

# Influential Factors of Utilising the Online Food Delivery (OFD) Service among Students at Dungun Campus, UiTM Terengganu Branch

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## ABSTRACT

With the rise of food delivery and on-the-go consumption, traditional food consumption and eating experiences have significantly transformed as consumer lives have grown more densely urbanized, increasingly busy, and more connected. Online food delivery (OFD) service is seen as one of the fastest growing new waves in Malaysia's food and beverage industry. However, the usefulness and viability of practical OFD services were still widely disregarded as critical structure elements of today's lifestyle. Therefore, this paper aims to empirically examine the influential factors that motivate university students to use OFD services to order food. A quantitative research approach by using a self-administered questionnaire was employed as a mean to collect data. A total of 350 university students from Universiti Teknologi MARA Terengganu branch, Dungun campus have participated in this study. Statistical analysis showed that the majority of students were interested in using OFD services due to customer satisfaction factors shown, which are convenience motivation, time-saving orientation and various payment options. This study is also providing and information to the food industry player to become more advanced in coping with nowadays trends and situations by identifying the significance of having OFD service. The findings from this research could be used as reference and lesson learn to other OFD to have a better understanding of customer preference to order and experience food related services in the future.

**Keywords:** *Online Food Delivery (OFD), University, Student, Foodservice*

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## 1.0 INTRODUCTION

In recent light, the advancement of internet technology, which allows e-commerce activities, has changed consumer and business behaviour. Customers may shop efficiently, contrast products and prices effectively, and organise for product delivery right away due to the emergence of e-commerce platforms. Online food delivery or also known as OFD is one of e-commerce ready service where customer can order food from the website or mobile apps, and the food will be delivered to their doorstep (Wiastuti et al., 2022). Customers of food delivery services can search through a variety of products and compare prices using food delivery applications. The OFD service allows the customer to see, choose, decide and place order online through the meal ordering system in the mobile application. On top of that, customers could also keep track of their orders with a meal menu. Even today, society prefers to order food online because online purchases that provide many advantages, such as being simple and no limit in term of access and placing order, which results in flexibility in the way of purchasing. The use of food delivery services showed a jump of 30% due to Coronavirus (COVID-19) outbreak and Movement Control Order in early 2020. Most communities use these services following government directives that encourage communities to avoid going out to buy goods, and if desperate, only one person is allowed.

As the development of mobile application especially food delivery apps have tremendously grown, restaurant and other food establishments had used this chance to adjust to this new trends and owner use this as alternative to raise money and provide products and services to customers. Food delivery has never been as common as it is now and this trend certainly continues to expand in 2020 and beyond (Kok & Kim, 2021). A study reported that food prices offered through OFD services are more expensive than purchased directly from the store because of the taxes and delivery charges (Ahuja et al., 2022). In addition, customers are also charged extra if they buy something for less than the minimum price. Minimum price by a company that offers OFD service is seen as unrealistic to a certain market segment such as students in higher learning institution (Irshad et al., 2022).

Furthermore, there are a number of studies by past researchers that focus on customer satisfaction with OFD and customer satisfaction (e.g. Kim & Kok, 2021, Irshad et al., 2022, Wiastuti et al., 2022, Novita & Husna, 2020). It was found that many restaurants have recognized that the quality of their food may be jeopardized during delivery owing to sluggish delivery systems. Customers may receive unpleasant cold-meals as a result of delivery riders arriving late and improper handling by the riders. Similar notion was found among higher learning institution students towards the OFD service quality. Many students reported that their concern and dissatisfaction on the price differences between dine-in and display on the OFD mobile applications. The food prices were higher (i.e. more expensive) on the OFD menu plus additional delivery service charges (Kim & Kok, 2021). Although this is related to the OFD service negotiation and policies, there should also be consideration and attention given to a certain group of market segment to ensure the entire community feels appreciated and seen the food delivery service as an option to get their meal for the day.

In the case of higher learning institution of Malaysia, the Ministry of Higher Education (MOHE) officially announced that all local universities were allowed to reopen their service and education activities beginning October 2021. This announcement comes with restrictions which must be complied by the university to maintain safety and security of the community. Most students who reside on campus complain that the food sold low quality as compared to outside ones (i.e. restaurants and the cafes surround the campus area). Many of students have no choice to spend more by placing their food order from the OFD services like McDonald's, Food Panda and Grab food. However, local universities must be agile in making sure the in-house catering system always provides better service quality. Providing poor service quality will cause frustrations which in the end leads to sensitivity of the university management to provide better food and nutrient to the campus society. Additionally, the pressure of limited financial resources and the choice of more money spend for daily sustenance among the students would give more dissatisfactory feeling and study experience to them.

Regardless, there is still limited source of evidence that able to confirm whether students have no choice and have to spend more their pocket money to order and enjoy their food daily through the OFD service. Perhaps there are many other factors which influence the students to use the OFD service. Therefore, this paper aims to connect food delivery services and the online platform, enabling marketers and retailers to

create more efficient plans in targeting this market and to examine the factor that influences students at higher learning institution, particularly in the case of Universiti Teknologi MARA Terengganu branch (UiTMCT), Dungun campus, to use the OFD service for food.

## **2.0 LITERATURE REVIEW**

This section discusses relevant literature related to the concept of OFD service, theoretical discussion of customer satisfaction and study gap. More specific, this section explains the convenience motivation, time-saving orientation, and payment options as the three foci of study in which known as influential factors of utilising OFD service.

### **2.1 Online Food Delivery (OFD) System and Concept**

A factor that influences the growth of OFD services in Malaysia is the increasing popularity of smart phones. Malaysian consumers are increasingly using their mobile devices to conduct online purchases. In 2016, 17.9 million Malaysians used their mobile phones to access the Internet. This number is expected to rise to 21.1 million users by 2020 (Kim & Kok, 2021). Customers prefer to order online rather than in a store since it allows them to place an order and receive their food anytime anywhere. There are lot of advantages to ordering takeout online, including the prevention of poor customer service.

OFD service is a food delivery concept where food order and payment done online by the customers through specific food mobile application. These food mobile platforms created and designed by OFD service companies that allow customers to buy food from a variety of restaurants without physically go to the food premises. The OFD service rider (i.e. staff/employee) will standby and accept the online business transaction to pick up food from the restaurant and send the food to the customer. The OFD system enables the consumer to place an order for one or more things, which will be placed in the cart, where the buyer may then examine all of the order details before checking out. Finally, the customer receives their order confirmation information, and after the order is placed, it is stored in the database and recovered in near-real time (Wiastuti et al., 2022). This enables restaurants to process the information quickly and more efficiently.

### **2.2 Customer Satisfaction**

The definition of satisfaction implies that, while related, satisfaction is distinct from service quality (Suhartant et al., 2018; Ghosh.,2020). Satisfaction is defined as a positive overall perception of a brand or service provider. Customers are the main focus and ambassadors of business, and they play an important role in profit generation (Tien Dat et al., 2021). Customers who are satisfied are more likely to return to a company, recommend it to others, and provide positive feedback. Customer satisfaction is critical to business success because it is linked to customer loyalty and retention. Customers who are satisfied are more likely to remain loyal to a company, make additional purchases, and provide repeat business, which can lead to increased revenue and profitability (Sunaryo et al., 2019). In the competitive restaurant industry, customer satisfaction is critical to business survival and success. As a result, customer satisfaction is a perception of the parallels or differences between post-purchase and consuming behaviors and expectations from a product or service in terms of its ability to achieve customers' objectives properly.

Customers who have a strong desire to shop are more satisfied, and more positive about the overall shopping experience (Chen et.al, 2020). Due to the important roles that customers play in business, it is always necessary for businesses to ensure their satisfaction with the brands manufactured by the company (Irshad et.al, 2022). Customers must be content with their experience and have faith in the information supplied by the website before recommending it to others (Loureiro et al., 2018; Lau et al., 2019). It shows that the customer itself is very important to generate good satisfaction. It is the customers who create the satisfaction criteria and conduct the relevant comparisons. According to this viewpoint, customer satisfaction is a subjective value that is determined by the feelings of a certain customer (Petr & Maria, 2018; Lau et al., 2019). Physiological and psychological dynamics that take place in a multidimensional space may influence consumer satisfaction, according to studies on customer satisfaction in various industries (Lu et.al, 2020). Customer satisfaction results from a comparison of expectations and experience;

in other words, the customer is satisfied when the delivery matches or surpasses their expectations (Nebjsa et al., 2019).

Customer satisfaction refers to how pleased a customer is with a product, service, or experience. It is an overall assessment of a customer's interaction with a company, brand, or product. A dissatisfied customer is more inclined to seek information about alternatives and to succumb to competitor advances than a delighted customer. As a result, any business must ensure customer satisfaction by providing them with good services, the best products, and excellent solutions following the purchase of a product or service (Aminuddin et al., 2020; Irshad et al., 2022). In the other research, the strength of achieving customer satisfaction is therefore acknowledged as a significant indicator of a service innovation success (Mahmoud et al., 2017; Garcia et al., 2022). It shows that customer satisfaction is related to service innovation in online food delivery. With the increase of Internet users and the increase of online shopping business opportunities, it is normal to set up websites or use online shopping platforms to expand market access, among which parity products are still the mainstream (Chou et al., 2020).

### **2.3 Convenience Motivation**

The digital age has had an impact on our lifestyles and business models. Customers can now online shopping, online banking, work remotely, and order food online from any location at any time (Radon, 2015; Kok & Kim, 2021). According to research by Jeneefa and Rajalakshmy (2020), perceived control and convenience are the keys to customers using online ordering, resulting in higher satisfaction. The convenience of online shopping can lower non-monetary costs such as time, energy, and effort spent acquiring goods or services (Kok & Kim, 2021). According to a recent study, the relationship between e-satisfaction and e-loyalty can be positively moderated by convenience motivation, which is one of the individual level factors (Anderson and Srinivasan, 2003; Yeo et al., 2017).

Convenience motivation is often studied in the context of technology acceptance and adoption. The Technology Acceptance Model (TAM) is a widely used theoretical framework for understanding user acceptance and usage of new technologies (Zaineldeen et al., 2020). Convenience motivation is similar to perceived ease of use; both of them explain that convenience or easiness of use is a degree to which users feel that the use of a system or technology will make them free from difficulty (Gagah & Agung, 2018; Wiastuti et al., 2022). Research has shown that motivation is also important as it will affect the attitude and willingness of customers. Once the convenience level meets the expectation of customers, they would be motivated to use that system continuously (Chai & Yat, 2019). Furthermore, quality information is correlated to convenience motivation for the customer. According to (Ling et al., 2017; Saha et al., 2022) as customers devote less time to shopping and more to other activities, their desire for convenience grows, and their attention is frequently redirected to virtual shopping as an alternative medium. To effectively expand a loyal customer base and improve profitability, e-retailers must clearly understand what constitutes service convenience in an e-commerce business environment (Mofokeng, 2021). This is due to the increasing demand for online shopping and the fierce competition among newly emerging virtual companies and numerous traditional retailers who have incorporated the Internet as a supplemental convenience-oriented channel.

H<sub>1</sub>: There is a significant relationship between convenience motivation and customer satisfaction.

### **2.4 Time-Saving Orientation**

Time-saving orientation is thought to have a strong relationship with post-usage usefulness because users will value an app more as something useful and convenient to use if they can save time using it (Gagah & Agung, 2018; Giningroem, 2023). Time-saving orientation is a characteristic that has a significant impact on online purchases for customers. Working people's time is a crucial factor in attracting them to use the online food delivery service (Dazmin & Ho, 2019). In other research, time is a significant motivator for consumers to make online purchases (Rahman et al., 2018; Poon & Tung, 2021). According to Lim et al., (2022), shopping online is considered time-saving because shoppers do not need to physically leave the current place to purchase something.

However, time-saving orientation is evidence of the on-time food delivery in the services. On-time delivery is a key metric to track operational performance and supply chain efficiency within a company. The ability

to save time has a positive impact on behaviour intention toward internet buying. The researchers discovered that many people believe that internet buying takes less time because they do not have to waste time traveling out as compared to traditional offline shopping (where they need to be physically present at the store) Different organizations calculate OTD differently but, generally speaking, it is the number of shipments delivered on time to the customer relative to the total number of shipments ordered (Kevin, 2019).The influence of time-saving on consumer behaviour may be context-specific, depending on how time is perceived in terms of utility value. In general, time savings might be regarded as a positive while utilizing a tourism mobile app. Time-saving, on the other hand, may boost the sense of self-control in the user experience, which has been found to promote the intention to continue using mobile apps (Fong et al., 2017; Mohammad et al., 2022).

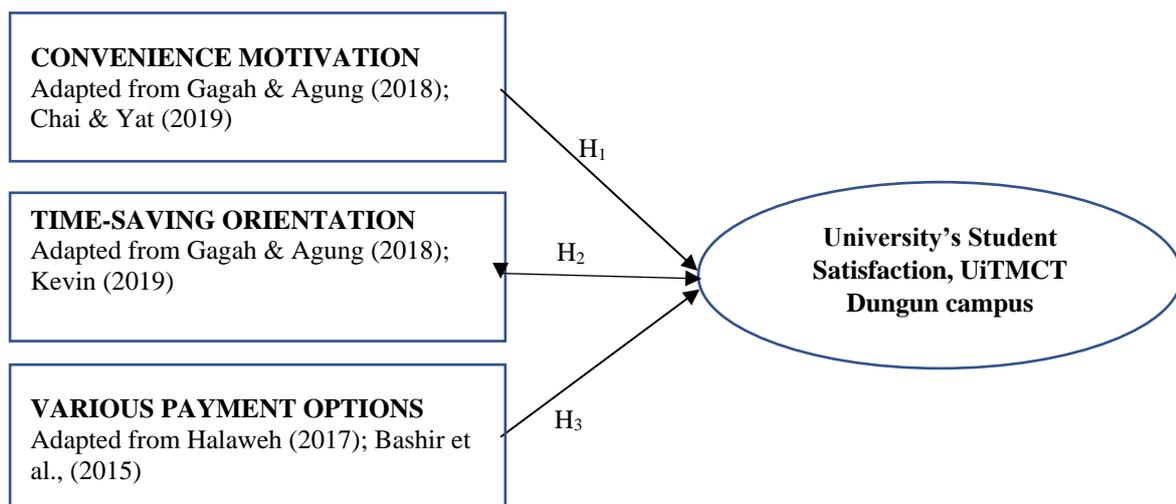
H<sub>2</sub>: There is less significant relationship between time-saving orientation and customer satisfaction.

## 2.5 Various Payment Options

According to Zlatko (2016) and Kilay et al. (2022), the development of the Internet and the arrival of e-commerce fostered digitalization in the payment processes by providing a variety of electronic payment options including payment cards (credit and debit), digital and mobile wallets, electronic cash, contactless payment methods and more. Mobile payment instruments can change physical businesses by making checkout easier and faster, as well as connecting the internet channel into the store for enhanced inventory control, marketing, incentive systems, and customer care (Jaroenwanit et al., 2022). Cash, for example, is a very transparent and painful mode of payment, as opposed to credit cards, which are less transparent and less severe. Nonetheless, in some countries, cash on delivery (COD) payment models are popular. This has been mainly attributed to the perceived security, trust, and privacy of that payment method (Halaweh, 2017; Alzoubi et al., 2022). The more privacy and security are assured to the customers in online shopping, the more the level of confidence of customers to shop online (Bashir et al., 2015; Zhang et al., 2019).

Customers should prefer to use loyalty cards in categories where they frequently shop and buy in a small number of stores. Groceries are an example of such a category. Customers only need one card from their favourite store, which they may use easily while shopping for groceries. As a result, users may easily incorporate the use of loyalty cards into their shopping routines (Stephan & Marcin, 2019). In other research by Pereira and Coelho (2019), managers in emerging markets can offer specific loyalty programs that provide monetary benefits or generous payment choices.

H<sub>3</sub>: There is a significant relationship between payment options and customer satisfaction.



**Figure 1: The underpinning theoretical framework of the study**

This research study presents a theoretical model that explores the influence of customer satisfaction on independent variables. The empirical analysis of the data suggests that convenience motivation, time-saving, and multiple payment options are factors that affect the relationship between customer satisfaction

and independent variables. The study is founded on the notion that businesses must retain customers to remain profitable, and loyal customers have greater value. The study adopts a contingency framework, which is commonly used in similar research areas, to account for the diversity of circumstances that organizations face.

### 3.0 METHODOLOGY

This study utilized a conclusive research method, specifically causal research, in which hypotheses were formulated and tested. The data gathering approach employed was the quantitative research method, which is a technique used to gather information about a specific group of people, also known as a sample population. According to Ave (2022), this method emphasizes the use of objective measurements and statistical, mathematical, or numerical analysis of data collected through polls, questionnaires, surveys, or by modifying existing statistical data using computing tools. The study administered an open-ended questionnaire to students at the UiTMCT Dungun campus who have used online food delivery services. Only these students were allowed to participate in the survey. The data for this research was collected over a period of a few weeks or months, utilizing a cross-sectional time horizon. This means that the data was collected only once, at a specific point in time, and could be collected over a period of days, weeks, or months. According to Cherry (2019), cross-sectional studies aim to describe the current state of affairs. They are typically used to identify the prevailing characteristics of a population at a specific moment in time. In this study, data was collected and analyzed based on the personal experiences of the respondents regarding online food delivery services. The objectives of the research were to establish a significant relationship between online food delivery services and to examine the factors that influence customer satisfaction among students at UiTM Dungun.

The target population for this study is students who are enrolled at UiTMCT Dungun campus, Terengganu, Malaysia. According to the Pejabat Kolej Pantai, Hal Ehwal Pelajar, UiTMCT (2022), the total number of students who stayed at UiTM Dungun for the March-August 2022 session was approximately 2077. Joschka (2021) notes that OFD service app usage in Malaysia is most prevalent among those aged between 25 to 34 years old. In this study, respondents were considered eligible if they were between the ages of 19 to 27 years old and have used online food delivery services. The questionnaire used in this study included a question asking whether the respondent had used OFD services before. If the respondent answered "no," they were not required to fill out the rest of the questionnaire, and their data were not included in this study.

In this study, a non-probability convenient sampling method was used to collect information from individuals who were readily available to participate. The research focused on participants who had previously used online food delivery services at UiTM Dungun Branch, and non-users were excluded from the study. The sample size for this study was determined using the sample size table recommended by Krejcie and Morgan (1970), which suggests that a sample size of 322 respondents is adequate with a margin error of 5% and a confidence level of 95%. However, to account for potential errors made by respondents while completing the questionnaire, the sample size was increased to 350 participants.

The primary data for this study was collected using an online questionnaire created through Google Forms. The questionnaire link was distributed via various social media platforms such as WhatsApp, Telegram, and the Facebook group of the UiTM Dungun community. The self-administered survey consisted of three main sections, with each section measured using a 5-point Likert-type scale ranging from 1 (strongly disagree) to 5 (strongly agree). The questionnaire items were adapted from previous studies with minor modifications and were designed using simple and unbiased language to ensure that respondents could easily understand the questions. For instance, an item measuring customer satisfaction was adapted from Parameshwar & Emad (2020), convenience motivation from Prasetyo et al. (2021), time-saving orientation from Yeo et al. (2017), and various payment options from Xinyoung et al. (2012) with some modifications to fit the study. The first section of the questionnaire collected demographic information from the respondents, such as age, gender, educational background, income level, and frequency of OFD service use per week.

**Table 1: The survey questions for the study**

Variables	Original Questions	Modified Questions
<b>Satisfaction on foodservice delivery</b>	<ul style="list-style-type: none"> <li>● I'm satisfied with the overall process of online delivery</li> <li>● I'm satisfied with content available through online ordering portals</li> <li>● I did not face any problems (issue) when using the online portals (Parameshwar &amp; Emad, 2020)</li> </ul>	<ul style="list-style-type: none"> <li>● I'm satisfied with the overall process of online delivery.</li> <li>● I'm satisfied with the content available through an online mobile app.</li> <li>● I did not face any problems (issues) when using the online mobile app.</li> </ul>
<b>Convenience motivation</b>	<ul style="list-style-type: none"> <li>● I can use OFD to make an order anywhere and anytime</li> <li>● I feel that using OFD can reduce my travel effort to buy food/beverages</li> <li>● I think that OFD helps me to save my time instead of buying food/beverages by myself (Prasetyo et., al 2021)</li> </ul>	<ul style="list-style-type: none"> <li>● I can use OFD to make an order anywhere and anytime.</li> <li>● I feel that using OFD can reduce my travel effort to buy food/beverages.</li> <li>● I believe that using OFD services is very useful in purchasing.</li> </ul>
<b>Time-saving Orientation</b>	<ul style="list-style-type: none"> <li>● I believe that using OFD services is very useful in the purchasing process.</li> <li>● I believe that using OFD services helps me accomplish things more quickly in the purchasing process.</li> <li>● It is important for me that the purchase of food is done as quickly as possible using OFD services. (Yeo et., al 2017)</li> </ul>	<ul style="list-style-type: none"> <li>● I think that OFD helps me save time instead of buying food/beverages alone.</li> <li>● I believe that using OFD services helps me accomplish things more quickly in the purchasing process.</li> <li>● It is important for me that the purchase of food is made as quickly as possible using OFD services.</li> </ul>
<b>Various payment option</b>	<ul style="list-style-type: none"> <li>● This website has complete payment options such as post office remittance, online payment, cash on delivery, etc</li> <li>● I accept the payment options provided by the website</li> <li>● Customer service personnel willing to help me (Xinyoung, Kwek &amp;Min 2012)</li> </ul>	<ul style="list-style-type: none"> <li>● The OFD app has complete payment options such as online payment and cash on delivery.</li> <li>● I'm satisfied with the payment options provided by the OFD mobile app.</li> <li>● The availability of customer service personnel helped me in the payment process.</li> </ul>

To ensure that all respondents completed each set of questionnaires, all returned questionnaires were examined. The Statistical Package for the Social Science (SPSS) Version 26.0 was used to import and enter the data for analysis. By using descriptive statistics in this study, frequency percentage analysis and inferential tests (like Multiple Linear Regression - MLR) were used. In this study, descriptive statistics using frequency percentage and inferential tests (like multiple linear regression, or MLR), were used. Researchers were able to see the sociodemographic characteristics of the participating respondents with the frequency percentage. Contrarily, MLR enabled researchers to statistically analyse the link between independent and dependent variables.

## 4.0 RESULT AND DISCUSSION

### 4.1 Respondent's Profile Analysis

Table 2 presents the respondent's profile regarding demographic which are age, gender, educational level, and income. Moreover, the frequency of using OFD service (in a week) was also reported. The demographic data were analysed with descriptive statistics consisting of frequency and percentage using the statistical package for the social science (SPSS) version 26.0 software. All respondents (n=350) agreed to participate in this study and answered the questionnaire completely. Based on the table 2, most of the respondents were between 19-21 years old, which encountered for 53.1% (n=186) of the respondents. Female respondents accounted for 78% (n=273) while male respondents accounted for 22% (n=77). With regard to the level of education, the higher is degree with 72.6% (n=254) respondents while diploma has 27.4% (n=96) respondents. As for the income background, no income was the higher with 83.7% (n=293) while the income below RM 1000 is 12% (n=42). The income from RM 1001 to RM 3000 is 2.9% (n=10) while income above RM 5000 was the lowest with 0.9% (n=3). The most frequent of using OFD service (in a week) is 1 to 5 times with 83.1% (n=291) while 6 to 10 times with 10% (n=35). The lowest frequency of using OFD service (in a week) is more than 10 times with 6.9% (n=24). The results of the demographic data in Table 2 provide useful insights into the characteristics of the respondents in this study. The majority of the respondents were female (78%), which is not surprising given that women generally tend to use online services more frequently than men. In terms of age, the majority of the respondents were between 19-21 years old, which indicates that the study focuses on a younger population. Regarding the level of education, it is interesting to note that most of the respondents have a degree (72.6%), while the remaining respondents have a diploma (27.4%). This result implies that the majority of the respondents have a higher education level, which could affect their attitudes and behaviour towards online food delivery services.

Furthermore, the income level of the respondents is an important factor that may affect their preference for online food delivery services. In this study, the majority of the respondents (83.7%) reported having no income, while only a small percentage reported having an income above RM 5000 (0.9%). This result indicates that the respondents have limited financial resources, which may influence their decision to use online food delivery services. Regarding the frequency of using OFD services, it is notable that the majority of the respondents (83.1%) reported using the services 1 to 5 times per week. This result suggests that online food delivery services are commonly used among the respondents, which is consistent with the increasing trend of using online services in today's digital era. Additionally, the result indicates that convenience and time-saving factors could be the main motivation for the respondents to use online food delivery services. Overall, the demographic data provide a clear understanding of the characteristics of the respondents and their behavior towards online food delivery services. This information is essential for interpreting the results of the study and provides a basis for future researches in the field.

Table 2: Respondents' Profile

Demographic Variables	Categories	Frequencies (n)	Percentage (%)
<b>Age</b>	19 – 21	186	53.1
	22 – 24	136	38.9
	25 -27	28	8
<b>Gender</b>	Male	77	22
	Female	273	78
<b>Educational Level</b>	Diploma	96	27.4
	Degree	254	72.6
<b>Income</b>	No Income	293	83.7
	Below RM1000	42	12
	RM1001 - RM3000	10	2.9
	RM3001 - RM5000	2	0.6
	Above RM5000	3	0.9
<b>Frequency of using OFD service</b>	1 - 5 Times	291	83.1

<b>(in a week)</b>	6 - 10 Times	35	10
	More than 10 Times	24	6.9

Referring to Table 3, the first research variable's mean value of 4.68 indicates that respondents concur with convenience motivation with regard to food delivery services. According to the standard deviation, the distribution of respondents' responses is relatively close to the mean value. It shows how the food delivery services do in fact save time, energy, and provide a variety of food options so that respondents can buy whatever food they want. Food ordered through food delivery services that they desire without having to visit the restaurant directly. According to the second research variable's time saving orientation mean value of 4.56, and standard deviation of 0.705. The respondents appear to view food delivery service as time saving and accomplish purchase quickly. While various payment options' mean score of 4.61 and a standard deviation are 0.66. This analysis proves that all the 3 variables influence customer satisfaction with OFD, but to see these variable relationships, multiple regressions were employed.

The results from Table 3 suggest that the three variables - convenience motivation, time-saving orientation, and various payment options - are all perceived as important factors in customer satisfaction with online food delivery services. The mean values for each variable are relatively high, indicating that respondents generally agree that these factors contribute to their satisfaction with the service. However, it is important to note that the standard deviation values suggest that there is some variability in respondents' opinions about these factors. This means that while the majority of respondents may agree that convenience, time-saving, and various payment options are important, there may be some who do not see these factors as significant contributors to their satisfaction with the service. To better understand the relationship between these variables and customer satisfaction with online food delivery services, the researcher has employed multiple regressions. This statistical analysis can help determine how much each variable contributes to the overall level of satisfaction, and whether there are any interactions or other factors that might affect this relationship. The results of the multiple regression analysis will provide valuable insights into how online food delivery services can improve customer satisfaction and better meet the needs of their target market.

**Table 3: Mean score and standard deviation reporting**

Variables	Questions/Items	Mean (m)	Standard Deviation (Std Dev)
<b>Customer Satisfaction</b>	I'm satisfied with the overall process of online delivery	4.64	0.679
	I'm satisfied with the content available through an online mobile app	4.56	0.742
	I did not face any problems (issues) when using the online mobile app	4.51	0.845
<b>Convenience motivation</b>	I can use OFD to make an order anywhere and anytime	4.70	0.631
	I feel that using OFD can reduce my travel effort to buy food/beverages	4.69	0.640
	I believe that using OFD services is very useful in the purchasing process.	4.66	0.686
<b>Time-saving orientation</b>	I think that OFD helps me to save time instead of buying food/beverages by myself.	4.59	0.763
	I believe that using OFD services helps me accomplish things more quickly in the purchasing process.	4.54	0.777
	It is important for me that the purchase of food is made as quickly as possible using OFD services.	4.58	0.743
<b>Various payment option</b>	The OFD app has complete payment options such as online payment and cash on delivery.	4.67	0.645
	I'm satisfied with the payment options provided by the OFD mobile app.	4.59	0.707

The availability of customer service personnel helps me in the payment process.	4.58	0.785
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#### 4.2 Multiple Regressions

Table 4 displays the research's overall tested variable's significance test. Based on the table, the convenience motivation strongly significant to the customer satisfaction (B: 0.481) and the payment option (B: 0.301), which means hypotheses H1 and H3 accepted. The positive effect of convenience motivation found in this study aligned strongly with the study by Lau & David (2019). Time saving orientation (B: 0.133) had less significance on customer satisfaction. However, the value revealed that time saving was low and did not influence to the customer satisfaction (\*p<0.001). This shows that time is not one the factors that influent the student to choose food delivery services to accomplish their satisfaction as long as it is convenient for them. The positive significance of convenience motivation showed that customers are more alert about convenience in using OFD services while ordering food. For example, before ordering food, they always check the ability apps to make ordering or there is no available me. The results in Table 4 provide evidence for the relationship between the three independent variables (convenience motivation, time saving orientation, and various payment options) and customer satisfaction with online food delivery services. The analysis suggests that convenience motivation has a strong positive influence on customer satisfaction, which is in line with the previous research findings by Lau & David (2019). This finding indicates that customers value convenience in using online food delivery services more than other factors such as time-saving orientation.

Moreover, the analysis reveals that various payment options have a positive significant influence on customer satisfaction, which supports the third hypothesis (H3). This finding suggests that offering multiple payment options to customers can help improve their satisfaction levels, as it provides them with the flexibility to choose a payment method that best suits their preferences. However, the analysis shows that time-saving orientation has less significant influence on customer satisfaction. This finding implies that while customers may appreciate the time-saving benefits of online food delivery services, it may not be the most important factor that influences their satisfaction levels. Instead, they may be more concerned with the convenience factor and the availability of various payment options. In conclusion, these findings provide valuable insights for food delivery service providers to improve their services and enhance customer satisfaction. By focusing on convenience and offering a variety of payment options, providers can attract more customers and ensure that they are satisfied with the service.

**Table 4: Result of multiple regressions**

Convenience motivation	0.481	8.169	<0.001*	H <sub>1</sub> = Accepted
Time-saving orientation	0.133	2.653	0.008	H <sub>2</sub> = Accepted
Payment option	0.301	5.812	<0.001*	H <sub>3</sub> = Accepted

Notes \*p <0.001 r<sup>2</sup> = 0.592, F = 167.711, Sig. = <0.001

#### 5.0 CONCLUSION

This study examines the relationship between convenience motivation, time-saving, and payment options with customer satisfaction and clarifies what factors that can contribute to the development of the food delivery market. It also investigated the relationship between customer satisfaction using online food delivery services. Hence, three hypotheses were suggested (i.e. H<sub>1</sub>, H<sub>2</sub> and H<sub>3</sub>). All the hypotheses were supported with positively significant. In line with the result, previous studies indicated that data of the variables are significant to the customer satisfaction (Mohammad et al.2022). The critical finding is that convenience motivation has the most positive impact on customer satisfaction, among the other factors. The result is consistent with Gagah and Agung (2018), Chai and Yat (2019), and Fanoberova and Kuczkowska (2016) research. According to Chai & Yat (2019), once the convenience level meets the expectation of customers, they would be motivated to use that system continuously. This study could fill knowledge gaps on the factors that influence consumer satisfaction and contribute to a better understanding

of the importance of convenience motivation in the food service industry. Convenience motivation refers to the desire of consumers to obtain goods or services easily, quickly, and without much effort. Convenience has become increasingly important to consumers, especially in today's fast-paced society, where people are always on the go and have little time to spare. Convenience motivation is a crucial factor that affects consumer behaviour, satisfaction, and loyalty. It encompasses various dimensions, such as time-saving, accessibility, availability, and ease of use. Consumers are willing to pay more for convenient products or services that save them time and effort. In the food service industry, convenience has become a critical factor that influences consumer satisfaction and loyalty. With the rise of food delivery services, consumers can order food from their favourite restaurants without leaving their homes or offices. This convenience has led to a significant increase in demand for food delivery services, with many consumers preferring it over traditional dining or takeout options. Food delivery services offer various benefits, such as time-saving, easy accessibility, a wide range of options, and flexibility. The convenience factor in food delivery services extends beyond the ordering process. Consumers also value fast and reliable delivery, as well as the ability to track their orders in real time. These features enhance the convenience of the service and contribute to a positive customer experience. Therefore, food delivery companies need to prioritize convenience and continuously innovate to meet the evolving needs of consumers.

Besides, time-saving and payment options significantly influenced the customer using OFD services. Time-saving orientation makes the user more quickly purchase food and helps users save time. According to (Kevin 2019), timely delivery is a key metric for tracking operational performance and supply chain efficiency within a company. The ability to save time positively impacts behaviour intention toward internet buying. OFD services can increase the efficiency of the food service industry. Time saving measures in OFD can improve the overall efficiency of the company operations. Fast and efficient delivery can improve customer satisfaction, which in turn can lead to increased customer loyalty and retention. The finding of various payment options was a significant positive effect. It gives convenience to users to make online payment option. According to Zlatko (2016), the development of the internet and the arrival of e-commerce fostered digitalisation in the payment processes by providing various electronic payment options, including payment cards (credit and debit), digital and mobile wallets, electronic cash, contactless payment methods and more. Researchers discovered that time saving in using OFD services has a negligible effect on customer satisfaction when compared to other variables. It is possible that customers can easily purchase food at the restaurant if the OFD is not available.

Even though the findings of this research indicate significant contribution to better understand the existing theories related to OFD service and customer satisfaction, there are a few limitations addressed which could be useful for future scholars within the same study foci. The finding limited its generalizability within the UiTMCT Dungun campus students rather than larger higher institution society, thus, future research could consider to be conducted in diverse populations in order to see what makes other groups of students interested to use of OFD services. Perhaps, more extensive and new discovery potentially could be found from a larger or massive scale group of respondents on OFD services. Additionally, a research on determining the reasons behind utilisation of OFD services could further explain of how and why higher learning students motivate to choose and use the OFD service rather than physically go the food premises to enjoy their meal.

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