



FACTORS THAT INFLUENCE THE INTENTION TO USE
ONLINE FOOD DELIVERY (OFD) APPS AMONG UITM'S
STUDENTS IN THE EAST COAST REGION

MURAH SYUHADA BT ABDUL RAZAK

2017973671

TENGGU HIRA SYAFIQAH BT TENGGU MAZLAN

2017755685

BACHELOR OF SCIENCE (HONS.) IN FOODSERVICE
MANAGEMENT (HM242)
FACULTY OF HOTEL & TOURISM MANAGEMENT

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ABSTRACT

Online Food Delivery (OFD) service is known as a process by which an order for food is put online and delivered to the customer at the designated location. It is an exciting new trend that is currently booming in the food and beverage industry in Malaysia. Individuals who are caught with tight schedules or heavy traffic tend to have little or no time to go out to get their foods, which includes university students. Normally, some university students might find it difficult to get their food since they are busy with their daily routine such as attending classes, sports and extracurricular activities on campus. That said, there are insufficient studies that focus on the trends and antecedents of OFD service among students. Thus, the aim of this study is to identify the factors that influence the intention to use OFD apps among UiTM's students in the East Coast region, particularly regarding convenience, usefulness and mobility. Cluster sampling was used and data from 377 respondents were obtained through online survey questionnaires and were analyzed using SPSS software. The results indicated that all the factors identified including convenience, usefulness and mobility do have an influence on the intention to use OFD apps among UiTM's students in the East Coast region. The factor of mobility in terms of time is the most preferred factor that influences the intention to use OFD apps among students. Finally, as a recommendation, future research could explore more in terms of the relationship between the factors and its effects towards the customers. Other than that, future research should use a wider and more varied sample size involving all students in Malaysia in order to have more generalized results.

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