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FACULTY OF HOTEL AND TOURISM MANAGEMENT

UNDERGRADUATE PROJECT (HTM655)

**CUSTOMER ACCEPTANCE TOWARDS DIGITAL WALLET AT FOODSERVICE
RESTAURANT IN MALAYSIA**

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ABSTRACT

This research proposal examines about the customer acceptance towards digital wallet in foodservice restaurants. Technology is the design of a facility or infrastructure that is backed up advances in science and one's ability to create something. The use of advanced technology is gaining popularity from the community especially among the foodservice restaurants. The digital wallets are financial accounts that allow users to make transactions and track payment histories by computer and users also can complete purchases easily and quickly. The problems in this study are the trends towards the usage of digital wallet is growing in restaurant but how the customer react towards the usage of digital wallet and the various type of payment that use in restaurants. This study was conducted for identify the types of digital wallet used in restaurant, identify customer preference on types of digital wallet and to examine the customer acceptance toward the usage of digital wallet in foodservice restaurants in Malaysia. This study was conducted quantitative method to get data and also used to analyze data. This is because this study wants to know the frequency of customer acceptance towards digital wallet, customer preference and the type of payment that use in restaurants. The research design in this study is descriptive study which can be defined as a research method that is used to describe the characteristics of population or phenomenon in the study. This study also used the non-probabilistic convenience sampling method. The participation in this research study was voluntary. In this research, the participants were informed that participation would be anonymous and the results only used for academic purpose.

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