

**UNIVERSITI TEKNOLOGI MARA**

**PREVENTION OF DISOBEYING  
TRAFFIC RULES AMONG FOOD  
DELIVERY RIDERS IN MALAYSIA**

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Thesis submitted in fulfillment  
of the requirements for the degree of  
**Master of Art**  
**(Art & Design)**

**College of Creative Arts**

**March 2024**

## ABSTRACT

Food delivery is a very popular service provided by Malaysians. There are numerous food delivery systems available in Malaysia today. Foodpanda, GrabFood, and Dah Makan are a few examples. Road traffic accidents involving motorcyclists have steadily increased in Malaysia over the years. Similarly, with high demand, people are turning to online food delivery, raising the possibility of the delivery person, also known as the rider, disobeying road regulations and causing a road accident. This study was conducted to identify the prevention of disobeying traffic rules among food delivery riders in Malaysia using qualitative research. It will address the rider's concern about safety awareness of the road, factors that contribute to traffic accidents, and implications when they deliver food to customers. Participants consisted of food delivery riders from Foodpanda and GrabFood. Data were collected using a focus group discussion via Google Meet to accomplish this research. Therefore, the data were analysed using Atlas.ti software as a coding tool and the transcript from the focus group discussion. As a result, the food delivery rider is aware of safety awareness practices and the dangers of traffic violations but has failed to implement them. The majority of GrabFood and Foodpanda food delivery riders are young people, so it is great to start a career without any experience. Being a food delivery rider is not a long-term job because they are exposed to risk on the road. Certainly, unless there are no other options, this job is not suitable for older people due to health concerns. It would be highly beneficial for Malaysian food delivery riders as it would reduce the number of violations and improve the training of food delivery riders in order to improve their safety awareness while delivering food on the road. If these concerns were addressed, the number of accidents and violations related to speeding would decrease, potentially saving the rider's life.

*Keywords: Food delivery rider, traffic violations, safety awareness, and accidents*

## **ACKNOWLEDGEMENT**

Alhamdulillah, first of all, I would like to thank Allah the Almighty for blessing me with health and strength as I finally were able to complete the thesis writing successfully.

Firstly, I would like to say a huge thank you to my very dedicated supervisor, Dr. S'harin Mokhtar, for her continuous and never-ending support, guidance, and encouragement. She has been very helpful in giving me constant supervision and providing me with the necessary assistance needed for this research project. This research project can never be accomplished without her.

I would like to thank all the food delivery riders from GrabFood and Foodpanda participants who assisted during the focus group discussion.

My special thanks go to my research study mates, who have been offering me their kind assistance and support in accomplishing this research project. I am forever indebted to everyone who has contributed to this project.

Nevertheless, I would like to express my gratitude towards my family, especially my parents, for their understanding, encouragement, and support, which indeed helped me a lot in completing this research project.

Last but not least, millions of thanks to all parties who have indirectly contributed to the completion of this research. Your kindness is very meaningful and valuable to me.

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# CHAPTER 1

## INTRODUCTION

### 1.1 Research Background

We have learned more about Malaysia as the twenty-first century has advanced. Take-out and eating out have given way to online meal ordering as the new way to dine out. Aside from that, Malaysia has a plethora of meal delivery services, with several of them providing online food delivery. One of them is Foodpanda, Malaysia's first aggressively launched delivery business. Other industry players, such as GrabFood, Pop Meals, DeliverEat, EASI, and many more, claim to have developed new income streams for their partner eateries. Furthermore, the majority of these meal delivery services are concentrated in major cities such as Kuala Lumpur, Klang Valley, Penang, and Johor Bahru. Furthermore, because to its enormous demand, it was freely accessible everywhere and was rapid, easy, and user-friendly. The internet has evolved throughout time as a consequence of the worldwide impact of information and technology. Your order has been received and is being processed as a consequence of a single click. According to Adithya R., Abhishek Singh, Salma Pathan, and Vaishnav Kanade (2017) study, customers may buy and follow meals online. Furthermore, the apps had a number of features that made it simple for users to utilise them.

Things that appeared impossible to achieve are now possible thanks to technological developments. As a consequence of technology advancements, a broad variety of enterprises are now creating online storefronts. Food deliveries are already common and rapidly expanding, developing new social habits and offering customers with a convenient way to enjoy their favourite dishes in the comfort of their own homes. Ordering may satisfy the variable, mostly on-time delivery services, which have a significant influence on total customer contentment and evaluations. As a result, many city dwellers feel that utilising online food delivery services is a reasonable alternative during a hectic work week. As a result of how dramatically food delivery services have affected consumer behaviour, especially among urban customers, using online meal delivery services has become ordinary and anticipated.

Since this phenomena has altered the way the restaurant sector has historically worked, a new wave is brewing inside Malaysia's food and beverage industry. The