

UNIVERSITI TEKNOLOGI MARA

**NETWORK ANALYSIS ON FOOD
DELIVERY SERVICES IN KUBANG
PASU, KEDAH**

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A thesis submitted in fulfilment
of the requirements for the degree of
**Bachelor of Surveying Science and Geomatics
(Hons)**

**Faculty of Architecture, Planning &
Surveying**

August 2022

ACKNOWLEDGEMENT

First of all, in the name of ALLAH, the All-Merciful and the all-Compassionate. All praise be to Allah SWT for giving me a blessing, strength of physical and mental and courage to complete this research. With good health, it enables me to finish this writing accordingly. I would like to say my gratitude to my family especially my mother for supporting me the whole time and my friends that help to provide some information that I did not understand until I managed to finish this writing. Besides that, I wish to express my sincere thanks to Dr. Nazirah Binti Md. Tarmizi, Supervisor for this final year project for providing me with plenty of information about my topic and also being guidance for me from the start of this project until finish. I also would like to thank you to Dr. Muhammad Faiz Bin Pa'suya as a lecturer and also a coordinator for subject Dissertation 1I. Dr. Nazirah has been guided me from the start until now in terms of formatting and rules that need to be followed in writing the proposal and thesis. Lastly, I take this opportunity to express my gratitude to my colleagues and who directly or indirectly have lent their hand through this journey.

ABSTRACT

With the advancement of technology and the availability of the internet, people have become increasingly reliant on smartphones for daily life usage. In Malaysia, online food delivery services is the process to order for an outdoor food that we can order through an app that can be delivered to customers who order food. The change in the character of urban consumers may have helped the rise of online food delivery services which have grown day by day making the demand for food delivery services to be needed. Therefore, the focus in this study is to help the delivery service speed up the delivery time and use the shortest route. The research was centered on the two research objectives that need to be achieved, the first objective is to analyse possible routes for food delivery services in Kubang Pasu using GIS. The second objective was to justify the shortest path for food delivery services in Kubang Pasu. This study employed a methodology of four phases is project planning, data collection, data processing and result analysis. The findings, analyse of route mapping for food delivery services.

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CHAPTER ONE

INTRODUCTION

1.1 Research Background

The food delivery services mean to order food from a restaurant or fast-food store, asking the restaurant to make the food, and then ask the food delivery to deliver it to the customer's given address. Southeast Asia has a large market in food delivery services. As a result, although the food industry is a trillion dollar industry, the delivery industry is only a small part of it because the food industry is a very popular industry (Lau & Ng, 2019) . In this day, food delivery services have become the standard the food business is very convenient with the availability of technology such as smartphones and the internet to place orders without worrying about being charged for calling online. Food ordering applications are another latest trend in the food delivery business that can be downloaded over the telephone (Yuchen, 2020). As a result, customers are forced to change their tastes and seek out digital services, including food purchases. As a result, to continue the business, the restaurant is looking forward to working with an online delivery platform such as GrabFood, FoodPanda, Loncat-Loncat, Hola, and other food delivery services that are accessible in Malaysia. FoodPanda is an example because the German mobile food delivery market based in Berlin, Germany was established in 2012 and operates in several countries and regions, including Malaysia.

Malaysians were more inclined to order food online and have it delivered to their doorstep during the COVID-19 pandemic. Many restaurants have been forced to provide online food delivery services to stay alive, and this sector has exploded (Tan et al., 2021). Therefore, with the occurrence of this COVID-19 pandemic, the demand for this food delivery service is high as a result of the control movement order that the government has issued. As a result, new consumers are attracted to the benefits offered by this online food delivery services. Almost all consumer needs regarding food and beverage purchases are available through the app, which can be done with the press of a button. Customers do not have to go out on their own or phone to place an order. Customers can use this app to find nearby restaurants, view menu options and choose the dish or drink they want. In