukan Semasa Menjawab Soalan Peperiksaan Sains Kejuruteraan Nur Azilina Abdul Aziz, Koa Chee Hoon & Siti Aishah Azmi	279
34	Pelaksanaan Wakaf Air di Malaysia: Satu Tinjauan Tadbir Urus Dan Perundangan Nurul Mazrah Manshor, Rohayati Hussin, Syatirah Abu Bakar, Nur Irinah Mohamad Sirat & Salmah Roslim	288
35	Pembangunan MOOC Bagi Kursus Foundation Mandarin (Level II) Berpanduan Model ADDIE Ting Hie Ling	294
36	Pengaruh Budaya Merantau Terhadap Evolusi Seni Bina Rumah Tradisional Negeri Sembilan, Malaysia Mohamad Hanif Abdul Wahab, Azizi Bahauddin & Nor Aniswati Awang Lah	302
37	Pengesanan Graduan Kolej Komuniti Jelebu Ketika Pandemik Covid-19 Noor Aziana Abu Taib, Siti Rohaiza Zainol & Zainatul Fakhir Zainon	313
38	Penggunaan iPad Dalam Menambakbaik Interaksi Di Kalangan Pensyarah Dan Pelajar Bagi Kursus Matematik Kejuruteraan 1 Mohd Syukor Che Omar & Azlina Hassan	317

39	Penggunaan Video <i>YouTube</i> Dalam Pengajaran dan Pembelajaran Bahasa Mandarin: Satu Tinjauan Awal	328
	Lee Chai Chuen & Nor Azrina Mohd Yusof	
40	Penguatkuasaan Undang-Undang Dalam Menangani Penyalahgunaan Media Sosial di Malaysia	333
	Ahmad Shamsul Abd Aziz & Nor Azlina Mohd Nor	
41	Penyampaian Amalan Pengajaran Dan Pembelajaran (Laboratory Work) Secara Atas Talian Terhadap Pembelajaran Pelajar Diploma Geomatik Politeknik Sultan Haji Ahmad Shah	343
	Nur Aisah Ab Moin & Asiah Abdul Satar	
42	Pelaksanaan Ujian Pra Sebagai Alternatif Untuk Meningkatkan Pencapaian Markah Pelajar Bagi Kursus DBM20023 Matematik Kejuruteraan 2	351
	Siti Norhazlina Shafie & Rosila Adnan	
43	Persepsi Pelajar Terhadap Penggunaan E-Book Dalam Menyelesaikan Tugas Kajian Kes	359
	Farah Abdul Malek, Rohaida Abu Bakar & Liyana Murni	
44	Promoting Learner Autonomy Through Online Global Interactions Among ESL Students	365
	Sharina Saad, Rafidah Amat & Nor Asni Syahriza Abu Hassan	
45	Remote Learning in The Time of Post - Covid-19: The Conceptual Framework of An Interactive PdPR For Primary School Via Visual Basic Programming	380
	Aslina Omar, Samsiah Abdul Razak, Nur Insyirah Mohamad Radzi & Ini Imaina Abdullah	
46	Strategi Pembelajaran Bahasa Melayu dalam Kalangan Murid Cina di Sekolah Jenis Kebangsaan Cina	385
	Wee Kee Quan, Zamri Mahamod & Shamsul Aizuwani Nawi	
47	Stres Dan Kepuasan Kerja: Analisis Inferensi Faktor Gender Dan Status Perkahwinan Dalam Kepuasan Kerja Pensyarah IPG	397
	Punitha Muniandy, Khairani Zakariya, Azhar Mohd Ali & Ahmad Sukari Mohamad	
48	Student Satisfaction of Public Transportation at UiTM Kedah	408
	Muhammad Azizi Azizurrahim, Sarah Sabir Ahmad, Azfahane Zakaria & Mhd Azmin Mat Seman	
49	Sustainable Smart Retirement City: A Concept Paper	417
	Nazmi @ Nazni Noordin, Zaherawati Zakaria, Mohd Zool Hilmie Mohamed Sawal, Mohd Syahmizan Azmi & Adnan Aminuddin	
50	Teknik Retorik Lafaz-Lafaz Berkaitan Dengan Syaitan Dalam Al-Quran	425
	Muhamad Khairul Anuar Zulkepli, Burhanuddin Wahab, Ahmad Fauzi Yahaya & Mohd Zulkhairi Abd Hamid	
51	The Determinants and Impact of Social Media Content on Consumer Engagement	438
	Marha Abdol Ghapar, Azlina Shamsudin, Nazlin Emieza Ngah & Nur Dalila Adenan	

52	The Distraction That Affects Students Focus	446
	Nur Khalyda Kamarol Hisham, Sarah Sabir Ahmad, Azfahanee Zakaria & Syed Mohammed Alhady Syed Ahmad Alhady	
53	The Effects of Varying the Duty Cycle to The Output Voltage in Buck Converter	455
	Nurhazwani Saleh	
54	The Impact of i-Pulih Model Towards Methamphetamine Addicts Recovery in PUSPEN Tampin, Melaka	462
	Muhammad Dhamir Audi Azizul, Wan Munira Wan Jaafar, Azlina Mohd Khir & Samir Muhazzab Amin	
55	The Implementation of National Education Assessment System in Malaysian Primary Schools	473
	Shanusi Ahmad, Nor Hasnida Che Md Ghazali & Mohd Nazir Md Zabir	
56	The Influence of Leadership Style on Lecturer's Performance	481
	Azlina Shamsudin, Nalin Emieza Ngah, Marha Abdol Ghapar & Nur Dalila Adenan	
57	The Internet Addiction (IA) Among Youth Generation	487
	Muhammad Arif Ikhwan Aminuddin, Sarah Sabir Ahmad, Azfahanee Zakaria & Mhd Azmin Mat Seman	
58	The Relationship Between Curricular Activities Among Students' Leadership	493
	Syarifah Nur Bahirah Syed Jamalulil, Sarah Sabir Ahmad, Azfahanee Zakaria & Syed Mohammed Alhady Syed Ahmad Alhady	
59	The Role Entrepreneurship Education in Moderating Intention to Be An Entrepreneur Among Students With Learning Disabilities In Malaysia	504
	Nazlin Emieza Ngah, Nur Dalila Adenan, Azlina Shamsudin & Marha Abdol Ghapar	
60	The Usage of Open Green Space (Planting Strip Area) at the Perimeter of Terrace House Unit by The Residents: Case Study in Taman Sinar Intan, Sungai Petani	511
	Mohd Zikri Mohd Zaki, Nurul Izzaty Zulkipli, Ahmad Faisol Yusof & Tajul Edrus Nordin	
61	The Use of Scaffolding in Helping Students Complete Tasks That Require Higher Order Thinking Skills	525
	Syakirah Mohammed, Fathiyah Ahmad @ Ahmad Jali, Robekkah Harun & Sharina Saad	
62	Time Passed and How Much Time Is Left? A Study on Motivation to Graduate on Time (GOT)	537
	Nur Dalila Adenan, Marha Abdol Ghapar, Nazlin Emieza Ngah & Azlina Shamsudin	
63	Underground Mapping for Islamic Mausoleum	546
	Syed Idrus Syed Salim, Nor Azme Nordin & Sulzakimin Mohamed	

Customer's Satisfaction: The Role of Food Quality, Service Quality and Ease of Website in Online Food Delivery

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ABSTRACT

The internet is one of the fast-growing media around the world that make people do things easily and conveniently just at the tip of their fingers. Online food purchase has offered more comfort and flexibility to the customer. Therefore, the existence of online food purchase through online application have contributed to the expansion of various food companies. Thus, it has created a competitive environment among the online food companies to satisfy their customer. This study was conducted to analyse several factors that influence customer satisfaction in the scope of online food delivery. Factors such as food quality, service quality and ease of website has been identified to influence the customer satisfaction towards online food delivery. The data of the study were gathered from N=171 respondents that comprises of students from the hotel and tourism program through an online survey. The data received were analysed and discussed in relation to the factors of food quality, service quality and ease of website that may influence the customer's satisfaction. The findings indicated that food quality, service quality and ease of web does have the significant correlation towards the customer satisfaction. Several recommendations were provided as a way forward for the similar research to be conducted in future.

Key Words: online food delivery, food quality, service quality, ease of website

INTRODUCTION

Nowadays, people can buy anything through the websites. The existence and popularity of Internet has transforms the customer's buying behaviour from the traditional way to the online transactions (Yang & Xie, 2019). Based on the statistic, there were 8.5 billion mobile connections and 5 billion of subscriptions, mobile phones have been used by people to communicate worldwide (Ahmad, 2019). Besides texting and make a call, Lin and Lu (2015) stated that Social Networking Sites have developed many social networking applications such as Facebook and Twitter for mobile phone users to engage with each other regardless of time and place. This statement was supported

by the statistic reported by MCMC (2018) in which social networking contribute around 85.6% rather than texting.

Advance in technology have led people on the greater use of mobile services (Ahmad, 2020). The development of the technologies has led to an active customer that engaged in various commercial activities, such as gathering information, comparing, purchasing, and providing feedbacks (Carlson et al., 2019; Thakur, 2016). Online mobile application has been seen as the most effective platform for the firms to engage with their customers within wide range of area (Kapoor & Vij, 2018). Therefore, e-service has grown rapidly align with the Internet adoption. The mobile platform has revolutionized the manner in which companies maintain customer relations by creating personalized experience (Kapoor & Vij, 2018; Lai, 2015).

According to Ying & Fengquan (2013), food applications was the second most downloaded apps by Apple iOS users. A study reported that 44% of adults in U.S have used this online food services with 23% of food retailers that provide the service in 2011. Besides, this service was estimated to reach \$968 million with growth rate of 17.7% since 2018-2022 (Prabowo & Nugroho, 2019). Malaysia itself had a value of RM253 million for home delivery market, which reported by Euromonitor in 2015 that expected this amount to continue growing at 11% per annum since 2014 (Yeo et al., 2017). Therefore, growing align with the other countries, the Food and Beverage industry in Malaysia has been hit with a new wave of online food delivery too. According to EC Milo, (2018), Malaysia has start-ups the battlefield of the online food delivery industry since 2017. It started with Food Panda that become the first company that started the new trend of food delivery besides Domino's and other pizza delivery company. Following that, other food delivery companies such as Uber Eats that started in Kuala Lumpur almost at the same year and Deliver Eat which is based in Penang start their services. Since then, food delivery company such as Dah Makan and Grab Food has joined the industry which increase food delivery market size.

The web-based food delivery companies have gained its popularity besides it has provides benefits among its consumers. However, there is also challenges faced by the food delivery company with relates to the maintaining customer's satisfaction and loyalty as reported by (Alalwan, 2020). Liao et al. (2006) indicates that among factors that effect the customer's satisfaction is the quality of electronic service (e-service) that provided by the company's website. The customer described the company's website should provide important and useful information (Kim et al., 2016). Other than that a research conducted by Yeo et al. (2017) found that some customers might still find this online purchases as a risky transaction especially for the first-time user.

On other aspect, according to Ha and Jang (2010) mentioned that food quality are among the important element of the overall performance of the food that effect the customer experience in which fulfil the customer needs is. In addition, Namkung and Jang (2007) stated that freshness of food, food temperature and the taste of food are the common measures of food quality. They also stated that food quality has a significant role that affect customer satisfaction. However, considering the important role of food quality, there are less studies of this attribute in the context of Online Food Delivery services (Suhartanto et al., 2018). Therefore, to fill in this gap, it is important to do a study which looking on how important the food quality, service quality, and website ease to achieve customer satisfactions. This is because the customer's expectations from their satisfactory online purchases will lead to customer loyalty and repurchase intention.

LITERATURE REVIEW

The existence of online food delivery services could be the attributes of the changing in people's lifestyle especially urban customers. For people in the digital era especially those in urban areas, having a quick and convenient meals really helps them in their busy working day (Chai & Yat, 2019). The variety of food services that are readily available allow them to have a convenient meal without having to prepare the meals themselves or rush into the traffic to dine in or buying from restaurants and bring back to their places. This suits the statement by Bashir et al. (2019), which stated that people with less of time due to their busy daily activities will tend to look for instances where they could save time.

The trend of having a quick and convenience meals have changed on how the customer purchase their meals. Despite of the changing in customer behaviours, many food providers has joined this digital channel of food industry to fulfil the needs of those people besides grabbing more sales using the channel. For example, Grab Food and Food Panda in Malaysia are food delivery companies that partner up with other food and beverage providers. However, this new trend of food and beverage industry are being poorly understood by the service and food providers which may affect the number of consumers that use the channel (Yusra & Agus, 2020). In order to sustain in the new market, the service providers must be fully understand on how customers perceive this service to be delivered (Yusra & Agus, 2020). Therefore, this study will investigate on how the food quality, service quality and website ease may affect the customer satisfactions in order for the service providers to sustain in this competitive market.

Food Quality on Customer Satisfaction

A research by Namkung & Jang (2007), food quality is evaluate in the measure of freshness, food temperature and food presentation. Food quality is an important measure and significant to both online and offline food suppliers to gain repurchase intentions in Food and Beverage industry (Yuchen, 2020). According to Prabhash (2020), cleanliness and hygiene are being considered by the customers during online food delivery to customers. Therefore, if the food quality is not controlled, there will be more complaints by the online customers in term hygiene and cleanliness issues. At the end of the day, the demand of this service will decrease as effect of this factor.

Due to its essential position, along with other factors, the quality of food has been empirically studied in numerous research. Compared to other variables, past study conducted by Sulek and Hensley (2004) prove that compared to other variable such as quality of service, customer satisfaction is mainly influenced by the quality of food. Namkung and Jang (2007) have reported the essential role of food quality in influencing customer satisfaction and intention to buy from the restaurants.

Considering the reported studies, it is anticipated that providing a good quality of food to the customers in this market have a positive effect on customer satisfaction. Specifically, it is postulated that:

RH1: There is a relationship between food quality and online customer's satisfaction.

Service Quality on Customer Satisfaction

In service context, service quality is defined in two dimensions which are technical and functional service quality. Basically, technical service quality is measure as the food quality which is the output of the service while functional service quality is the process of services and interactions between the service providers and customers which define as the service quality. According to Namkung and Jang (2007), there are positive relationship between both of these quality of service and customer satisfaction. Moreover, based on the study by Ha and Jang (2010), it is stated that various attributes of service quality have an impact on customer satisfaction.

Considering the reported studies, it is anticipated that providing a good quality of service to the customers in this market have a positive effect on customer satisfaction. Specifically, it is postulated that:

RH2: There is a relationship between service quality and online customer's satisfaction.

Website Ease on Customer Satisfaction

Website ease is defined as the degree to which the website enables secure and profitable browsing, ordering and distribution of goods and services (Zeithaml et al., 2002). When making online purchases through the websites, customers are expecting the effortless and high-quality of website (Caruana & Ewing, 2010). Besides, stated that having a good quality of website which facilitate the users will likely persuade them to revisit the websites and gain customer loyalty.

Therefore, the ease of the website is an important in online food delivery services which this channel uses website as the tools of communication between service providers and customers.

Considering the reported studies, it is anticipated that providing a good website in which convenience to the customers have a positive effect on customer satisfaction. Specifically, it is postulated that:

RH3: There is a relationship between website ease and online customer's satisfaction.

Underlying Theory: Spill Over Theory

The Spill Over Theory was introduced by Willensky in 1960 (Sirgy et al., 2001). This theory explains that experience in one aspect of individual life may influence satisfaction in another. This theory also have been used by many previous researcher in hospitality industry. Kim et al., (2018) have used this theory before to explain the effects of employee perception on corporate social responsibility on job satisfaction. Moreover, a study by Sthapit et al., (2017) which used Spill Over theory in the research have reports the relationship between tourist behaviours in both their home and holiday environments.

From Online Food Delivery perspectives, this theory have been used in a study by Suhartanto et al., (2019). The study analysed the role of e-service quality and food quality which effect the loyalty toward online food delivery service. From the study, customers' experience with online service are expected to affect their feelings toward the food purchased. The customers' experience postulated in the study is define as the purchasing and delivering process before customers consume the food they have purchased. As this study aim to see how food quality, service quality and ease of website effect customer satisfaction, this theory was applied.

Conceptual Research Model and Hypotheses

Figure 1 illustrates the study model and the relationship between the variables used in the study. The independent variables identified were food quality, service quality and ease of website.

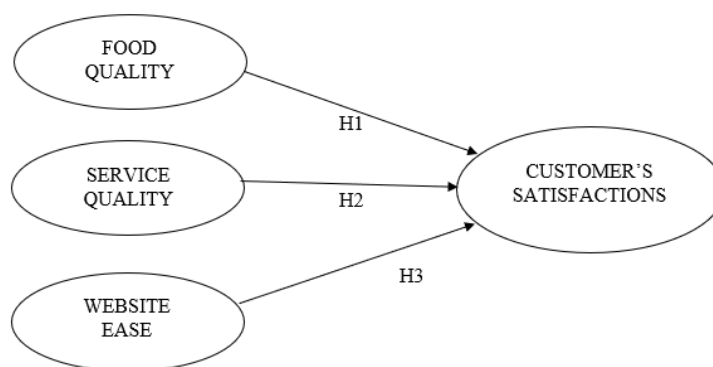


Figure 1: Conceptual Research Model

METHODOLOGY

The Sampling Technique

A cross-sectional survey design was conducted among the users of the online food delivery company who are among the university students. A judgmental sampling technique was employed to determine the sample of the respondent. Using the power analysis tools such as G*Power, help

the researcher to compute the sample size of the study. The calculated sample size predicted by the software was 134 respondents.

Data Collection Method

This study used an online survey as the method of capturing respondents' data is the quickest and is the easiest way to reach the respondent identified. This is because, about 82.3% of Internet users have been stated of using Internet as the method of distributing news and raising awareness of an issue (MCMC, 2018). Moreover, with the new advanced technology, people have used Internet to distribute questionnaire and forms to the public in a quickest way (Wright, 2005).

Measures

An instrument for the data collection was developed in previous related studies to ensure validity and reliability. There were six items measuring food quality which are adopted from a study by Suhartanto et al. (2018). The items asked whether the users feel the taste of food, variety of food, presentation of food or options of healthy food is considered as the measurement of food quality. The reliability tested was at .77. There were four items measuring service quality from Ha & Jang (2010). The items asked the respondents whether the online food delivery company deliver the food as ordered and provides quick service. The reliability was tested by Ha and Jang (2010) was at .84. Furthermore, twelve items measure the ease of using the website that were adapted from Caruana & Ewing (2010). The items measure whether it is quick and easy to make transaction using the website and whether the websites provide in-depth information regarding the products offered. The reliability was tested at .84 as noted by Caruana and Ewing (2010). Finally, the dependent variables which is the customer satisfaction adapted from the past study conducted by (Pham & Ahammad, 2017). The items asked whether the users are satisfied with their purchase experience from the website and the post-purchase experience through from the website. The reliability result as test by Pham & Ahammad (2017) was at .92.

DATA ANALYSIS AND FINDINGS

Respondents Profile

The survey was conducted online and distributed to students of Faculty Hotel and Tourism Management using social media platform. The responses were collected from the middle of December 2020 till the end of the month which resulted in 205 respondents received. However, 34 of the respondents were eliminated as they have no experiences in using online food delivery service. In total there were only 171 respondents that were to be analysed. The data collected showed that 38 (22.2%) of the respondents enrolled in a degree program and another 133 (77.8%) respondents enrolled in a diploma program. Based on the result, most of the students use online food delivery at home which accounted to 104 (60.8%) respondents compared to only 67 (39.2%) of the respondents use the service while there were in the campus. In terms of frequency in using online food delivery service, it revealed that 59 (34.5%) respondents mostly used online food delivery service twice a week. Furthermore, the data collected showed that 117 68.4% of the respondents used Food Panda as their preferred online food delivery company. The data analysis also found that 79 (46.2%) of the respondents have used the online food delivery company for about 1-2 years. Finally, out of 171 respondents, 75 (43.9%) respondents choose debit or credit card transaction as their preferred payment method when completing their transaction. Table 1 present the respondent profile of the study.

Table 1: The Demographic of Respondents

Demographic Items		Frequencies (N=171)	Percentage (%)
Age:	18-20	120	71.6
	21-23	41	23.0
	24-27	7	4.1%
Gender:	Male	63	36.8
	Female	108	63.2
Frequency of using the online food delivery:	Once a week	24	14.0
	Twice a week	59	34.5
	Once a month	45	26.3
	Twice a month	37	21.6
	Others	6	3.6
OFD company that mostly used:	Food Panda	117	68.4
	Grab Food	38	22.2
	Dah Makan	15	8.8
	Bungkus It	1	.6
Duration in using the service from the OFD company:	0-11 months	21	12.3
	1-2 years	79	46.2
	3 years and above	71	41.5
The location of using OFD service:	At home	104	60.8
	In campus	67	39.2
Payment method that mostly used:	Cash on delivery	70	40.9
	Financial Process	19	11.1
	Exchange payment gateway (FPX)		
	E-wallet	7	4.1
	Debit or credit card transaction	75	43.9

ASSESSMENT OF HYPOTHESES

H1: The relationship between food quality and online customer's satisfaction

The relationship between food quality and customer's satisfaction was investigated using Spearman's rank order correlation (ρ). Preliminary analysis was performed to ensure no violation of assumptions of normality. There was a strong, positive correlation between food quality and customer's satisfaction which is ρ value = .569, $n = 171$, $p < .0005$. Table 2 shows the results of Hypotheses 1 of the non-parametric correlations between food quality and online customer's satisfaction.

H2: The relationship between service quality and online customer's satisfaction

The relationship between service quality and customer's satisfaction was investigated using Spearman's rank order correlation (ρ). Preliminary analysis was performed to ensure no violation of assumptions of normality. There was a medium, positive correlation between service quality and

customer's satisfaction which is rho value = .462, $n = 171$, $p < .0005$. Table 2 shows the results of Hypotheses 2 of the non-parametric correlations between service quality and online customer's satisfaction.

H3: The relationship between ease of website and online customer's satisfaction

The relationship between ease of website and customer's satisfaction was investigated using Spearman's rank order correlation (rho). Preliminary analysis was performed to ensure no violation of assumptions of normality. There was a strong, positive correlation between ease of website and customer's satisfaction which is rho value = .539, $n = 171$, $p < .0005$. Table 2 shows the results of Hypotheses 3 of the non-parametric correlations between ease of website and online customer's satisfaction.

Table 2: Result Correlation of Variables

		Food Quality	Service Quality	Ease of Website	Customer Satisfaction
Food Quality	Correlation	1.000			.569
	Sig (2-tailed)				.000
	N	171			171
Service Quality	Correlation		1.000		.462
	Sig (2-tailed)				.000
	N		171		171
Ease of Website	Correlation			1.000	.539
	Sig (2-tailed)				.000
	N			171	171
Customer Satisfaction	Correlation	.569	.462	.539	1.000
	Sig (2-tailed)	.000	.000	.000	
	N	171	171	171	171

DISCUSSION AND CONCLUSION

RH1 proposed that there is a positive relationship between food quality and online customer satisfaction. The result of the data analysis showed that a strong, positive correlation exist between food quality and customer's satisfaction which is rho value = .569, $n = 171$, $p < .0005$. Thus, the RH1 is supported. This indicated that the customers were satisfied with food temperature, the taste, the presentation, the packaging, cleanliness, and the portion size of the food when delivered to the customer by online food delivery company. This result also aligned with research conducted previously by Zulkarnain et al. (2015) which reported that food quality have a positive relationship with customer satisfaction. Moreover, Liu et al. (2017) stated that food quality is one of the factors that influence customer's experience with the service provided and increasing the customer's repurchase intention.

RH2 proposed that there is a positive relationship between service quality and online customer satisfaction. The result of the data analysis showed that a medium, positive correlation exist between service quality and customer's satisfaction which is rho value = .462, $n = 171$, $p < .0005$. Thus, the RH2 is supported. This indicated that the customers were satisfied with the food that were delivered within the stipulated time frame as stated on online food delivery websites, the online food delivery personnel with a pleasant personality, responsive customer service personnel and efficiency of ordering from the online food delivery website. This result also aligned with a research conducted by Jeon and Jeong (2017) which reported that customer satisfaction is determined by quality of service experienced by the customers. Moreover, to support this research, Alalwan (2020) stated

that when the quality of service met the customer's expectations, they are more likely to be pleased on their experience with the company.

RH3 proposed that there is a positive relationship between website ease and online customer satisfaction. The result of the data analysis showed that a strong, positive correlation exist between ease of website and customer's satisfaction which is rho value = .539, $n = 171$, $p < .0005$. Thus, the RH3 is supported. This indicated that the customers were satisfied with the ease of finding information in the online food delivery website, uncomplicated website, delivered promises that were accurately informed, status of ordering and receiving that can be viewed, quick and safe transaction, items ordered recheck process and list of various food companies that were listed in the online food delivery website. This result also aligned with a research conducted by Suhartanto et al. (2019) which stated that ease of website are particularly important for online food delivery services as the interaction between the online food delivery and their customers is only through the online food delivery website. The result of the hypotheses testing aligned with a research conducted by Dwivedi et al. (2019) which stated that ease of website leads to high customer satisfaction and stronger intentions to use the website. Moreover, to support this research, Jeon and Jeong (2017) stated that ensuring ease of website is imperative to meet customer satisfaction and obtain customer loyalty. Furthermore, Pee et al (2019) stressed that the success of the online food delivery company is more likely based on the high level of website ease.

SIGNIFICANCE OF STUDY

This study was conducted to confirm that food quality, service quality and ease of website do have a positive relationship with online customer's satisfaction. From the data analyse, the hypotheses testing results show that food quality and ease of website have a strong and positive relationship with customer satisfaction while ease of website have a medium and positive relationship with customer satisfaction. This result confirmed the theoretical framework illustrated in Figure 1.

According to Chandrasekhar et al. (2019) the ordering of food online has becomes a normal practice and trend based especially among students and workers. Therefore, this study seems to be just appropriate to be carried out for the online food delivery company to find out what they were lacking besides upgrading their quality of service to obtain users' loyalty. This is because, users are switching to other brands as they are not satisfied with the service provided by the online food delivery company (Chandrasekhar et al., 2019).

In this study, the responses were analysed to determine the whether the online food delivery companies have provided the best services that met their customer's satisfaction. From the results, the data shows that food quality an ease of website that was provided by the online food delivery companies have met their customer's satisfaction with a rho value of .569 and .539 respectively. However, the quality of service provided by online food delivery with rho value = .462 shows that this factor may still have rooms for improvements

Limitation and Suggestion for Future Research

Similar with any other study, there were some limitations in this study. Firstly, the diversity of the sample is limited. This study only concentrates on students studying at diploma and degree program only one public university which does not represent other public and private higher learning institution in Malaysia. Future research may consider including students from other public and private higher education in Malaysia. The larger sample size will increase the generalizability of the results.

Next, the questionnaire was designed using quantitative method in which the respondents may only respond to items prescribed in the designed questionnaire. This method may ignore other respondent demands while using online food delivery services. Therefore, future researcher could consider qualitative method through interviews or focus group to render diverse results.

Lastly, this study only focused on three factors affecting customer satisfaction which are food quality, service quality and ease of website. This study was conducted to apply the concept which

have been studied by previous researchers to hospitality students in Malaysia. Future research may consider exploring other variables such as company image, customer value and customer behaviour. In addition, future study may also consider mediating variables such as gender as the control factor in mediating the relationship between food quality, service quality and ease of website towards customer satisfaction.

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