



اَوْنَبُورِ سَيِّتِي تَيَكْنُو لَوِي كِي مَبَارَا
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Factors Affecting the Acceptance of Online Food Delivery in Malaysia

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Abstract

This research is purposely for identifying the factors that affecting the acceptance toward online food delivery (OFD) in Malaysia. This research is a secondary research with the argumentative analysis writing referring the previous research. There are two (2) factors identified to be the independent variable which are Website Quality and Service Quality. The dependent variable will be the acceptance of consumer toward online food delivery. This research is based on few problems happened in the hospitality industry in Malaysia and other few country such as issues related to the rider's salary, food delivery fees, risk facing by the rider on the road, misused of the service delivery and etc. In this research, the researcher also going to identify the most influential factor that affect the acceptance of online food delivery (OFD) in Malaysia among the selected independent variable. This research is going to help the local food Industry to do some improvise on the food ordering technology when knowing the factors that affecting the acceptance of OFD and the benefits receive by the local business. For the final result, the study proved that website quality and service quality are the factors that affect the acceptance of OFD in Malaysia and the most influential factors found to be service quality.

Keyword: Website Quality, Service Quality, Online Food Delivery (OFD)

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