



اُتِيهِمْ سَيِّئَاتِهِمْ بِمَا كَانُوا يَعْمَلُونَ  
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**THE USAGE OF MCDONALD'S APPLICATION AMONG  
UITM TERENGGANU STUDENTS**

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## ABSTRACT

The purpose of this research is to identify effectiveness of the McDonalds mobile application among the students in UiTM Dungun and to identify the satisfaction of UiTM students in using the applications. The mobile apps have been known to the world market and most of the foodservice establishment also has their own apps to make the sales market. The organizations are designed their own in-app purchases to increase their sales and do the promoting of their products and services through the mobile apps. The factors that have been analysed in this study are the effectiveness and satisfaction of students by using the mobile applications in their everyday life. This research was done by conducting a survey and the questionnaire were distributed to the students in UiTM Dungun. The data were analysed by Statistical Package for the Social Science (SPSS). The results were analysed by using frequency analysis. The findings and interpretation of the research are identified in chapter four. From the results, it shows that its effective and satisfied the respondents that using the mobile applications. In conclusion, this research can give some valuable information to the researcher, organizations and the reader which is useful for basic knowledge. Hopefully it can attract the society to grab chance in using the mobile applications that can make their everyday life easier.

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## CHAPTER 1: INTRODUCTION

### 1.1 Overview

In this era of the foodservice industry, the usage of the mobile application plays an important role in the organizations to develop an effective mobile apps business models and adoption strategies to the society. According to Chin Lung Hsu and Judy Chuan-Chuan Lin (2016), most of the mobile apps has been designed to fulfil the specific users of the mobile applications are demands for shopping, entertainment, information and also the social interactions. There are also more devices in the world than the total number of computers and television units combined, meaning that the business needs a mobile presence to stay connected with its customers (Vividus, 2017). This is because the society nowadays are more demands in using the mobile apps in their daily life. This is because some of the information they can get it just from the mobile apps. The mobile apps have provided much faster alternatives than mobile web browsing because it only takes a second to launch a mobile app because the majority of the information is stored in the application itself making it possible to function offline and online. According to Vividus (2017), the mobile apps can reinforce the brands of the products and services by increasing the visibility. An app gives a business more presence on a phone. This is because it can help to build the loyalty with customers because the business in front of them all times.

The mobile apps have been known to the world market and most of the foodservice establishment also has their own apps to make the sales market. The organizations are designed their own in-app purchases to increase their sales and do the promoting of their products and services through the mobile apps. For the mobile apps, the consumer first have to download the apps for them to get the contents of the products and services that are available. According to the Strom, Martin & Bredican (2013), the mobile devices and the mobile applications have offered the vendor more opportunity to get a new channel to attract and reach more customers. By using the mobile apps, it can give the opportunity to the foodservice establishment to enter all of the information search, promotion and also to announce of their new products and services through the applications, so that the consumers can reach on the information faster to the customers. This is because the usage of the mobile apps are fast and have a long distance