

Consumers' Intention Towards Online Food Ordering and Delivery Service

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ABSTRACT

Online food ordering and delivery services are the platforms that provide a system and service to the consumer to order and buy food products from foodservice or restaurant operators. The service is an up-and-coming trend among Millennials and the trend has ballooned with the introduction of movement control order (MCO) due to the pandemic COVID-19. The consumer's demand towards online food ordering and delivery service has increased markedly due to the prohibition of dine-in at restaurant premises. This study focuses on highlighting the factors that influence consumer's intention to use online food ordering and delivery services. The survey questionnaires were distributed among 384 respondents that represent the customers of restaurants in Shah Alam, Selangor. Data analyses were conducted using SPSS and multiple regression analysis. Findings revealed that usefulness, ease of use, and consumer's enjoyment are the factors that influence consumer's intention to use online food ordering services and conclusively, usefulness is the most significant factor that affects consumer's intention to order food via online food ordering and delivery service. The findings from this study are beneficial for foodservice or restaurant operators in improving their businesses and staying competitive. Recommendations for future studies are included based on the findings of this study.

Keywords: Consumer Intention, Consumer Demands, Online Food Ordering, Service, Restaurant Operators

INTRODUCTION

The growth of the internet and mobile technologies give a huge impact on consumers and businesses. According to Nielsen (2018), 4 billion people around the world connect to the internet and 92.6% of them use smart mobile devices to access the internet. Due to the expansion of internet usage in daily life, consumers are spending more time in digital activities such as online shopping (Chung & Muk, 2017). Online shopping becomes an exciting trend that is currently booming in business sectors as the technologies and applications provide simple, easy, and accessible methods for consumers to search varieties of products compared to the traditional method of shopping (Bauerova & Klepek, 2018). Moreover, the growing trends and benefits of online shopping led to the emergence of online food

purchasing activities as Generation X, Millennials, and Generation Z are the major online food buyers (Chai & Yat, 2019).

Referring to Malaysian Communications and Multimedia Commission (2020), 28.4 million of Malaysians accessed the internet by using mobile smartphone and 64% of them has made an online purchase for food products by ordering through restaurant online food ordering and delivery service. Recent findings indicate that the trend of online food ordering and delivery service is growing and online applications and technologies rapidly developing in Malaysia contribute to positive impacts on the business sector. Foodservice operators offer various online food ordering services while food delivery services offer online delivery services to their customers. Therefore, customers will have the online platform to order foods from the restaurant through online ordering services or they can also directly order from the food delivery service providers. There are various food delivery providers available and actively operating in Malaysia such as FoodPanda, DahMakan, UberEat, FoodTime, Running Man Delivery and Honestbee. Durai (2019) stated that a large number of food delivery providers operate in the city of Klang Valley, Kuala Lumpur, Johor Bahru, and Penang which rapidly growing and expanding their coverages in many areas within Malaysia. Since 2019, more than 18,000 restaurant operators and 8,000 riders have registered with FoodPanda. Meanwhile, GrabFood has also expanded its service with 5,000 restaurants and 10,000 riders (Chai & Yat, 2019).

Due to a large number of restaurants and riders, the service providers need to have a better understanding of their customers. During the process of ordering food online, most of the customers require detailed information about the product offered by the restaurant. This includes the list of menu, price, image, portion size, etc. Therefore, it is essential for the delivery service providers to deliver food to the customers on time and to ensure that the food is received in a good condition. It is also very important for both, the restaurant and delivery service operator to provide good products and services to satisfy the customers for the price paid and influence them to repeat their orders and become regular customers (Yeo et al., 2017).

According to Zhang et al. (2017), there is an increasing trend of ordering food online from time to time. The applications available for online food ordering and delivery services are the latest technologies that provide channels for food services and restaurant operators to connect directly with their customers through online-offline services. Food delivery services are a fast-growing industry in Malaysia. The rapid growths of this industry are due to its usefulness, energy-efficient, and ease of use through online food ordering and delivery applications. Various online food delivery applications are available to customers in Malaysia such as FoodPanda, DahMakan, Grabfood and many more. As the implementation of Movement Control Order (MCO) due to pandemic COVID-19, customers are restricted from indoor dining at the restaurants. Therefore, the demand for online food delivery services has been increasing dramatically over time (Razak, 2020). As a result, many consumers opt for purchasing food through online food ordering and delivery applications. The higher-order rate in ordering applications indicates the increasing demand for online food delivery services. However, there are increasing complaints and bad reviews among consumers on online food ordering and delivery services despite the high demands of purchasing food online. According to Jessy (2017), the complaints received from consumers include the complexity of the application, security and safety factors, and delayed services by the service provider. The complaints and reviews given affect the consumers' perceptions of online food ordering and delivery services.

According to Zhao and Bacao (2020), during the pandemic of COVID-19, the consumers prefer online food ordering and delivery services not only due to the convenience of the services but also due to the customers' perceptions towards the technological compatibility, the performance of the applications offered as well as the social implications on users. They also stated that consumers perceived technological compatibility as an important role in formulating the technical and mental expectations of users when the function of the technology is relevant to a particular situation, which is comprehensively based on the needs and requirements of the user. Moreover, based on a study

conducted by Tribhuvan (2020), several factors such as the variety of options, offers, service quality, product prices, and service innovation are important in influencing customer's intention towards online food ordering and delivery applications. Moreover, these factors may be essential in determining customers' intention towards online food ordering and delivery applications.

Many studies have been conducted on consumer's perceptions and satisfaction towards different areas of industries such as retail (Muyeed, 2012), banking (Fang & Yu, 2009), and textile (Choi & Lee, 2006). However, limited studies are focusing on an in-depth understanding of consumer intention towards online food ordering and delivery applications in Malaysia (Ramli et al., 2021). So, by uses Selangor as a location to conduct this study hence it becomes a benchmark and basis for other researchers to look at larger perspectives in the near future (Weng & Chao, 2013). Besides, nowadays, online food ordering and delivery services have developed from a trend into needs and requirements for consumers as the pandemic has influenced everyone around the world to buy food through online ordering and delivery service as they are not allowed to dine in at the restaurants. Therefore, this study was conducted to identify factors that influence consumers in Malaysia in buying food online. The objectives of this study are a) To determine the relationship between the usefulness and consumer's intention towards restaurant's online food ordering and delivery service; b) To identify the relationship between ease of use and consumer intention towards restaurant's online food ordering and delivery service, and c) To understand the relationship between the consumer enjoyment and consumer intention towards restaurant's online food ordering and delivery service.

LITERATURE REVIEW

Based on the objectives, there are three variables (usefulness, ease of use, and consumer's enjoyment) involved to examine the consumer's intention in using online food ordering and delivery service. These variables were derived from Technology Acceptance Model (TAM) which emulate how the customer comes to accept and utilize an innovation. Meanwhile, the dependent variable represents the local customer's behavior, which is the consumer's intention towards online food ordering and delivery service as depicted by the research framework in Figure 1.

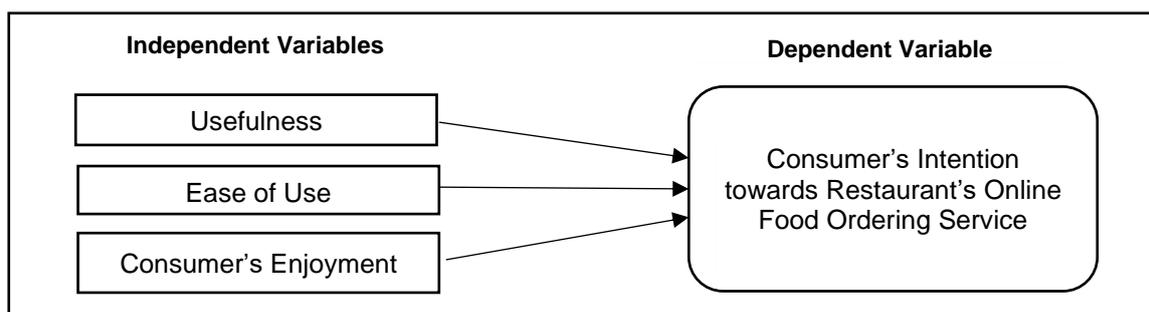


Figure 1: Research Framework

The intention is defined in the Theory of Reasoned Action (Fishbein & Ajzen, 1975) as people effort that willing to achieve a goal (Ajzen, 1991). Referring to the theory, the intention is strongly related to human's behavior and it is proven to cause an impact on a person. From the user's perspective, intention refers to commitment, design, and decision to take action or to achieve a goal (Smith & Dharmawirya, 2012). The intention is also known as an indicator of how hard people are trying and how much effort they want to put in. According to Yeo et al. (2017), human intention plays an important role in people actions and attitudes towards behavior. It was formed by two powerful factors which are the willingness of people to try and the willingness of people to put any effort in performing their behavior.

Chai and Yat (2019) stated that consumer's intention is one of the factors that give strength to the customer in buying products online. According to Ling et al. (2010), consumers' intentions to order food online are measured by their willingness to use the applications for food ordering and delivery services. The intention of consumers towards online food delivery, such as GrabFood and FoodPanda, has made it accessible and helpful for online ordering. The mobile smartphone interface for consumers to track their orders and follow-up has given restaurants an advantage in delivering orders quickly to customers (Chavan, 2015). A previous study conducted by Sethu and Saini (2016) conclude that buying food online, which is intended to expand day by day, is easy, inexpensive and simple to use. That research investigates the experience, behavior, and pleasure involved in the process of ordering food online and the result shows that online food ordering is time-efficient because of the options available to the consumer. The consumer can view their favorite food online at any moment through the internet and they also have capabilities to access a list of menus, place their order at any time, browse their order, receive food notifications and use a verification system to make an online transaction. Since the online transaction involves sharing information and purchasing action, thus ordering intention depends on many factors that are related to technologies from the service provider. Gawande et al. (2019) stated that to attract customers' intention in using online food ordering and delivery services, it is important for service providers to focus on certain factors such as the usefulness of the system, ease of use of technologies related to the online service, and consumer's enjoyment towards online food ordering and delivery services. Therefore, it shows that various factors influence the consumers' intentions towards restaurant's online food ordering and delivery services and it is important to identify the significant factors in influencing consumer's intention.

According to the TAM model, usefulness refers to the extent of an individual's belief that using a technology system will improve his or her job performance and acts as an important factor that directly affects an individual's intention (Davis et al., 1989; Celik, 2011). According to Luna et al. (2017), the usefulness of online applications enables customers to increase his or her efficiency and effectiveness in purchase activities. Sualtani et al. (2014) stated that there is a positive relationship between the sophistication of internet technology and consumers' intentions towards online food ordering and delivery services. Similarly, Veja (2017) reported that there is a positive relationship between usefulness and online booking services. This indicates that usefulness is one of the factors that influence consumer's intention in using online food ordering and delivery services.

Davis et al. (1989) proposed that the ease of use factor refers to the level of users' expectations towards the online system that will be easy to perform. So, in the context of this study, the ease of use factor is related to consumer's perceptions towards the process of ordering food via an online application with minimum effort. It also refers to consumer's perceptions regarding the process involves during purchasing activities until the final online ordering outcomes (Liu et al., 2019). Suki and Suki (2017) stated that ease of use is the relationship between online technology and consumer's intentions. In simple words, the ease of use factor describes the ease of people in using online applications as a medium for shopping. This highlights that ease of use of the system and service is one of the factors that influence consumers' intentions towards online food ordering and delivery service (Mun et al., 2017).

According to Cheema et al. (2013), enjoyment gained from the usage of technology significantly influences technology acceptance. Previous research stated that positive enjoyment influenced consumer's intentions towards online food ordering and delivery services (Vries et al., 2018; Almaghrabi & Dennis, 2011). Venkatesh et al. (2012) revealed that enjoyment influences consumer's acceptance of technology provided by the service providers. This is supported by Yeo et al. (2017) in which consumers who enjoy using food ordering applications are more likely to have the intention to use such applications again in future. Therefore, the study suggests that consumer's enjoyment has a significant relationship with consumer's intention to order food online.

METHODOLOGY

In this study, a quantitative research approach was adopted to identify the factors that influence consumer's intention towards online food ordering and delivery services. The researcher used a self-completed questionnaire that allows respondents to choose their answers based on a 7-point ranging Likert scale to obtain the data regarding the factors that influence customers to order food through online ordering and delivery applications. The questionnaire consists six sections: Section A (screening questions); Section B (demographic profile); Section C (factor of usefulness); Section D (ease of use factor); Section E (factor of consumer enjoyment); and Section F (consumer's intention). The questionnaires were distributed personally among customers of restaurants in Shah Alam, Selangor. Convenience sampling is used as the sampling technique in which the respondents were chosen based on 650,000 residents of Shah Alam, Selangor (MBSA, 2020). The total number of respondents involved was 384. Data collected were analysed using SPSS to measure the correlation between variables and regression analysis.

RESULTS AND ANALYSIS

Frequency Analysis

Table 1 shows the results of demographic analysis based on the information from the respondents.

Table 1: Frequencies of Respondents Demographic Profile

Variables	Categories	Frequency	Percent (%)
Gender	Male	176	45.8
	Female	208	54.2
Age	20–30 years	304	79.1
	31–43 years	78	20.4
	Above 44 years	2	0.5
Education Level	Master/PHD	61	15.9
	Diploma/Degree	318	82.8
	SPM	4	1.4
	Others	1	0.26
Monthly Income (RM)	1,001–2,000	9	2.3
	2,001–3,000	147	38.3
	3,001–5,000	209	54.4
	More than 5,000	19	4.9
Race	Malay	298	77.6
	Chinese	20	5.2
	Indian	19	5.0
	Others	47	12.2
Marital Status	Single	298	77.6
	Married	86	22.4
Ordering Food Using Online Service	Every two days	72	18.8
	2-3 times per week	110	28.6
	Once a week	106	27.6
	Once a month	96	25.0

Based on Table 1, in terms of gender, there were 45.8% male respondents while 54.2% were female respondents. In terms of age, the highest representation is within the age of 20 to 30 years old (79.1%), followed by within the age from 31 to 43 years old (20.4%), and age above 44 years (2%). In terms of education level, the highest percentages were respondents with a Diploma/Degree background (82.8%), Master/PHD (15.9%), SPM (1.4%), and others (0.26%).

As for monthly income, the majority of the respondents' gross income is within RM3,001 to RM5,000 (54.4%), followed by respondents with gross income from RM2,001 to RM3,000 (38.3%), respondents with gross income more than RM5,000 (4.9%), and those with gross income from RM1,001 to RM2,000 (2.3%). The majority of the respondents are Malay (77.6%), Chinese (5.2%), Indian (5.0%), and others (12.2%). The majority of the respondents are single (77.6%) whereas only 22.4% are married. In terms of ordering food using online service, most of the respondents (28.6%) order food through online service 2-3 times per week, followed by 27.6% ordered once a week, 18.8% within every two days and 25 % respondents order food through online once a month.

Reliability Analysis

As part of interim analysis, the procedure of analysing stability and consistency of data was executed so that items formulated for measuring each variable can be assumed reliable. The results of the reliability test are shown in Table 2.

Table 2: Reliability Analysis

Variables	Cronbach Alpha Value
Usefulness	.864
Ease of Use	.866
Consumer's Enjoyment	.941
Consumer's Intention	.983

In evaluating the reliability of data, several strategies were implemented such as assessing the possibility of collinearity and dropping the items that failed to fit in within the variables. A reliability coefficient indicates how well the items in a set are positively correlated to one another based on the Cronbach alpha value generated from the above analysis. Thus, Table 2 shows the Cronbach alpha for each variable, where value for usefulness (.864), ease of use (.866), consumer enjoyment (.941), and consumer intention (.983). All of the variables are reliable for this study and the result obtained is good as the range of Cronbach alpha value is more than 0.7, which indicates a good result (Hair et al., 2010).

Mean Analysis

Mean analysis will furnish the findings on observing the level of agreement on the usefulness for each variable investigated.

Table 3: Descriptive Analysis of Variables

Variables	Mean	Standard Deviation
Usefulness	5.30	1.422
Ease of Use	4.99	1.510
Consumer's Enjoyment	4.59	1.491
Consumer's Intention	4.80	1.418

Table 3 shows the respective mean score for the factor of usefulness is 5.30 with a standard deviation of 1.422. Next, the mean value for the factor of ease of use is 4.99 with a standard deviation of 1.510, followed by the factor of consumer's enjoyment with the mean value of 4.59 and the standard deviation of 1.491 whereas the mean score for consumer's intention is 4.80 with a standard deviation of 1.418. The dimension for standard deviations is more than 1.000, which means that all of the factors (usefulness, ease of use, and consumer's enjoyment) that influenced consumer's intention towards online food ordering and delivery service are widely scattered.

Multiple Regression Analysis

Regression analysis attempts to predict the continuous interval-scale dependent variable's value from the independent variable's specific values.

Table 4: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.854 ^a	.729	.727	11.72004

The R-squared (R^2) values reveal the variance within the dependent variable. Results in Table 4 show that the R^2 value is .729. This indicates that 72.9% of variations within all three independent variables are significantly related to consumer intention towards online food ordering and delivery services. Thus, the remaining 27.1% is explained by other predictor variables.

Table 5: Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant)	8.627	2.662		3.241	.001
Usefulness (Section C)	1.505	.126	.593	11.902	.000
Ease of Use (Section D)	.223	.116	.095	1.917	.056
Consumer Enjoyment (Section E)	.599	.094	.238	6.366	.000

As shown in Table 5, the beta score for Section C (Factor of Usefulness) is .593, which is the highest among all sections. The score reflects that 59.3% of the total variation in consumer's intention towards online food ordering and delivery service was influenced by the factor of usefulness. The lowest beta score was obtained from Section D (Factor Ease of Use) which represents the factor of ease of use with a score of .095. The score reflects that only 9.5% of the total variation in consumer's intention towards online food ordering and delivery service was influenced by the factor of ease of use. Another score is .238 for Section E (Factor of Consumer Enjoyment) which represents consumer's enjoyment. The score reflects that 23.8% of the total variation in consumer intention towards online food ordering and delivery service was influenced by the factor of consumer's enjoyment.

DISCUSSIONS

The discussion section in this paper is organized based on the research objectives stated earlier.

Objective 1: To determine the relationship between the usefulness factor and consumer's intention towards restaurants' online food ordering and delivery service.

Based on the result, the beta score of the usefulness factor (0.593) shows that the factor of usefulness has a positive and significant relationship with the consumer's intention to use restaurants' online food ordering service. These facts have been supported by previous research works in which reported that as people believe in using online services, the technology system of online service will improve the individual's job performance. It gives a direct effect on personal intentions to use the service (Celik, 2011). Luna et al. (2017) also claimed that the usefulness of online applications allows the customer to increase his or her efficiency and effectiveness in purchasing activities whereby it contributes to a positive relationship between the use of the internet and consumer's intention towards online food ordering and delivery service. This is in agreement with another research on hospitality

where there is a relationship between usefulness and online booking service (Vejacka & Stofa, 2017). Thus, the usefulness factor has a positive and significant relationship and become the most considerable influence and significant factor that drives consumer's intention towards online food ordering and delivery service. According to this finding, it shows that purchase food through online ordering and delivery services are effortless and convenient to the consumer even during the pandemic of COVID-19, consumers can still purchase their foods at every moment of a day. They just need to download food delivery applications such as FoodPanda, GrabFood, UberEat, DahMakan to order food online and get the food to be sent by food delivery service.

Objective 2: To determine the relationship between the ease of use factor and consumer's intention towards restaurant's online food ordering and delivery service.

The result indicates that the beta score for the ease of use factor is 0.095, which is slightly low. It concludes that respondents do not agree that the ease of use factor can influence the consumer's intention towards restaurant online food ordering and delivery service. This result shows that respondents are not willing to use online ordering services because they claimed the online service is not easy to use. This fact can be proven by the previous study whereby if the online service is not user-friendly, it will make people feel difficult to control the service (Liu et al., 2019). Therefore, due to the inconvenience, consumers cannot handle the online service and this will create bad online shopping experiences for these customers. Usually, the bad online shopping experience will lead to degradation of interest among the customers to use the service. Nonetheless, this finding is in contrast to previous studies in which suggested that the factor of ease of use has a relationship between online technology and consumer's intention (Suki & Suki, 2017). In conclusion, researchers found that the ease of use factor is not significantly related to consumer's intention to use restaurant's online food ordering and delivery services. This finding is related to the trust of consumers towards online applications. Sometimes, consumers doubt the system of paying online. This reflects that, consumers are reluctant to pay via online transactions because they suspect that there could be online fraud or mistakes while completing the transaction process. In certain cases, consumers still prefer to pay for the food by cash and at the same time, food delivery service operators such as FoodPanda, Lalamove and Bungkusit also give options to their customers whether they want to pay for the food by using cash or transfer the money through online.

Objective 3: To determine the relationship between the consumer's enjoyment factor and consumer's intention towards restaurants' online food ordering and delivery service.

Based on the result, the beta score for the consumer enjoyment factor is 0.238. The researcher classified that the factor of consumer's enjoyment has a positive and significant relationship towards consumer's intention but the score shows that the percentage of consumers who enjoy doing online ordering service is very low. The discrepancy occurs because not all consumers that use online food ordering and delivery services enjoy the service. Such findings are in agreement with See and Goh (2020) whereby people opt for online shopping because they do not have enough time to go shopping physically. Moreover, consumers tend to use online services although most of them did not enjoy or thrilled with the service. Yeo et al. (2017) claimed that consumers are willing to shop online and enjoy online service because of the convenience and time-saving. With such conveniences, consumers are aware of the product ordered and will receive the product as soon as possible. Therefore, consumer's enjoyment has a positive and significant relationship towards consumer intention to use restaurant's online food ordering service although the strength of the relationship is weak. Additionally, the convenience of service also influences customers in using online food ordering and delivery services. Findings indicate that respondents could purchase their meals fast at any convenient time. During the

pandemic, buying food through online ordering and delivery services has become a popular trend among consumers. Therefore, restaurant operators and food delivery service provider such as FoodPanda, GrabFood, Bungkusit DahMakan, UberEat, FoodTime, Running Man Delivery, and Honestbee can enhance their online ordering and delivery service application by making innovations for their applications to be more user-friendly for customers.

CONCLUSIONS

This research has proven that usefulness is the most significant factor that influences consumer's intention towards online food ordering and delivery services. The service is very convenient that offer varieties of food choices to consumers. Therefore, food service and restaurant operators need to improve and update their online service in order to attract more customers to use their online ordering and delivery services while increasing sales and restaurant profits. On behalf of consumers, they need to realize that online food ordering and delivery services offer many benefits to them especially during MCO as the government restraint people from dine-in at restaurant premises. In a conclusion, this study provides useful information for the readers, future researchers, foodservice operators, and government to understand the factors that influence consumer's intention to use online food ordering and delivery services.

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