



UNIVERSITI
TEKNOLOGI
MARA

Cawangan Terengganu
Kampus Dungun

**UNIVERSITY OF TECHNOLOGY MARA DUNGUN CAMPUS
(TERENGGANU).**

FACULTY OF HOTEL AND TOURISM MANAGEMENT

**BACHELOR OF SCIENCE (HONS.) FOOD SERVICES
MANAGEMENT
(HM 242).**

TITLE:

**INTENTION TO USE ONLINE FOOD DELIVERY (OFD)
SERVICE AMONG STUDENT IN UNIVERSITY TECHNOLOGY
MARA DUNGUN CAMPUS .**

PREPARED BY :

STUDENT NAME	STUDENT ID
NURUL SYAZWANI BINTI SAHIDI	2018695392
NURAINA SYAZANA BINTI MOHD SHUKRI @ ALIAS	2018682816

**SUBMISSION DATE:
09 AUGUST 2021**

ABSTRACT

This research proposal will be carry out with the topic of intention to use online food delivery service among student in University Technology MARA Dungun Campus. Recently, we have been interest to understand student behavior related to the use of online food delivery service when purchasing food from via online platform. However, the various motives behind the usage of online food delivery service among university student have not been addressed. Hence, this study worked to fill this gap by developing a methodology, sample and questionnaire that comes up with a reliable initiatives that measures purposes and reasons behind the customer usage of online food delivery service. Additionally, the association between purposes as well as reasons and intentions to use online food delivery service were investigated. The study found five main factors behind the use of food delivery service, namely, price saving, time saving, perceived ease of use, convenience motivation and flexible payment. The study concludes with various implications and recommendations for future research on customer's intention to use online food delivery service.

Keyword: Online, Food delivery service, Student intention, Price Saving, Time Saving, Convenience Motivation, Perceived Ease of use, Flexible Payment.

ACKNOWLEDGEMENT

“In the name of Allah, Most Gracious, and Most Merciful” First and foremost, We are very grateful to Allah S.W.T for giving us the strength and patience throughout completing this Undergraduate Project (HTM655). This Undergraduate Project is the result of the efforts on our part, as well as the assistance of others.

we would like to express and credit this appreciation to our supervisor, Miss Mohaini Mohamed@ Naba for her advice, guidance, encouragement, comments, along with her continuous support. Her valuable advice and high commitment help us a lot in finishing this research study. We would also like to express our gratitude to all foodservice lecturers for being a great co-advisor and caretaker for our Undergraduate Project that went well. Special thanks to our coordinator, Madam Jazira Anuar @ Mohd Noor for her high enthusiasm throughout the process to complete this research.

Last but not least, our heartfelt thanks are extended to our beloved families, and friends that always support and cherish us with love and emotional motivation. Finally, thank you to those who helped us directly or indirectly during the process of completing this Undergraduate Project.

TABLE OF CONTENT

AUTHOR'S DECLARATION.....	II
ABSTRACT.....	III
ACKNOWLEDGEMENT.....	IV
TABLE OF CONTENTS.....	V-VII
1.0 INTRODUCTION	
1.1 Overview	1
1.2 Background of the Study	1-2
1.3 Problem Statement.....	2-3
1.4 Research Objective.....	4
1.5 Research Question.....	4
1.5.1 Conceptual Framework	4
1.5.2 Hypotheses.....	4
1.6 Significance of the Study.....	5
1.7 Scope and Limitation of the Study.....	5
1.8 Definition of Key Terms.....	5-6
2.0 LITERATURE REVIEW	
2.1 Overview.....	7
2.2 Online food delivery.....	7-9
2.3 Customer Intention.....	9-10
2.4 Factor influence customer intention.....	10
2.4.1 Price Saving.....	10-11
2.4.2 Time Saving.....	11-12
2.4.3 Perceived ease of use.....	12
2.4.4 Convenience Motivation.....	13
2.4.5 Flexible Payment.....	13-14
2.5 Summary.....	14

3.0 RESEARCH METHODOLOGY

3.1 Overview.....	15
3.2 Research Design.....	15
3.3 Data Collection Method.....	16
3.3.1 Primary Data.....	16
3.3.2 Secondary Data.....	16
3.4 Research Instrument.....	17-18
3.4.1 Section A question.....	18-19
3.4.2 Pilot Test.....	20
3.4.3 Reliability Test.....	20
3.5 Sampling Techniques.....	21-22
3.6 Data Analysis.....	22-23
3.7 Research Ethic Consideration.....	23-24
3.8 Summary.....	24

4.0 FINDINGS

4.1 Overview.....	25
4.2 Response Rate.....	25
4.3 Demographic Profile.....	26-29
4.4 Central Tendencies Measurement Of Constructs	
4.4.1 Reliability Analysis.....	30
4.4.2 Descriptive Statistic.....	31-32
4.4.3 Price Saving.....	32
4.4.4 Time Saving.....	33
4.4.5 Perceived Ease of Use.....	34
4.4.6 Convenience Motivation.....	35
4.4.7 Flexible Payment.....	36
4.4.8 Student Intention.....	37
4.5 Relationship between Variables.....	38-41
4.6 Linear Regression Testing.....	42-47
4.7 Multiple Linear Regression Testing.....	48-50
4.8 Summary.....	51