

**UNIVERSITI TEKNOLOGI MARA**

**A STUDY ON ONLINE APPLICATION AS A  
PLATFORM FOR SELLING BURGER  
CASE STUDY: BURGER K**

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Thesis submitted in fulfillment of the requirements  
for

**Bachelor Degree (Hons) in Graphic Design Majoring in Multimedia**

**Faculty of Art & Design**

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## CONFIRMATION BY EXAMINER

I certify that an examiner has met on 6<sup>th</sup> February 2022 to conduct the final examination of Muhammad Irfan bin Bahasaruddin on his Bachelor Degree (Hons) in Graphic Design thesis entitled A Study On Online Application As A Platform For Selling Burger (Case Study : Burger K) in accordance with Universiti Teknologi MARA Act 1976 (Akta 173). The examiner undersigned recommends that the student be awarded the relevant degree.



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## **AUTHOR'S DECLARATION**

I declare that the work in this thesis was carried out in accordance with the regulations of Universiti Teknologi MARA. It is original and is the results of my own work, unless otherwise indicated or acknowledged as referenced work. This thesis has not been submitted to any other academic institution or non-academic institution for any degree or qualification.

I, hereby, acknowledge that I have been supplied with the Academic Rules and Regulations for Undergraduate, Universiti Teknologi MARA, regulating the conduct of my study and research.

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## **ABSTRACT**

This study was conducted to study the effectiveness of online application as a selling platform for burger (Case Study : Burger K). This study includes 2 objectives which is to analyse the convenience of using online application by customer and to study the effectiveness of online application as a selling platform for selling burger. As we all know, online application nowadays has play a big role in business for selling product or services. To get the information on how efficient online application as a selling platform, a quantitative method has been used to collect data from respondents to get specific results. Journals, articles and others internet resources also has been used as supporting data. Throughout this study, researcher can prove that online application is an efficient method to sell burger and in the meantime it can promoting the business as well.

## **ACKNOWLEDGEMENT**

First and foremost, the researcher want to wish thank you to Allah S.W.T for guiding him and showering him with blessings during his research work, allowing him to completing the research successfully.

En. Tengku Shahril Norzaimi bin Tengku Hariffadzillah , the researcher's supervisor, deserves special thanks for providing him with the opportunity to do study and for providing him with unending supervision throughout this project. He has been inspired by his vision, genuineness, and ambition. Working and studying under his direction was a privilege and honour. En. Tengku Shahril Norzaimi bin Tengku Hariffadzillah has provided the researcher with invaluable assistance throughout the research procedure.

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## **CHAPTER 1**

### **BACKGROUND RESEARCH**

#### **1.1 Research Background**

Burger K is a local family business that sell burger in a Taman Amalina Lestari Raub, Pahang through a small stall . This business has cover almost all the area nearby including 2 residential area next to their place. They sell varieties of burgers including drinks and snacks for their customers to dine in. This business also has been targeted almost the same customer since they are the one and only burger seller in the area that make them didn't have any competitor.

#### **1.2 Problem Statement**

Burger K's selling nowadays are slow-moving in past 1 year due to the problem of promoting their product. According to Encik Rizqi bin Muhamad , their burger sale has turnout decrease , inconsistent and low incomes because of the problem they occur at the moment. Other than that , their business doesn't attract people from other area which lead them to have limited customer , which in other word is ' not commercial business '. This problem has lead them to difficult to grow their business widely. There have been some effective attempts to heal their business and growing like they had before. Some of their efforts are increasing their promotion through poster , banner and online marketing which is social media platform such as Facebook but still cannot outcome the problem.

The result has been shown to have negative impact to their business engagement and is becoming a huge concern to their incomes and total of customer. Nowadays , application has become one of the world's most growing engagement to many people with different kind of purpose. According to Scarlett Rose ( Medium, 2020 ) , stated that number of smartphone users in the world today is 3.5 billion, and this means 45.12% of the world's population owns a smartphone. In 2016, the number was only 2.5 billion, 33.58% of that year's global population.. Interactive cellular apps with an eye-catching consumer interface decorate the patron experience. This is what continues the clients coming lower back on your offerings once more and once more. The statement has shown how application can grow business.



The aim of this research is to study the effectiveness of using application as a selling platform to increase sales. It will identify the efficacy of the application to help increase sales and engagement with customer at the same time.

### 1.3 Research Objective :

- I. To study the effectiveness of online application as a selling platform.
- II. To create an online application for online purchase.

#### 1.3.2 Research Question :

- I. How significance is online application as selling platform ?
- II. How creating the application can help the business to grow ?

### 1.4 Study of Significance

- Economy

This study will give advantage to all company that supply their needs to run their business such as bread, meat, sauce and others. The circle of sales which include buyer and seller that are repeatable can stabilize our economy. By the existence of this application also can help them to advertise their business.

- Ergonomic

The intention of this study is to highlight the convenience of using application as selling platform. As we all know, application play an important role towards building strong identity of company or business. This multimedia method also can lead towards promotion and marketing which can engage them to get more customer or consumer. In the meantime, it can increase their sale since it is convenience and easy for people to interact with.

- Customer

In addition to this, customer from other area can be attracted to buy their product without having to go anywhere. The using of application can make them feel more friendly and comfortable to use.

### 1.5 Limitation and Delimitation

The main purpose of this research is to state the effectiveness of online application as a selling platform to sell burger from small business ( Burger K ) and creating an online application for online purchase to make Burger K business grow well.

Due to the epidemic and the Malaysia Movement Control Order ( MCO ), this study's coverage is limited to an online platform which is through Google Form and various social media. Around 55 people will be involved, based on the results of the online platform's target responders. The respondent's personal information, including their opinion, gender, and age, is taken into account by the researcher. The same questions will be given to each of the respondents to fill out.

The absence of resources such as journals and articles to get information about online application as a selling platform itself is one of the study's limitations.

## **CHAPTER 2**

### **LITERATURE REVIEW**

#### **2.1 Introduction**

In this research, it will discuss more details and information about every single things that related with the topic. There are several researches that the researcher have found which related with the topic.

#### **2.2 The Importance of Online Application**

According to Tech Times (2020), mobile applications have been nothing but transformative in the way businesses operate. In 2020, approximately 3.5 billion people worldwide own a smartphone. Mobile apps currently present the most efficient, direct, and customizable way to deliver information about a product and encourage clients to remain loyal to a particular brand. Companies are constantly competing for their customers' attention and loyalty. The struggle to provide the finest product to a larger audience is never-ending. As a result, in such a fast-paced atmosphere, the victor will always be the one who has developed the most efficient and convenient communication routes with their customers. In today's environment, mobile applications are as important as webpages were a decade ago. The following is a breakdown of how mobile apps help many businesses develop and succeed.

Companies may communicate with their customers in real time with push notifications, giving updates faster than ever before. Notifications through a mobile app are more likely to be noticed than checking the company's website or even the individual's personal email. This makes it easy to provide information about price changes, sales, promotions, and new items to customers while also ensuring that they receive it.

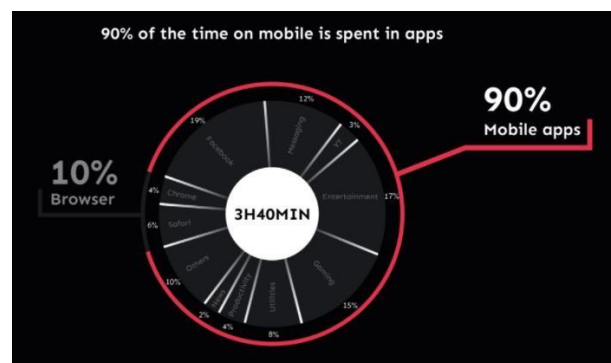
#### **2.3 How Mobile Apps Can Grow Your Business**

According to Scarlett Rose (2020), the number of smartphone users in the world today is 3.5 billion, and this means 45.12% of the world's population owns a smartphone. In 2016, the number was only 2.5 billion, 33.58% of that year's global population. Today's world has been

drastically transformed by the introduction of mobile phones. There are millions of apps accessible for online shopping, including clothing, accessories, and other things. This is why mobile app development is so critical to your company's success. The consumer experience is enhanced via interactive mobile apps with a pleasing user interface. This is what keeps clients returning to your services time after again. I've talked about how mobile apps can help your business expand in this blog.

## 2.4 Why are mobile apps better than websites?

Without a doubt, mobile apps have become an indispensable part of our daily lives. But what distinguishes them from mobile websites? Apps account for 90% of all time spent on mobile, according to the latest statistics. Mobile apps have already grabbed the lead, and we've collected seven points to persuade you that this is the case.



Source : <https://rubygarage.org/blog/mobile-app-vs-mobile-website>

According to Przemysław Pala (2021) , after conducting our own study, we provide to you a condensed list of reasons why mobile applications are superior to mobile websites.

Personalization that is better and more focused

- Mobile apps are about providing devoted and individualised communication to customers based on their preferences, giving them new options, useful features, and quick solutions.

Staying in touch with customers via mobile alerts

- Push notifications and in-app notifications are two different types of smartphone notifications. Both are highly desired solutions that allow a firm or a brand to maintain continual communication with customers while remaining non-intrusive.

#### A massive influx of conversions

- Mobile apps can help increase client conversion rates, which can lead to increased sales for a company. Having said that, it's critical to understand the power of mobile apps in terms of attracting a mobile audience and converting them to the conversion funnel.

#### Solution that saves time

- It's no surprise that mobile apps are often faster than websites. It refers to well-designed apps that collect data on mobile devices inside. This allows them to work more quickly than websites that rely on web servers.

#### New branding leads to a wholly new user experience.

- Having the freedom to provide clients with an unique user experience can be a significant advantage. A new look and feel can be a dangerous decision, but with careful implementation, you can attract more clients and increase their interest.

#### Possibility of utilising the functionalities of a mobile device

- When it comes to mobile device capabilities like camera, GPS, phone calls, contacts list, notes, and many others that can help you operate more efficiently, it's a clear difference.

## **2.5 The Growth of Online Ordering and Food Delivery**

According to Lavu (2022) , In recent years, the food business has seen a considerable transformation. Customers may now buy food online and have it delivered to their homes in as little as an hour. In fact, during the previous five years, internet meal ordering and restaurant delivery have grown at a rate of over 20%. Although projections vary by location, by 2025, online meal delivery is predicted to be worth more than \$220 billion. This equates to around

40% of total restaurant sales. More than half of all customer orders are now delivered directly from restaurants' apps or websites, thanks to improvements in the food delivery industry. Restaurants and other food businesses are increasingly using a variety of methods to handle digital ordering and delivery of food. While some people do it on their own through independent platforms, third-party systems such as Uber Eats and Delivery Hero have grown in popularity. Hybrid delivery platforms are also taking a bite out of the business, changing the way food is served.

The growth of internet ordering and meal delivery has also been assisted by shifting consumer demands. People are now customers who do everything online, including ordering food, as a result of the digital age. The usage of smartphone apps to place meal orders online is increasingly becoming the standard among restaurant patrons. Restaurants and other enterprises are responding to changing consumer preferences to stay in business, given that customer retention is the single most significant component in the profitability of a food business.

## CHAPTER 3

### RESEARCH METHADODOLOGY

#### 3.1 Sample Study / Artwork

##### 3.1.1 Zomato

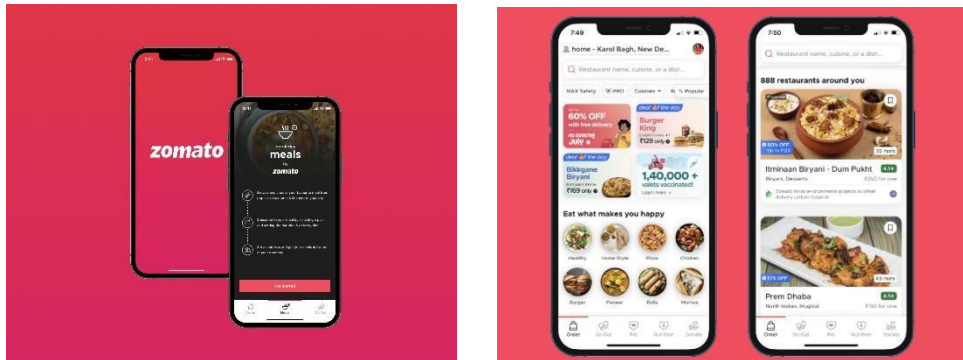


Image 1 : Zomato Application

Zomato, formerly known as 'Foodiebay,' is an online restaurant search and delivery platform that was created in 2008. The India-based firm performed so well in their home market that UberEats (see below) purchased all of their Indian operations for \$400 million. For me, Zomato application able to attract many customers because it is an easy-to-use information base for resolving consumer issues. It also provide menus with image , coupons and complete user profile.

##### 3.1.2 Domino's Pizza

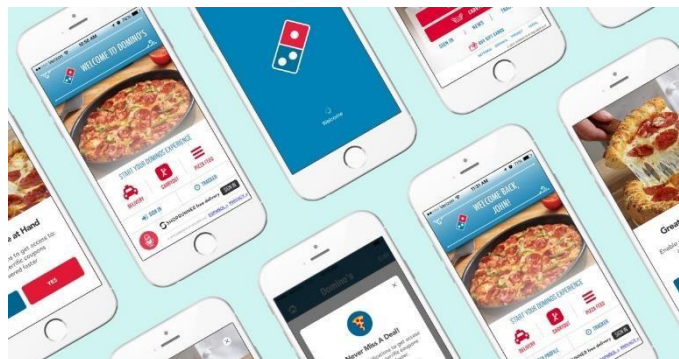


Image 2 : Grab Food

Domino's is a well-known pizza delivery service with a top-notch app. It doesn't transport meals from numerous restaurants (just its own), but we included it since you'd be hard-pressed to find a better user experience when it comes to customising and ordering a meal than this one. The visuals clearly show what users can order. It also provides a feature where toppings can be swapped, ordering can be changed, and a meal can be totally customised. Order tracking that shows each step of the process, including prepping the pizza, baking the pizza, picking up the order, and delivering it which means the application is user friendly and easy to access.

### 3.1.3 Pizza Hut

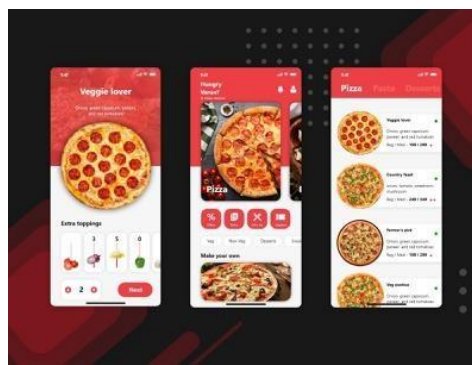


Image 3 : Pizza Hut ( Designed by Chaitanya Thanekar )

Dan and Frank Carney launched Pizza Hut in Wichita, Kansas in 1958 as a worldwide restaurant company and international franchise. As of December 31, 2019, the brand had 18,703 stores globally, making it the world's largest pizza chain by number of locations. Based on the design interface by Chaitanya Thanekar, the application look is simple, streamlined interface with good visuals and excellent search features.

## 3.2 Design and Development Process

For design and development process, it all started by referring to several of references and published application as shown in 3.1.1, 3.1.2 and 3.1.3. For the next step, the researcher has made a draft or flow of the online application to show how the application works which is known as process of design as shown on image 3.2.1. The process was created to make a plan before furthering into visualisation process and use Adobe Illustrator as creating software.



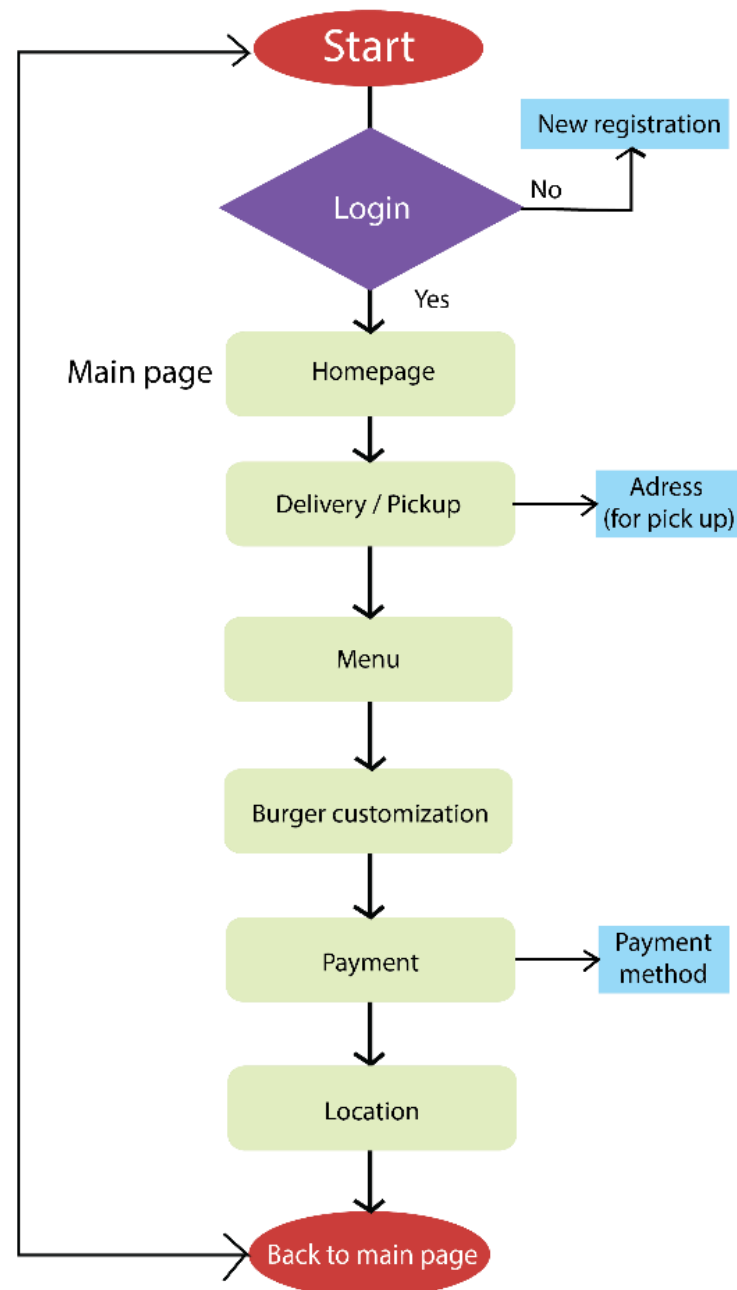


Image 3.2.1 : Online Application Flow

For the next process , the flow from 3.2.1 has been converted into a wireframe to show the early visual of the online application that will be created. The previous phases assisted in determining what the application want to achieve. The wireframe is a more detailed and specific representation of how things will work and which pages and functionality will be required. Once the wireframe is complete, it will have a pleasant overview of what pages are required and how the application will function. Image 3.3.2 below show the wireframe process.



Image 3.2.2 Wireframe process

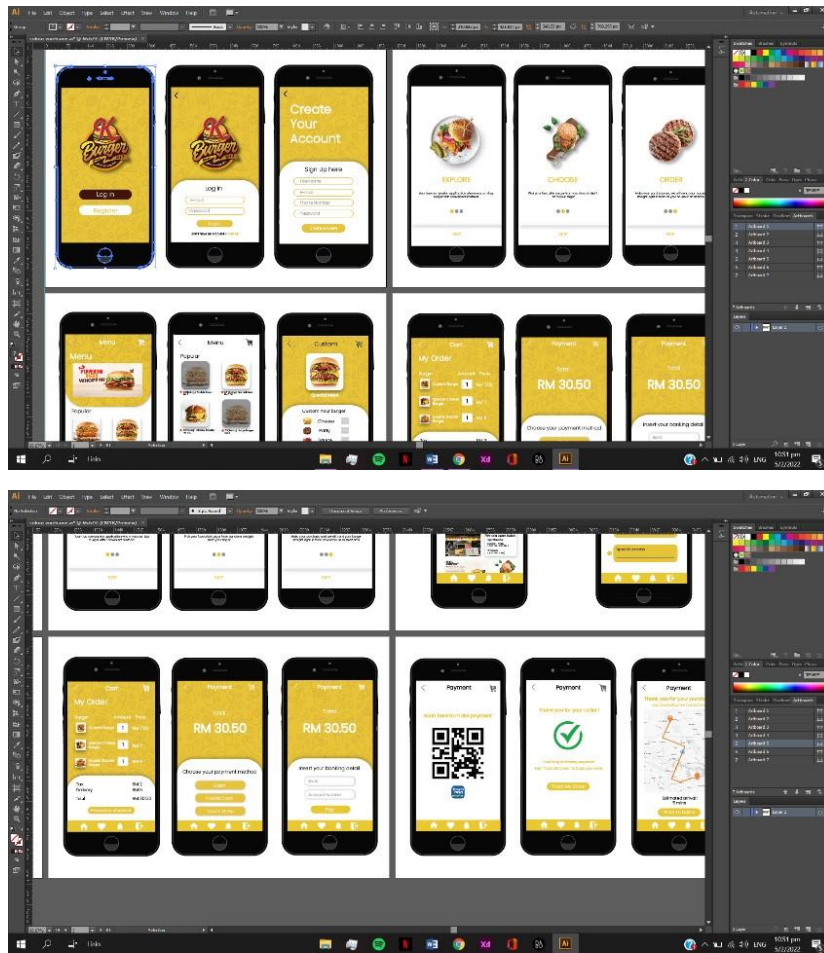


Image 3.2.3 Interface Design Process

Once the wireframe has been confirmed, it will go to the next phase which is interface design process as shown in image 3.2.3. Every content, visuals and layout will be arranged using Adobe Illustrator as design software. Soon after the designs are ready, the design will be sent to Adobe XD for final stage which is prototype phase. At this phase, all buttons and features are going to be a fully functional application.

### 3.3 Analysis

#### 3.3.1 Introduction

Research methodology is a procedure or strategy used to find, select, process, and analyse information about a topic. The methodology portion of a research article allows the reader to critically examine the study's overall validity and dependability. In this chapter, the researcher

will analyse the effectiveness of online application as a selling platform for burger (Burger K) and how online application can help the business to grow based on past articles and respondent's thoughts. This research is descriptive research that will focus on the effectiveness of online application as a selling platform and how will the online application can help the business to grow and compete with other competitors.

### **3.3.2 Research Design**

For this research, quantitative method is the technique that has been used as the main process. Quantitative approaches focus on objective measurements and statistical, mathematical, or numerical analysis of data acquired through polls, questionnaires, and surveys, as well as modifying pre-existing statistical data using computing techniques. Quantitative research aims to gain a better understanding of the social world through data collection. Quantitative methods are used by researchers to observe conditions or events that have an impact on people. Quantitative research yields objective data that can be expressed effectively using statistics and numbers.

By using this method, it can come out with respondent's thoughts , opinion , feedback or comments regarding how significance is online application as a selling platform for burger and how creating the online application can help the business to grow as mentioned in the research question. This method can also be used to confirm or test a hypothesis or theory where the outcome will support the hypothesis that was written by researcher.

### **3.3.3 Data Collection**

The questionnaires are sent online for this study, such as through Google Form , to receive random responses and to achieve the research objectives depending on their preferences and the most appropriate approach people on how significance is online application as a selling platform. There are two sections with a total of 19 questions to be answered by about 55 responders ranging in age from 19 to 40 years old and above.

As for the secondary data for this research, the researcher will use a published online application services as an observation and reference to study the efficacy of online application that related with selling platform.

#### 3.3.4 Questionnaire

For this research's questionnaire it will contains 2 section which is Section A and Section B . Section A is known as Demographic section. This segmentation assists organisations in precisely understanding consumer behaviour, allowing them to perform better. Age, sex, gender, religion, and educational attainment are all important demographic factors in study.

Meanwhile for Section B, it consists questions about their interest in burgers, their perspective on which multimedia platform they are familiar with, their thoughts on online applications, and their input regarding on why online applications may help the business expand. This section is important because it will determine whether this research will meet the aim, objective and questions of this research.

## CHAPTER 4

### RESULT AND DISCUSSION

#### 4.1 Research Findings

From the data survey that have been collected that was used to get a quantitative data of people about their thought of making an online application as a selling platform for Burger K. The survey was created on Google Form platform and were hand on to respondent ages from 19 years old – 40 years old and above from January 2022 until February 2022 . The survey was spread through Whatsapp and personal sharing.

##### Section A : Demographic

###### 1) Gender

Gender	Male	Female
Total	16	35
Percentage (%)	31.4 %	68.6 %

Table 4.2.1 Gender and Total Numbers / Percentage

Section A is known as demographic of the respondents that includes of 16 (31.4%) of male and 35 (68.6) female.

###### 2) Age

Age	Percentage
6 – 18 years old	0 %
19 – 25 years old	88 %
26 – 39 years old	10 %
40 years old and above	40 %

Table 4.2.2 Age of respondents

The researcher used a questionnaire that included people ranging in age from 19 to 40 years old and above. The table above reveals that people age of 19-25 years old were the most likely to answer.

### 3) State

State	Total Numbers / Percentage (%)
Kelantan	5 (9.8%)
Kedah	0
Johor	4 (7.8%)
Melaka	0
Negeri Sembilan	1 (2%)
Pahang	20 (39.2%)
Perak	2 (3.9%)
Perlis	1 (2%)
Pulau Pinang	0
Selangor	10 (19.6%)
Terengganu	2 (3.9%)
Sabah	1 (2%)
Sarawak	1 (2%)
Kuala Lumpur	4 (7.8%)

Table 4.2.3 State and total numbers/percentage of respondents

The table show that people from Pahang 20 (39.8%) have the highest amount of respondents followed by Selangor 10 (19.6%) and Kelantan 5 (9.8%) meanwhile Sabah , Negeri Sembilan , Sarawak , Perlis has 1 (2%). There is no respondents from Kedah , Melaka and Pulau Pinang recorded.

### 4) Race

Race	Total Numbers / Percentage
Malay	47 (92.2%)
Chinese	3 (5.9%)

Indian	0
Others	1 (2%)

Table 4.2.4 Race and total numbers / percentage

#### 5) Education Level

Education Level	Total Numbers / Percentage (%)
SPM	0
Diploma	8 (15.7%)
Degree	40 (78.4%)
Master	3 (5.9%)
PhD	0

Table 4.2.5 Education level and total numbers / percentage

Based on the table above , Degree level has the most highest numbers of respondent which is 40 (78.4%) followed by Diploma 8 (15.7%) and Master 3 (5.9%). SPM and PhD level has none.

#### 6) Occupation

Occupation	Total Numbers / Percentage
Students	42 (82.4%)
Employed	8 (15.7%)
Unemployed	1 (2%)

Table 4.2.6 Occupation and total numbers / percentage

### Section B : Thoughts and Feedback on Online Application

#### 7) Do you like burger ?



	Total numbers / Percentage
Yes	100 (100%)
No	0

Table 4.2.7 Do you like burger respondents

The table show that 100 (100%) respondents likes burger.

8) How often do you crave a burger ?

	Total Numbers / Percentage
Regularly	5 (9.8%)
Every day	2 (3.9%)
Every week	18 (35.3%)
Once a week	10 (19.6%)
Once a month	16 (31.4%)

Table 4.2.8 How often do you crave a burger ?

The table show that people who crave burger once a week has the highest numbers of respondent which is 18 (35.3%). Meanwhile , once a month was the second highest which is 16 (31.4%) followed by once a week 10 (19.6) , regularly 5 (9.8%) and the fewest is every day 2 (3.9%).

9) Which platform do you usually use to buy a burger ?

Platform	Total Numbers / Percentage
Website	1 (2%)
Online Application	27 (52.9%)
Offline	23 (45.1%)

Table 4.2.9 Which platform do you usually use to buy a burger ?

Online application has 27 (52.9%) of respondents which seated as the highest followed by offline 23 (45.1%) and website 1 (2%).

10) Do you know that Multimedia platform can help them to increase their sale ?

	Total Numbers / Percentage
Yes	47 (92.2%)
No	0
Maybe	4 (7.8%)

Table 4.2.10 Do you know that Multimedia platform can help them to increase their sale ?

The table above shows the number of respondents who acknowledge Multimedia platform can help them to increase their sale is 47 (92.2%) and the respondents who said maybe is 4 (7.8%).

11) Which Multimedia platform would you prefer as the best and most convenience method to sell burger ?

Multimedia Platform	Total Numbers / Percentage
Website	1 (2%)
Online Application	50 (98%)

Table 4.2.11 Which Multimedia platform would you prefer as the best and most convenience method to sell burger ?

Table shows that respondents are most likely choose online application which is 50 (98%) as the best and the most convenience method to sell burger. Meanwhile , website only have 1 (2%) respondents.

12) State your reason for your choice.

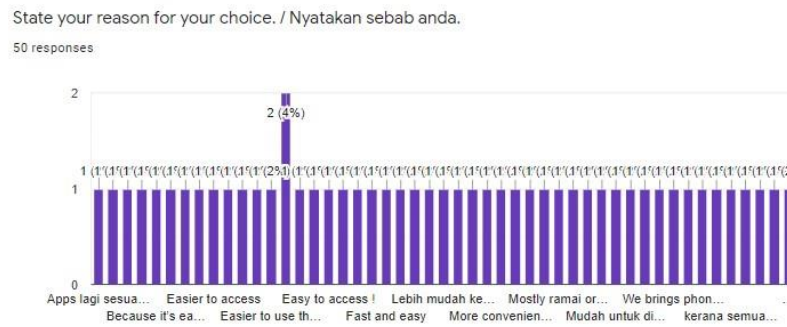


Table 4.2.12 State your reason for your choice

The table above shows the reason that respondents has stated for their choice. Overall , respondents has mention that by using online application, it is more easy for them to access , they are carrying their smartphone anytime and anywhere and user friendly. As a result, we may conclude that an online application has a higher ergonomic value than a website because most individuals nowadays use their smartphone as their primary mode of transportation. Everything they wish to accomplish, such as working and chatting, began with the smartphone in their daily lives. It's also easier to utilise where they can place their order in a short amount of time, according to the respondents.

13) Do you familiar with online application as a selling platform ?

	Total Numbers / Percentage
Yes	50 (98%)
No	1 (2%)
Maybe	0

Table 4.2.13 Do you familiar with online application as a selling platform ?

The table show that respondents who familiar with online application as a selling platform is 50 (98%) and 1 (2%) who said no.

14) Do you think a roadside burger stall should be promoting their business online ?

	Total Numbers / Percentage
Yes	31 (88.6%)
No	1 (2.9%)
Maybe	3 (8.6%)

Table 4.2.14 Do you think a roadside burger stall should be promoting their business online ?

The table above show that most of the respondents agree that roadside burger stall should be promoting their business online with 31 (88.6%). Respondents who choose maybe is 3 (8.6) and respondents who disagree is 1 (2.9%).

15) Do you think online application is effective for selling a burger ?

	Total Numbers / Percentage
Yes	47 (92.2%)
No	1 (2%)
Maybe	3 (5.9%)

Table 4.2.15 Do you think online application is effective for selling a burger ?

As show on the table , 47 (92.3%) respondents agree that online application is effective for selling a burger and maybe with 3 (5.9%). The numbers of respondent who disagree is 1(2%).

16) Do you think that online application can advertise and expose the product ?

	Total Numbers / Percentage
Yes	50 (98%)
No	1 (2%)

Table 4.2.16 Do you think that online application can advertise and expose the product ?

The table show that respondents who answered yes for online application can advertise and expose the product is 50 (98%) while respondents who answered no is 1(2).

17) Do you agree that online application is a friendly user platform ?

	Total Numbers / Percentage
--	----------------------------

Strongly disagree	5 (9.8%)
Disagree	2 (3.9%)
Neutral	3 (5.9%)
Agree	26 (51%)
Strongly agree	15 (29.4%)

Table 4.2.17 Do you agree that online application is a friendly user platform ?

Based on the table above , most of the respondents are agree that online application is a friendly user platform with 26 (51%) respondents. Respondents who answered agree is 15 (29.4%) followed by strongly disagree with 5 (9.8%) , neutral 3 (5.9%) and disagree with only 2 (3.9%).

18) Is online application suitable as selling platform for current trend ?

	Total Numbers / Percentage
Yes	48 (96%)
No	0
Maybe	1 (2%)

Table 4.2.18 Is online application suitable as selling platform for current trend ?

The table above show that respondents who answered yes is 48 (96%) respondents meanwhile respondents who answered maybe 1 (2%) and no with 0.

## 4.2 Data Finding

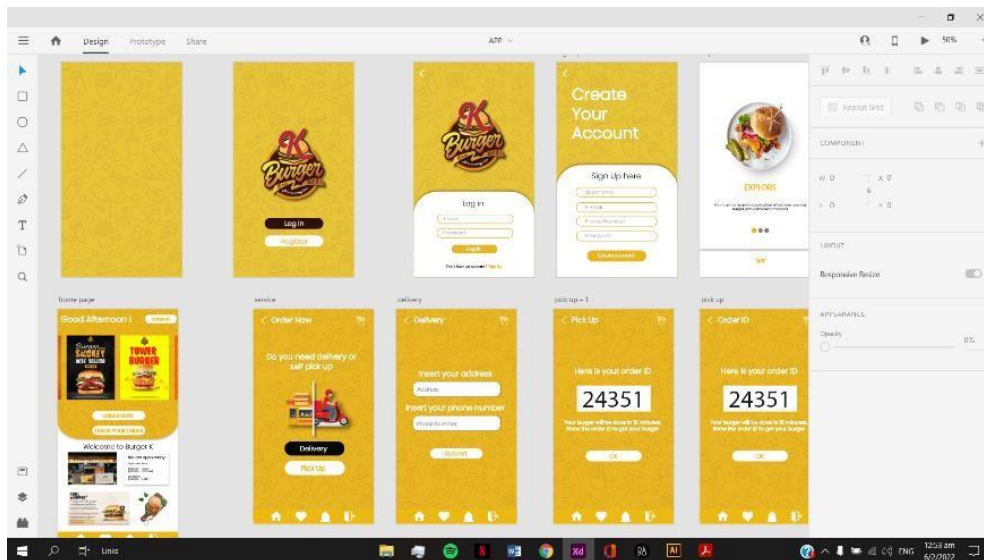
Based on the findings of the survey , most of the respondents are likely agree that online application is effective as a selling platform for selling burger ( Burger K ). What can I conclude from my data survey, 100% of respondents enjoy burgers and want to eat them at least once a month. Based on the results , 54 percent of respondents use an online application when they want to order their burger , compared to website which is 44 percent and offline is 2 percent. According to the findings, online applications have most users and consumers which means that they felt that it is more efficient to use when they want to buy. I discovered that the majority of my responders felt that the most effective multimedia platform for selling and commercialising a business is online application. Majority of respondents have no reservations

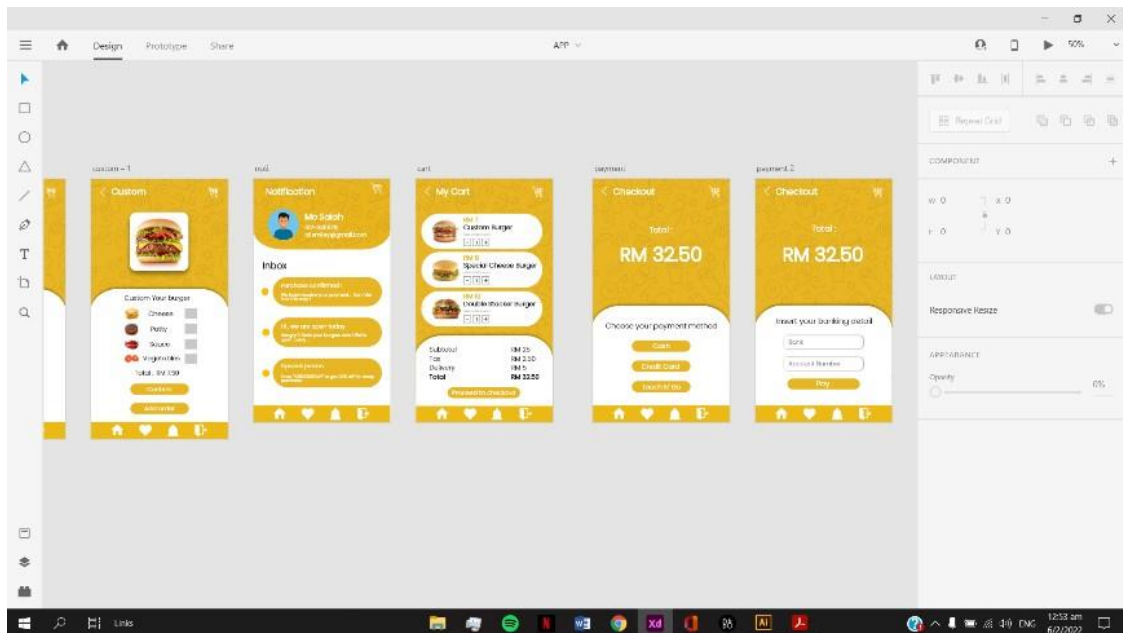
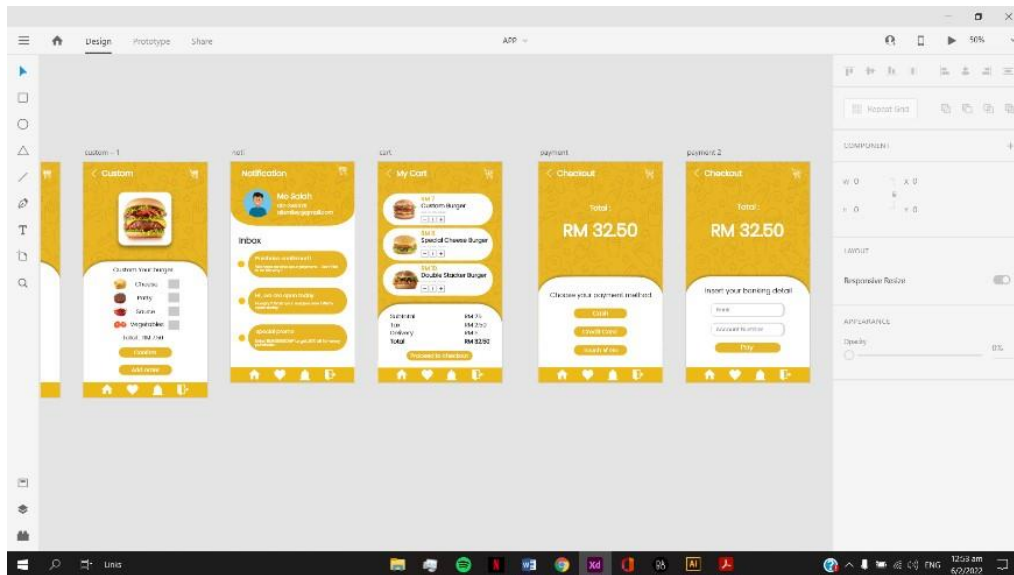
about how an online application may help a business grow, implying that Burger K can boost their sales and income by using an online application platform as a selling platform while also building their brand as a commercial enterprise.

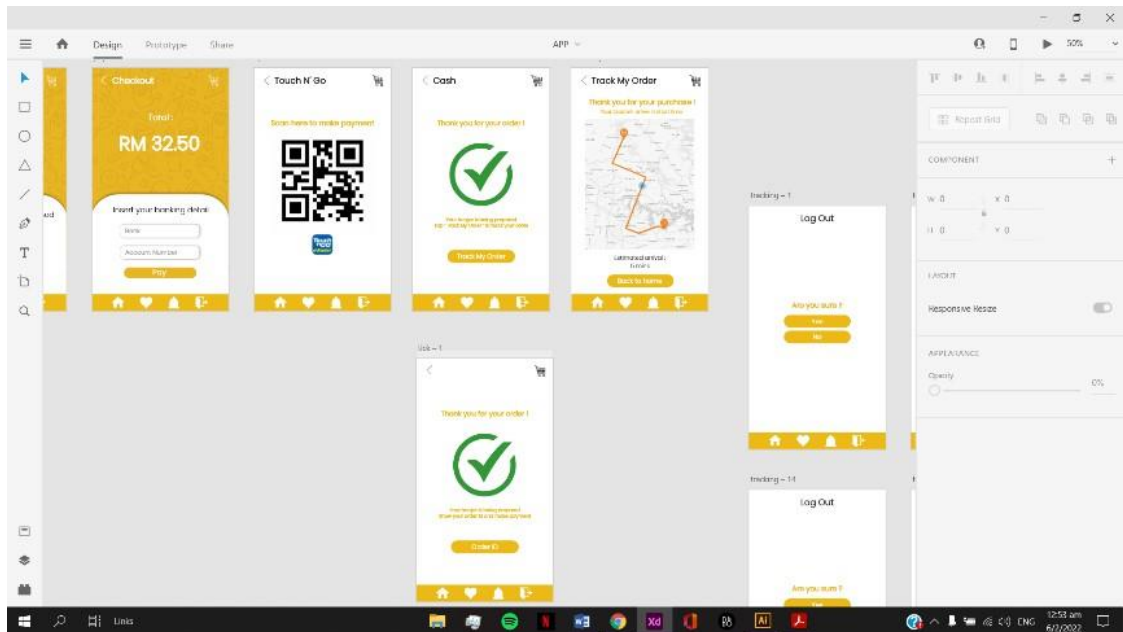
Furthermore, the respondents concluded that using online applications makes it much easier to access because people nowadays rely on their smartphones as their primary mode of transportation for work, communication, and information gathering. Meanwhile, it has also been stated that online applications are more user friendly and easier to use for everyone, including first-time users and people of older generations compared to website.

## 4.3 Design Output

### 4.3.1 Final Outcome







In image above show the prototype of online application that has been finalised using Adobe XD. The colour of the application is based on Burger K cooperate colour which is yellow. Colours in the cool spectrum are regarded to be soothing, peaceful, and subdued. In addition, cool colours such as yellow are calming and reliable, and they can even be utilised as neutrals against brighter hues. At this stage ,the application is already fully functional as a prototype which include all features such as menu , promotion , detail about the business , online order and the main character which is burger customization where customers can create their owqn burger.

To make this application more ergonomic, customer can select either they want to use delivery service or pick up. Furthermore, they can select their payment method which consist cash , online payment or Touch N' Go . The reason this application provide the options is to create a friendly user application, easy to access and to make customer feel they are getting good service.



## **CHAPTER FIVE**

### **CONCLUSION AND RECOMMENDATION**

#### **5.1 Conclusion**

In conclusion , an online application is a multimedia platform that is better adapted for use as a platform for selling burgers nowadays. As according to results of the survey, using this platform can increase Burger K selling, and respondents are convinced that using this platform can also promote the business. It is also in the process of upgrading Burger K from just a small business to a commercial business, which will give it a competitive advantage with other big businesses in terms of selling strategies, business expansion, and other factors.

In addition , this research has answered the research question that has been stated. According to the survey results, the majority of respondents felt that using an online application is a convenient approach to use in light of recent technological advancements, where everything is quick and easy to access. As we all clearly noticed, nowadays people are bringing their smartphones everywhere and use them almost every as their daily needs and driver .

#### **5.2 Recommendation**

In this topic, the researcher recommends Burger K to create or hire a designer to publish an online application as a selling platform for their business , so that Burger K can increase their sale and expose their business. In addition , it will increase their numbers of customer which also can slowly develop the business status from small a business to become a commercial business.

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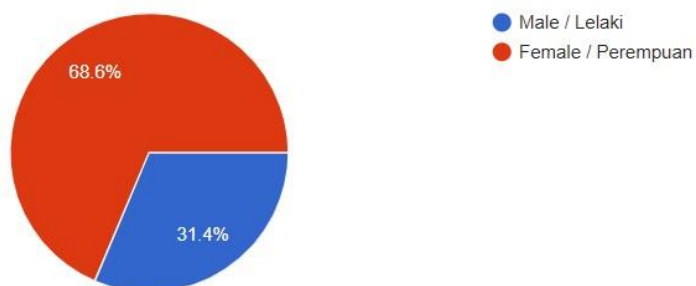
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[rin g%20the%20flow%20between%20screens.](https://www.businessofapps.com/insights/stages-of-appdevelopment/#:~:text=But%20generally%20speaking%2C%20we%20go,captu)

## Appendices

### Questionnaire

Gender / Jantina

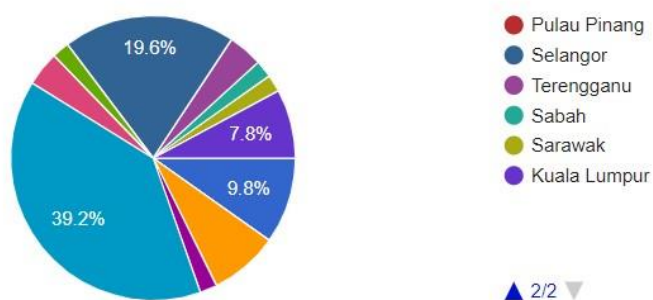
51 responses



Questionnaire 1

State / Negeri

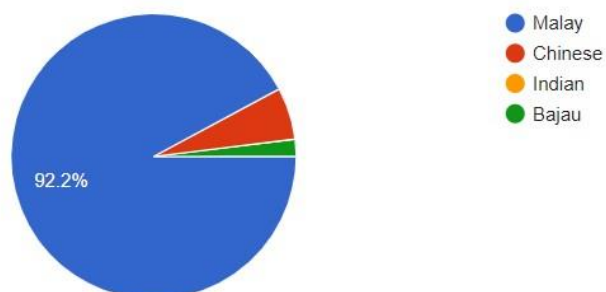
51 responses



Questionnaire 2

Race / Bangsa

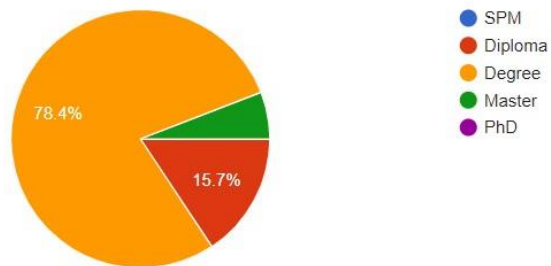
51 responses



Questionnaire 3

#### Education Level / Tahap Pengajian

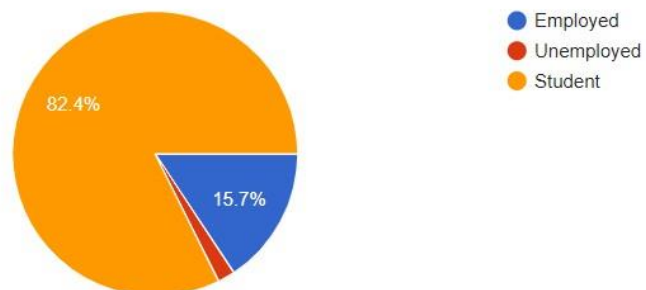
51 responses



#### Questionnaire 4

#### Occupation / Pekerjaan

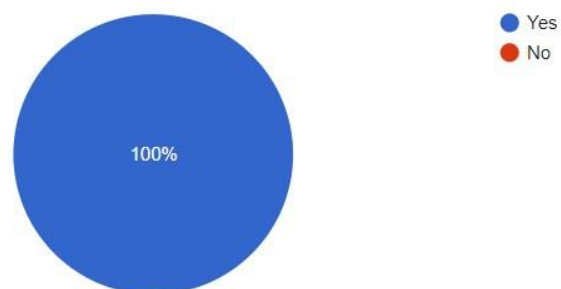
51 responses



#### Questionnaire 5

#### Do you like burger ? / Anda suka burger ?

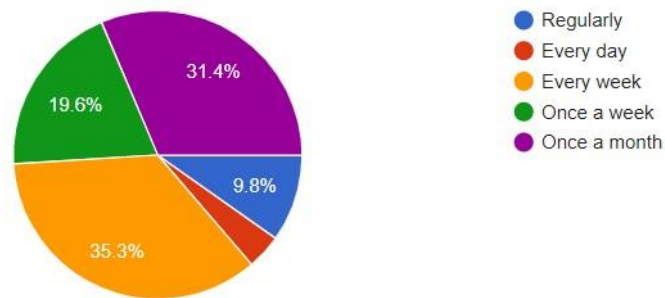
51 responses



#### Questionnaire 6

How often do you crave a burger ? / Berapa kerap anda mengidam burger?

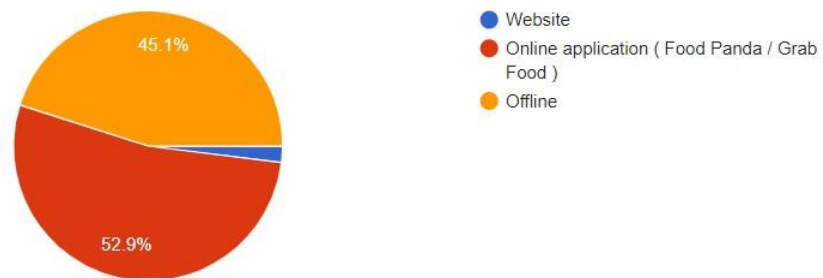
51 responses



### Questionnaire 7

Which platform do you usually use to buy a burger ? / Platform manakah yang biasa anda gunakan untuk membeli burger?

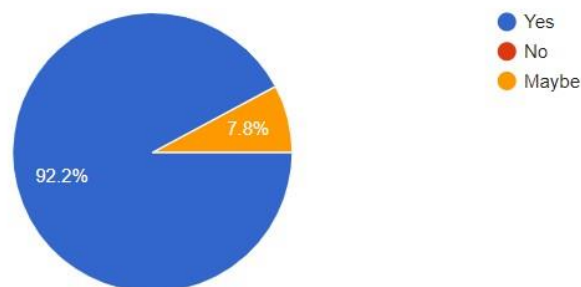
51 responses



### Questionnaire 8

Do you know that Multimedia platform can help them to increase their sale ? / Adakah anda tahu bahawa platform Multimedia boleh membantu meningkatkan jualan mereka ?

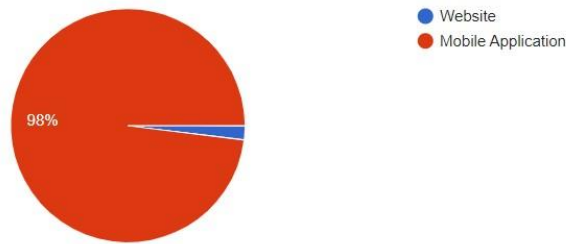
51 responses



### Questionnaire 9

Which Multimedia platform would you prefer as the best and most convenience method to sell burger ? / Platform Multimedia manakah yang anda sukai sebagai kaedah terbaik dan paling mudah untuk menjual burger ?

51 responses



### Questionnaire 10

State your reason for your choice. / Nyatakan sebab anda.

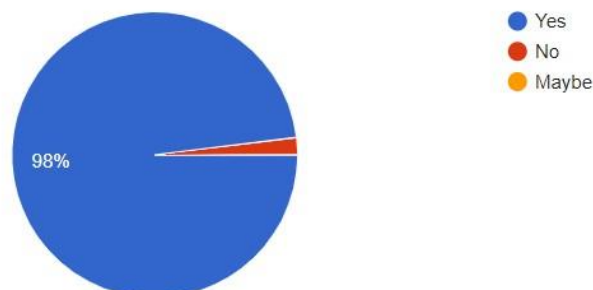
51 responses



### Questionnaire 11

Do you familiar with online application as a selling platform ? / Adakah anda biasa dengan aplikasi dalam talian sebagai platform jualan?

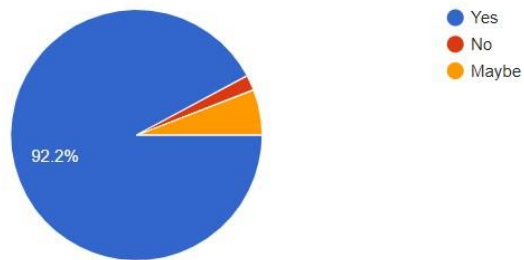
51 responses



### Questionnaire 12

Do you think online application is effective for selling a burger ? / Adakah anda fikir aplikasi dalam talian sesuai untuk menjual burger?

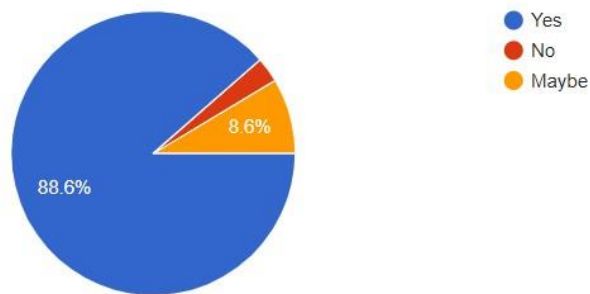
51 responses



### Questionnaire 13

Do you think a roadside burger stall should be promoting their business online ? / Adakah anda fikir gerai burger di tepi jalan patut mempromosikan perniagaan mereka dalam talian?

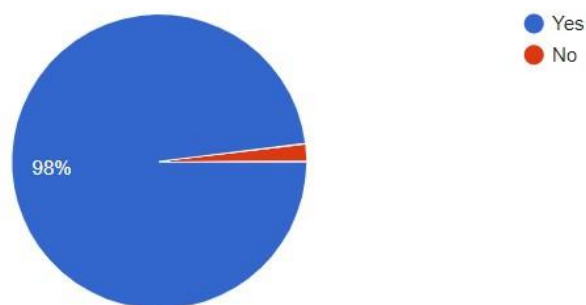
35 responses



### Questionnaire 14

Do you think that online application can advertise and expose the product ? / Adakah anda fikir aplikasi dalam talian boleh mengiklankan dan mendedahkan produk tersebut?

51 responses

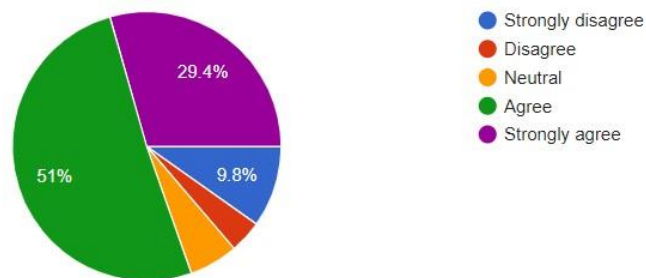


### Questionnaire 15



Do you agree that online application is a friendly user platform ? / Adakah anda bersetuju bahawa aplikasi dalam talian adalah platform mesra pengguna ?

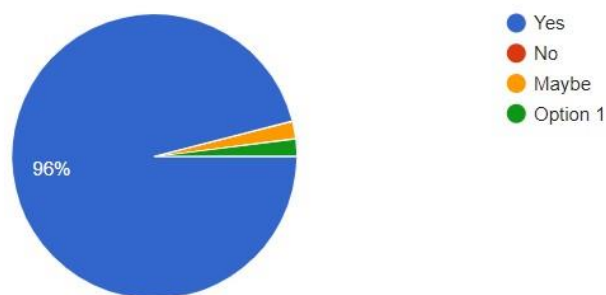
51 responses



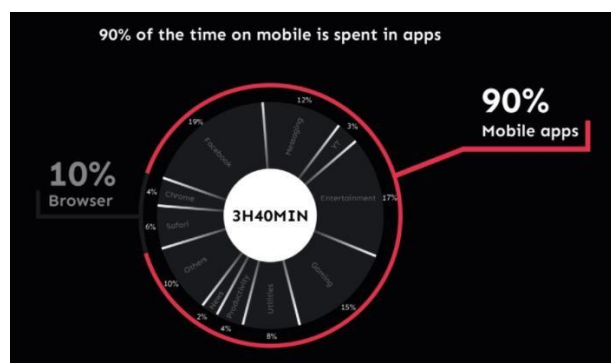
### Questionnaire 16

Is online application suitable as selling platform for current trend ? / Adakah aplikasi dalam talian sesuai sebagai platform jualan untuk trend semasa ?

50 responses



### Questionnaire 17



Source : <https://rubygarage.org/blog/mobile-app-vs-mobile-website>

