

UNIVERSITI TEKNOLOGI MARA

**FACTORS INFLUENCING ONLINE
FOOD DELIVERY SERVICES
AMONG UiTM CAWANGAN
SELANGOR, KAMPUS PUNCAK
ALAM STUDENTS**

NORZAHIRAH BINTI ZAINI

Academic Writng submitted in partial fulfillment
of the requirements for the degree of
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AUTHOR'S DECLARATION

I declare that the work in this thesis was carried out in accordance with the regulations of Universiti Teknologi MARA. It is original and is the result of my own work, unless otherwise indicated or acknowledge as referenced work. This thesis has not been submitted to any other academic institution or non-academic institution for any degree or qualification.

I, hereby, acknowledge that I have been supplied with the Academic Rules and Regulations for Under Graduate, Universiti Teknologi MARA, regulating the conduct of my study and research.

Name of Student : Norzahirah Binti Zaini

Student I.D. No. : 2017606542

Programme : Diploma in Muamalat – IC110

Faculty : Academy of Contemporary Islamic Studies

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Alam Students.

Signature of Student :

Date : December 2019

ABSTRACT

This study examines the factors that influence online food delivery services among the students of UiTM Cawangan Selangor, Kampus Puncak Alam. The factors needs to be achieved from the customers are consist of three elements which are; trust, satisfaction, and loyalty. A survey data of 102 online food delivery customers were used to test the research correlation using Statistical Package for Social Sciences (SPSS). Results reveal a weak significant relationship between the customer experience in the usage of online food delivery services and customer loyalty of online food delivery services. Moreover, the factors of online food delivery services among the students also determine the customer satisfaction that will lead to the trust and loyalty. To conclude, the study provides valuable insights for operation of online food ordering and delivery successfully.

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