



THE EFFECTIVENESS OF FOOD DELIVERY SERVICE  
DURING MOVEMENT CONTROL ORDER IN MALAYSIA

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## **ABSTRACT**

This study is about the effectiveness of food delivery service during Movement Control Order in Malaysia. Throughout the duration of the Movement Control Order, any business activity including food service industry that involving face-to-face approach is not permitted unless the business involves food delivery services. Therefore, the objectives of this study are to identify the factors influencing food delivery service and to identify the impact of Movement Control Order towards food delivery service. Secondary data was used in this study which refers to previously gathered research data. The data was gathered from selective past internet, journals, blogs, books, online magazines, newspapers, and articles related to this research study. Findings show that time-saving, discount, delivery experience and restaurant close for dine-in are vital factors that caused the food delivery service being chosen. Besides that, the impact of Movement Control Order towards food delivery service is the demand for these services are increasing and causes more delivery riders to be employed. In addition, the spread of Covid-19 caused the contactless delivery service to be introduced.

**Keywords:** Food Service, Food Delivery, Movement Control Order, Food Supply

## TABLE OF CONTENTS

CHAPTER	TITLE	PAGE
	AUTHOR'S DECLARATION	i
	ACKNOWLEDGEMENT	ii
	ABSTRACT	iii
	TABLE OF CONTENTS	iv
	LIST OF FIGURES	vii
	LIST OF ABBREAVIATION	viii
<b>1</b>	<b>INTRODUCTION</b>	<b>1</b>
	1.1 Overview	1
	1.2 Background of The Study	1
	1.3 Problem Statement	2
	1.4 Research Objectives	3
	1.5 Research Question	3
	1.6 Research Framework	3
	1.7 Significance of The Study	4
	1.8 Scope of The Study	5
	1.9 Limitation of The Study	5
	1.10 Definition of Key Terms	5
	1.10.1 Food Delivery	5
	1.10.2 Movement Control Order	6
	1.10.3 Food Services	6
	1.10.4 Supply Food	7

<b>2</b>	<b>LITERATURE REVIEW</b>	<b>8</b>
	2.1 Overview	8
	2.2 Food Services	8
	2.2.1 Customer Satisfaction Towards Food Service	9
	2.3 Food Delivery	10
	2.3.1 Intention to Use Food Delivery Service	10
	2.3.2 Pros and Cons of Food Delivery Service	12
	2.4 Movement Control Order	12
	2.4.1 Impact of Movement Control Order	13
	2.5 Food Supply	14
	2.5.1 Food Supply for The Duration of Movement Control Order	15
<b>3</b>	<b>METHODOLOGY</b>	<b>16</b>
	3.1 Overview	16
	3.2 Research Design	16
	3.3 Data Collection	17
	3.4 Analytical Strategy	17
	3.5 Research Ethic Consideration	18
<b>4</b>	<b>DISCUSSION</b>	<b>19</b>
	4.1 Overview	19
	4.2 Factors Influencing Food Delivery Services	19
	4.2.1 Time-saving	20
	4.2.2 Discount	20
	4.2.3 Delivery Experience	21
	4.2.4 Restaurant Close for Dine-in	22
	4.3 The Impact of Movement Control Order Towards Food Delivery Services	23