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ACCESSING FACTOR INFLUENCING CUSTOMERS TO USE FOOD
DELIVERY SERVICES

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ABSTRACT

This research proposal related factor that influence consumer using food delivery. This purpose of this study to know factor that influence consumer using online food delivery. This study also can identify type of consumer likely using food delivery. Food delivery give facilities to customer get their food. However, the negative effect still can happen during delivery. Sometime customer must careful receive the other to make sure safe. To achieve this study, there a lot of journal, article, and other similar information can be reference to research this study. The reading information must relate this topic to get the right information.

This paper examines literature accessing factor influencing customer using food delivery system. In food and beverage industry, they have more potential to grow up their industry. Beside, existing food delivery systems help and facilitate most trades and also increase income business. Food delivery system is important because it help increasing the demand in food and beverage industry. An example, restaurant, fast food, kiosk and other related. Nowadays, more people making business food product at home uses food delivery system to send their order. The cooperation from both of them will give positive impact.

In this study, as introduction to this topic examine the food delivery system. These topics focus to accessing factor influencing food delivery system. There are benefits that cause customer choice to using food delivery system. Then, in literature there are the key term relate with this topic like food delivery application, time saving, convenience, and various food choice. Lastly, this study provides discussion of finding to answer all research objectives in this topic.

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