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**FACULTY OF HOTEL & TOURISM MANAGEMENT**

**ONLINE FOOD ORDERING THROUGH MOBILE APPLICATIONS  
AMONG UiTM TERENGGANU BRANCH'S STUDENTS**

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## Abstract

This undergraduate project aims to determine the descriptive research design using quantitative method through self-administrated questionnaire was employed for the purpose of this investigation. 361 questionnaires were distributed to UiTM Terengganu students (Dungun campus – 233 students, Bukit Besi campus – 59 students, and Kuala Terengganu campus – 69 students) to contribute in collecting relevant data. These data were screened and analyzed using construct validity and composite reliability. All the data were keyed-in into SPSS version 25.0 and analyzed using suitable statistical analyses to respond to this study's research objectives; i) to examine the factors that influence students to order food online through mobile application (RO1), and ii) to identify the relationship between convenience, pricing and availability of delivery services as the determinants for the students to order food online through mobile application (RO2). From the results, multiple regression analysis revealed that the independent variables which are convenience, price and availability of delivery service have a positive relationship towards UiTM Terengganu branch's student' mobile usage app in ordering food online through mobile applications. Convenience was seen as the most crucial factor which influences UiTM Terengganu branch's students to order food online through mobile applications. Findings from this study enable to support existing knowledge and theories on the determinants of online food ordering through mobile applications. Analyses showed that convenience is the most significant determinant that motivates students to order food online using mobile application. It was also found that availability of delivery service and price are the driving forces to mobile food application usage among the students to order their preferred foods. Based on these evidences, therefore, this study revealed that online food ordering through mobile applications is a convenient way to help students (i.e. UiTM Terengganu branch, in particular) as well as an alternative medium to order and obtain their preferred foods. The existence and availability of relevant mobile food application is beyond ability in providing relevant details and information about restaurants and foods.

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# TABLE OF CONTENTS

CHAPTERS	CONTENTS	PAGES
	DECLARATION	i
	ABSTRACT	ii
	ACKNOWLEDGEMENTS	iii
	TABLE OF CONTENTS	iv
	LIST OF FIGURES	vii
	LIST OF TABLES	vii
	LIST OF APPENDICES	vii
	LIST OF ACRONYMS	viii
<b>1.0</b>	<b>INTRODUCTION</b>	
	1.1 Overview	1
	1.2 Background of the Study	1
	1.3 Problem Statement	2
	1.4 Research Objectives	3
	1.5 Research Questions/Hypothesis	4
	1.6 Research Framework	4
	1.7 Significance of the Study	5
	1.7.1 Practical Aspects	
	1.7.2 Academic Aspects	

1.8	Limitation/Scope of the Study	5
1.9	Definition of Key Terms	6
1.10	Chapters Organization	7
<b>2.0</b>	<b>LITERATURE REVIEW</b>	
2.1	Overview	9
2.2	Online Food Ordering by Mobile Applications	9
2.3	Convenience	11
2.4	Price	11
2.5	Availability of Delivery Service	12
2.6	Previous Studies on Online Food Ordering in Malaysia	14
2.7	Summary	15
<b>3.0</b>	<b>METHODOLOGY</b>	
3.1	Overview	16
3.2	Research Design	17
3.3	Population and Sampling	18
	3.3.1 Target Population	
	3.3.2 Sampling Frame and Location	
	3.3.3 Sampling Size	
3.4	Instrument Development and Testing	19
	3.4.1 Questionnaire Design	