



**RELATIONSHIP BETWEEN PERCEIVED EASE
OF USE AND PERCEIVED USEFULNESS WITH
INTENTION TO USE FOOD PANDA MOBILE
APPLICATION IN SELANGOR**

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JUNE 2020

DECLARATION OF AUTHENTICATION AND OWNERSHIP

TITLE : RELATIONSHIP BETWEEN PERCEIVED EASE OF USE AND PERCEIVED USEFULNESS WITH INTENTION TO USE FOOD PANDA MOBILE APPLICATION IN SELANGOR

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2. We verify that this project and its intellectual properties are our original work without plagiarism from any other sources and has been done by us under the general supervision of my supervisor.
3. We agree to release the project’s intellectual properties to the above said polytechnic in order to fulfil the requirement of being awarded **Diploma in International Business**.
4. Whenever we have used materials (data, theoretical analysis, and text) from other sources, we have given due credit to them in the text of the report and giving their details in the references.

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ACKNOWLEDGEMENT

I would like to express the deepest appreciation to my supervisor, Dr. Murugadas a/l Ramdas who has the attitude and substance of a genius, he continually and convincingly conveyed a spirit of adventure in regard to research and scholarship, and an excitement in regard to teaching. Without his guidance and persistent help this dissertation would not have been possible.

On the other hand, big thank also we address to our lecturer which is Dr. Murugadas that always teach us and guide us to understand the things that we should know while studying Business Project and also in producing good project work.

Besides that, we also would like to thanks Politeknik Sultan Salahuddin Abdul Aziz Shah by giving us opportunities to finish our research which is Relationship Between Perceived Ease of Use and Perceived Usefulness with Intention to Use Food Panda Mobile Application in Selangor. With this platform, we can continue this research and also gain more knowledge about food delivery application and anything related in this field.

Nobody has been more important to us in the pursuit of this project than the members of our family. I would like to our parents whose love and guidance are with us in whatever we pursue. They are the ultimate role models. Most importantly, thank to our teammate that has been cooperate to make this happen through thick and thin and provide unending inspiration. The most important is, we want to thank to our classmate which is DPI5A that has been shared their knowledge and helped each other to make this happen.

LETTER OF TRANSMITTAL

November 2020

Dr. Murugadas a/l Ramdas

Lecturer of Business Project

Department of Commerce

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Subject: Submission of the report on “Relationship Between Perceived Ease of Use and Perceived Usefulness with Intention to Use Food Panda Mobile Application in Selangor”

Dear Dr. Murugadas a/l Ramdas,

With due respect, we would like to present to you our research paper “Relationship Between Perceived Ease of Use and Perceived Usefulness with Intention to Use Food Panda Mobile Application in Selangor” which has been completed as our Business Project. The purpose of this report was to conduct a basic research to discover between perceived ease of use and perceived usefulness which effect customer purchase intention. It was a learning experience as we had the opportunity to utilize the advanced tools and techniques introduced to us throughout the Business Project course.

We tried our best to use the guidelines and counselling provided by you to make this report as informative as possible. Therefore, we hope that you would accept the research paper and our gratitude for allowing us to work on this intellectually inspire paper. Thank you.

Sincerely yours,

NUR ADLINA BT JAMIL

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LETTER OF AUTHORIZATION

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Jalan Ilham U2/14, Taman TTDI Jaya,
40150, Shah Alam, Selangor.

November 2020

Re: Letter of authorization of Relationship Between Perceived Ease of Use and Perceived Usefulness with Intention to Use Food Panda Mobile Application in Selangor

To whom concern:

I hereby Nurul Amira Binti Ramlan ask the authorization to process any and all documents in my name, and sign on my behalf.

The authorization is valid for 5 months from June 2020 to November 2020

Signature,

.....

NURUL AMIRA BINTI RAMLAN

ABSTRACT

Relationship Between Perceived Ease of Use and Perceived Usefulness with
Intention to Use Food Panda Mobile Application in Selangor

Nur Adlina Bt Jamil
Nurul Amira Binti Ramlan
Nur Aiza Natasha Binti Mazlan
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Technological evolution has completely changed the entire scenario of the restaurant industry. It has uplifted the usage of online food delivery services and enabled us to order food at the comfort of our home, compare prices and conveniently access these services. These online food delivery services are boosting the option of choosing meals from a wide variety of restaurants with a single tap of our smartphones. In this research paper, three objectives were set for study. The first one was to investigate the level of the customer perceived ease of use and perceived usefulness and intention of using mobile food applications. Second, to investigate the relationship between perceived ease of use and intention and the last is, to investigate the relationship between perceived usefulness and intention. This research was done around Selangor area. The purpose of literature review is to review the critical points of current knowledge including substantive findings as well as theoretical and methodological which contribute to research topic in hand. The research takes quantitative approach to the study. This is descriptive study and the data gathering tool is two technological questionnaires on customer purchase intention using Food Panda Delivery Apps that will be distributed among 384 people. The analysis of research data will be performed using SPSS22 and Google Form software. Overall, the level of Perceived Ease of Use and Perceived Usefulness toward customer intention of using Food Panda Application is at high level. There is a significant positive relationship between all the Perceived Ease of Use and Perceived Usefulness toward customer intention.

ABSTRAK

Hubungan Antara Kemudahan Penggunaan yang Dirasakan dan Penggunaan yang Dirasakan dengan Niat untuk Menggunakan Aplikasi Food Panda di Selangor

Nur Adlina Bt Jamil
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Jabatan Perdagangan

Politeknik Sultan Salahuddin Abdul Aziz Shah, Shah Alam, Selangor

Evolusi teknologi telah mengubah keseluruhan senario industri restoran. Ini telah meningkatkan penggunaan perkhidmatan penghantaran makanan dalam talian dan membolehkan kami memesan makanan dengan selesa di rumah kami, membandingkan harga dan mengakses perkhidmatan ini dengan mudah. Perkhidmatan penghantaran makanan dalam talian ini meningkatkan pilihan untuk memilih makanan dari pelbagai restoran dengan satu ketukan telefon pintar kami. Dalam makalah kajian ini, tiga objektif ditetapkan untuk dikaji. Yang pertama adalah untuk menyiasat tahap yang dirasakan pelanggan mengenai kemudahan penggunaan dan merasakan kegunaan dan niat menggunakan aplikasi makanan mudah alih. Kedua, untuk menyelidiki hubungan antara kemudahan penggunaan dan niat yang dirasakan dan yang terakhir adalah, untuk menyelidiki hubungan antara kegunaan dan niat yang dirasakan. Kajian ini dilakukan di sekitar Selangor. Tujuan tinjauan literasi adalah untuk mengkaji maklumat penting pengetahuan semasa termasuk penemuan substantif serta teori dan metodologi yang menyumbang kepada topik penyelidikan yang ada. Penyelidikan menggunakan pendekatan kuantitatif untuk kajian. Ini adalah kajian deskriptif dan alat pengumpulan data adalah dua soal selidik teknologi mengenai niat membeli pelanggan menggunakan Aplikasi Penghantaran Makanan yang akan diedarkan di antara 384 orang. Analisis data penyelidikan akan dilakukan menggunakan perisian bentuk SPSS 22 dan Google Form. Secara keseluruhan, tahap Kemudahan Penggunaan dan Persepsi Penggunaan terhadap niat pelanggan menggunakan Aplikasi Food Panda berada pada tahap tinggi. Terdapat

hubungan positif yang signifikan antara semua Kemudahan Penggunaan dan Persepsi Penggunaan terhadap niat pelanggan.

EXECUTIVE SUMMARY

The following is a proposal for a Final Year Project consisting of the Relationship Between Perceived Ease of Use and Perceived Usefulness with Intention to Use Food Panda Mobile Application in Selangor. Food delivery is a courier services that brings great food from the local restaurant, straight to the doorsteps of hungry customers. The food delivery services are on the rise in many developing countries. Nowadays, there is even an app for food delivery services. Customers prefer to purchase food online and have it delivered to their designated location. Sitting at their comfort zone while scrolling through their smartphone, selecting orders and wait for their food to be delivered. The bargaining power of suppliers for Food Panda is perceived to be the software and hardware developers of the application. In order for Food Panda to operate smoothly, the developers have to constantly upgrade the system to fix bugs and to improve the speed and functionality of the application with the addition of many other services. The main purpose of this project is to identify the influence of perceived ease of use and perceived usefulness. Besides that, it is also to determine the most significant relationship that influence the customer purchase intention of Food Panda Mobile Application. The data collected from 384 respondents survey method through a structured questionnaire through pilot test and will be using SPSS22. The questions and scales in questionnaires will consider to be reliable as the entire Cronbach's Alpha was more than 0.7 which is indicate as very good.

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**DIPLOMA IN INTERNATIONAL BUSINESS
COMMERCE DEPARTMENT**

JUNE 2020

CHAPTER 1

INTRODUCTION

1.1 INTRODUCTION

This research was conducted to explore the Relationship Between Perceived Ease of Use and Perceived Usefulness with Intention to Use Food Panda Mobile Application in Selangor. This research will begin with background of the research, problem statement followed by research objectives, research questions, the scope of research, significance of research and this chapter will end with the definition of operational terms.

1.2 BACKGROUND OF THE RESEARCH

Online food ordering is growing in Malaysian market day by day. Malaysian people are so active while using the apps for ordering food online. As a result of all these online food marketing is able to generate ample amount of opportunities for employment. It also helps local vendors to connect with people due to which they are able to increase their earning. Simply ordering system is a website or mobile application through which users can order food online from a food cooperative or even a native restaurant ordering food online is similar to online shopping. The digitalization has enabled the common man to handle their payments online use various application. It shows food industry has also evolved in e-commerce technology. It is more interesting to understanding the influencing factors which leads to intension to buy food using application like Food Panda, Grab Food, Dah Makan, etc. with such benefits online food services is becoming a huge sector & will benefit Malaysia's economic condition, etc. Using Technology Acceptance Model (TAM) this model encompasses of variables elucidating the customer intention, perceived usefulness and perceived ease of use to use technology directly or indirectly of the food delivery mobile application.

1.3 PROBLEM STATEMENT

Malaysians are now less aware of the use of mobile food applications even though the world is now exposed to technological sophistication. Furthermore, they are too busy with their daily routine to not follow the meal schedule. Technological advances now have provided various mobile food applications that need to be learned by all walks of life so that they can feel the benefits of using this application. After pandemic issue there's a lot of people use Food Panda mobile application because food panda helps them to not go outside during pandemic and they do not have to go out to buy the food they want to buy while Food Panda can help to buy the food they want and can avoid leaving the house. A lot of customer have been used Food Panda as a platform food delivery services not only in Malaysia but also in Asian countries. (Ruksina Supatnuntakul,2020). The present research develops and validates new scales for two specific variables, perceived usefulness and perceived ease of use, which are hypothesized to be fundamental determinants of user intention. Definitions for these two variables were used to develop scale items that were pretested for content validity and then tested for reliability and construct validity in two studies. The findings of this study, indicating that perceived usefulness and perceived ease of use does predict the continuance intention of using the food delivery mobile application.

1.4 RESEARCH OBJECTIVE

1. To investigate the level of the customer perceived ease of use and perceived usefulness and intention of using mobile food applications.
2. To investigate the relationship between perceived ease of use and intention.
3. To investigate the relationship between perceived usefulness and intention.

1.5 RESEARCH QUESTIONS

1. What is the level of the customer perceived ease of use and perceived usefulness and intention of using mobile food application?
2. Is there a significant relationship between perceived ease of use and intention?
3. Is there a significant relationship between perceives usefulness and intention?

1.6 SCOPE OF RESEARCH

Scope of this research is to figure out customer intention of using Food Panda mobile application in Selangor. This research will be done because we want to know which factors between perceived ease of use and perceived of usefulness works well towards intention of using Food Panda mobile application in Selangor. The population of the respondent randomly selected around Selangor. The data collected from 384 respondents. The instrument that we use for this research is questionnaire. So, the questionnaire that will be distribute is focusing on the most influential factor that influence the customer intention of using food delivery mobile application.

1.7 SIGNIFICANCE OF RESEARCH

The determination of the most influential factors of perceived ease of use and perceived usefulness on intention that influence the customer satisfaction of using food delivery mobile application. The company need to know their target market intention using their application as a result to make a better improvement in the future. Based on the literature review, these are the influential factors that people use to influence customer on purchasing making. Nevertheless, this research only focusing on this factors because we need to know which of it can give more benefit to the company in the future. The result of this research is useful for the business company. As the result, the company can make a reference in the future to make a better plan or strategies on how to capture their target market.

1.8 DEFINITION OPERATION TEAMS

1.8.1 INTENTION

Based on the past research from (Olorunniwo et. al. 2006) behavioural intention is related to customer experience. The more positive the experience, the more customers will be willing to adopt OFD. For example, with the satisfaction of online takeaway system, customers who prefer to limit personal interaction with others may have high

intention to adopt the online system, especially those customers who have had negative experience with frontline staff or sales personnel (Katawetawaraks & Wang, 2011; Collier & Kimes, 2013).

1.8.2 PERCEIVED EASY OF USE

PEOU according to (Consult 2002) is the ability of respondents to experiment with innovative technology and where they could evaluate its benefits easily. It has been recognized as an important element to change the attitude and behavioural intention of consumers and establish the acceptance of technology usage among consumers

1.8.3 PERCEIVED OF USEFULNESS

According to (Gentry and Calantone 2002), perceived usefulness captures the buyer's perception that a certain technology will help improve shopping productivity. The time that online shopping save is a utility that customers gain. A customer sees online shopping as useful because it is able to save time, reduce efforts, and offer expanded store hours and efficient checkouts (Chiu et al., 2014)

1.9 SUMMARY

This chapter contains an introduction to the research that researchers wants to do about the customer intention of using food delivery application Food Panda on influence factors. This chapter also contains the research background, problem statement, research objectives, research questions, scope of research, significance of research and definition of operational terms related customer intention of using Food Panda mobile application.

CHAPTER 2

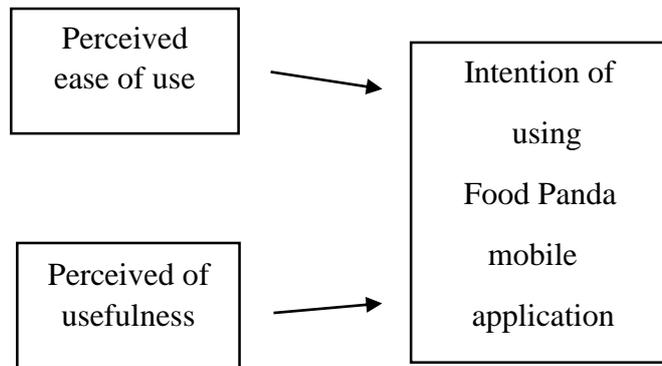
LITERATURE REVIEW

2.1 INTRODUCTION

This section will discuss the review of literature for all the independent variables and dependent variables. This chapter review is based on previous case studies and articles on the perceived ease of use and perceived usefulness on intention of using food delivery mobile application. In addition, this chapter highlight the various theories that can related or associated themselves with the ease of use and usefulness of the food delivery mobile application.

2.2 CONCEPT AND THEORY

Figures 2.1: Concept and Theory



In (Tugrul U. Daim 2013) Technology Acceptance Model (TAM) as the basic theory of such adoption, explain the perceived ease of use and perceived usefulness from service quality may lead to the attitudinal response like customer satisfaction, and intention to repurchase the service. Example is customer loyalty. Therefore, the following hypotheses are proposed.

2.3 REVIEW OF LITERATURE

The purpose of literature review is to review the critical points of current knowledge including substantive findings as well as theoretical and methodological which contribute to research topic in hand. Other than that, literature reviews also known as secondary sources, it only reports the past research and do not unveil any new or original research information.

2.3.1 DEPENDENT VARIABLE – INTENTION

Definition of intention; (Shih 2004), stated that perceived information quality affected users' intentions to accept e-shopping through ease of use and usefulness. A study on an information system supporting emergency operations centers found that performance expectancy played a partial mediating role between information quality and acceptance. In view of these findings, this study proposes performance expectancy and effort expectancy as the mediating variables between the information quality of delivery app services and behavioral intentions

Numerous studies have established the relationship between information quality and performance expectancy (perceived usefulness), effort expectancy (perceived ease of use), and behavioral intention, (Rai, A.; Lang, S.S.; Welker, R.B 2002)

Data analysis results demonstrated that performance expectancy, social influence, and habit were determinants that positively influenced the continuous use intention of consumers. Additionally, information quality was found to positively influence continuous use intention with performance expectancy as the mediating variable. Therefore, the intention to use an app to order food depends on the user's perceived information quality and performance expectancy of the app and on social influence and habit. (Kim, S.H.; Bae, J.H.; Jeon, H.M 2019)

According to (Yeo et al. 2017), a person's attitude can be highly predictable towards the person's intention to perform. The study pointed out that an individual's action will depend on the criterion of the behaviour which he or she will hold and a positive attitude will subsequently lead to the behaviour to adopt the product or technology.

Based on the past research from (Olorunniwo et. al. 2006) behavioural intention is related to customer experience. The more positive the experience, the more customers will be willing to adopt OFD. For example, with the satisfaction of online takeaway system, customers who prefer to limit personal interaction with others may have high intention to adopt the online system, especially those customers who have had negative experience with frontline staff or sales personnel (Katawetawaraks & Wang, 2011; Collier & Kimes, 2013).

Behavioural intention refers to an individual's likelihood to act or a customer propensity to subscribe to the system in the future (Brown and Venkatesh, 2005; Dwivedi, 2005; Venkatesh and Brown, 2001). Behavioural intention can also be defined as a kind of purchase intention which can be used to predict customer purchase behaviour. This will affect an individual choice to adopt OFD or not to adopt OFD in the future. According to (Yeo et al. 2017), a person's attitude can be highly predictable towards the person's intention to perform.

2.3.2 INDEPENDENT VARIABLE

i. Perceived ease of use (PEOU)

(Ramayah & Ignatius 2005) found that customers are unwilling to shop online if the PEOU is hampered by certain barriers such as the long download times of the Internet retailer websites and the poorly designed websites. Thus, it is imperative that the design of OFD websites to be clear and understandable so that it will smoothen customers experience to make an order easy. Besides, (Venkatesh & Davis 2000) reaffirmed that the extent of customers PEOU of the technology will lead to behavioural intention.

Perceived Ease of Use as “the degree to which a person believes that using a technology will be free from effort” (Davis 1989). In the context of this study, PEOU refers to the extent to which users believe that their continued use of e-government is free of effort. If a system is relatively easy to use, individuals will be more willing to learn about its features and finally intend to continue using it. Studies indicate that PEOU is positively associated with continuance intention in the context of Web-based learning (Chiu & Wang, 2008)

According to (Varsha Chavan, et al 2015), the use of a smart device-based interface for customers to view, order and navigate helped restaurants to quickly order from customers. Wireless communication and smart phone technology capabilities in completing and improving business management and service delivery. According to their analysis the system is convenient, effective and easy to use, which is expected to improve the entire restaurant business in the coming period.

PEOU according to (Consult 2002) is the ability of respondents to experiment with innovative technology and where they could evaluate its benefits easily. It has been recognized as an important element to change the attitude and behavioural intention of consumers and establish the acceptance of technology usage among consumers; (Cho & Sagynov, 2015). (Zeithaml et al. 2002) stated that PEOU is the degree to which an innovation is not difficult to understand or use.

The effect of PEOU ultimately will affect consumers' behavioural intention in online environment and has significant positive effect on purchase intentions; (Cho & Sagynov, 2015, Chen & Barnes 2007) also discovered that PEOU significantly affect the adaptation intentions of customer. To encourage more people to use a new technology, it is suggested that companies develop systems that are easy to use; (Jahangir & Begum, 2008).

Study by (Chiu & Wang 2008) discovered that PEOU positively affect the continuance intention of customers in the context of Web-based learning. The behavioural intention to use any online services is dependent upon the perception of the potential adopters, which could be favourable or unfavourable.

Based on the discussion above, it can be hypothesized that:

H1: There is positive relationship between perceived ease of use and intention.

This hypothesis asserts that there is a meaningful relationship between the perceived ease of use online food services with consumer intention.

ii. Perceived usefulness (PU)

Perceived usefulness (PU) was not a significant factor in determining the intention to shop online. The notion that individuals are more influenced by the usefulness of the products instead of its ease of use had been challenged. This study

believes that this surprising result is contingent upon variables such as the type of products. Online purchases are believed to be more common in familiar products (e.g. books, CDs), while shoppers still prefer conventional means for apparels and household items. This may be due to the fact that the former has a lower quality uncertainty that governs them, while the latter requires much personal interaction with the products.

(Moon & Kim, 2001; Aladwani, 2002) who have studied the relationship between perceived ease of use and perceived usefulness, nonetheless, the relationship remains contradictory. For instance, (Gefen and Straub 1997) discovered that the relationship was not significant in predicting e-mail acceptance as a technology, while others (Jantan, Ramayah & Chin, 2001; Moon & Kim, 2001) proved otherwise. In the context of Internet shopping, both are surmised to be closely linked as the argument is such that an Internet user who perceives that purchasing through Internet is effortless should in turn develop a tendency to perceive it as useful.

Perceived Usefulness refers to “the extent to which a person believes that using a particular technology will enhance her/his job performance,” (Davis 1989). In TAM framework, PU is hypothesized to be the direct predictor of behavioral intention to use (BI) of the technology of interest (Park, et al., 2014). Previous studies indicate that PU is positively associated with continuance intention in the context of e-text (Baker-Eveleth & Stone, 2015; Stone & BakerEveleth, 2013), instant messaging (Wang, Ngai, & Wei, 2011), mobile service provider (Abbas & Hamdy, 2015) online travel services (Li & Liu, 2014) e-learning (Lin & Wang, 2012) blog learning (Tang, Tang, & Chiang, 2012), knowledge creation (Chou, Min, Chang, & Lin, 2009),

Post-usage usefulness, reflects the long-term belief of usefulness, as compared to Davis’ perceived usefulness, which is just perception (Bhattacharjee et al., 2008). It is argued that this variable has more utility in the sense that it is more stable, as it will only occur after a user has adapted it for a longer time of period, therefore having a more dominant effect. Perceived

According to (Gentry and Calantone 2002), perceived usefulness captures the buyer's perception that a certain technology will help improve shopping productivity. The time that online shopping save is a utility that customers gain. A customer sees online shopping as useful because it is able to save time, reduce efforts, and offer expanded store hours and efficient checkouts (Chiu et al., 2014)

Perceived usefulness is defined as the degree to which a person believes that using a particular system would enhance his or her job performance (Davis, 1989; Pérez et al., 2004) TAM is an influential extension of TRA. From the consumer perspective, perceived usefulness refers to how consumer performance would improve by adopting a given technology.

Based on the discussion above, it can be hypothesized that:

H2: There is positive relationship between perceived usefulness and intention.

This hypothesis asserts that there is a meaningful relationship between the perceived usefulness of online food services with consumer intention.

2.4 SUMMARY OF THE CHAPTER

This chapter consists of the documentation of a comprehensive review of the published and unpublished information from the secondary sources that related to factors that would influence customer satisfaction towards food delivery application. This chapter is able to complete by gaining useful information and references that made by other researchers to support the research topic and fill up the blank of the studies. Besides that, the other things that included in this chapter are extracted the relevant information, the dependent variable which is intention using application, independent variable which are perceived ease of use and perceived usefulness. In the next chapter, the researchers will be proceed to research methodology to ensure that the methods of study to be carried out.

CHAPTER 3

RESEARCH METHODOLOGY

3.1 INTRODUCTION

Research methodology in a research study is considered as an important element, and therefore determining the method of research methodology is a very important section in the study. Research methodology refers to suitable methods used to carry out research and to determine the effective measures in addressing the problem statement. This chapter contains the chapter introduction, research design, data collection methods, research instruments, sampling techniques, data analysis methods and chapter summary. Research methodology can be classified in different ways, the most common and widely is the qualitative approach and quantitative approach.

Thus, this study was conducted using a quantitative method which is survey among the public. Quantitative methods use descriptive analysis as this study can describe a particular subject by taking into account various aspects and factors that need to be evaluated. According to (Ponto, J. 2015) quantitative research focuses on statistical analysis of numerical data collected through the use of large-scale survey research, use method such as the questionnaires. The data is collected through surveys and the sample size is much bigger than in qualitative research. The questions are designed in such a way that they can be handled and analysed statistically. It is suitable for use in this study because the findings of this study are the information about current events.

3.2 RESEARCH DESIGN

The research design is plan of the research projects that can be a guideline for the research to collect data and analyse their research. According to (Vignesh G. & Arun B. 2019), research design can be defined as a guideline to ensure the information collected will be relevant and useful. The proper research design will help to ensure the research on conducting effective. Quantitative research is the approach used in this study to obtain data and analysis of the research. These studies frequently involve large

sample size to have a more arithmetical controller for generalization of the findings. In quantitative approach, we primarily distribute to answer some of the research questions.

The specific target population for this research was the consumer in Selangor area. The number of population of Selangor is around 6.53 million (2019). 384 samples were selected after estimating who use the food delivery apps services by using Krejcie & Morgan table “Determining Sample Size for Research Activities”. Proper selection of sample criteria will optimize the external and internal validity of the study. The sample size is the number of the target respondents that are selected among the population while distributing the survey questionnaire. Based on the population, the number of questionnaires needed to be collected is 384 however we manage to collect 400 questionnaires to avoid rejected questionnaires.

3.3 DATA COLLECTION METHOD

Data collection is a method of gathering information from all relevant sources in order to get the best response to the research question, to test the hypothesis and to analyse the findings. Data collection method is primary data. Primary data is a new information collected specifically for your purposes, directly from people in the know. Methods of primary data collection vary based upon the goals of the research, as well as the type and depth of information being sought.

3.3.1 PRIMARY DATA

Primary data can be collected through online surveys and interviews and observations; (Vincent Cheow Sern Yeo, See-Kwong Goh, Sajad Rezaei 2016). Based on (Mainuddin Hassan 2018) a quantitative data collection method is used for conducting the research. Questionnaire is designed in a structured way. The questionnaire will comprise questions of the independent and dependent variables. Each item will be rated on a Likert scale of (1 to 5) which ranges on a continuum from strongly disagree to strongly agree. Questionnaires are provided to 384 people that are selected randomly in Selangor area. This method is selected because it is cost-efficient, practical, and fast results.

3.4 RESEARCH INSTRUMENT

Research instrument involves questionnaire design and pilot test that discusses the instrument that will be used to measure the effectiveness of food delivery mobile application on purchasing decision making.

3.4.1 QUESTIONNAIRE DESIGN

A questionnaire is a research instrument consisting of a series of questions for the purpose of gathering information from respondents. Questionnaires can be thought of as a kind of written interview. They can be carried out face to face, by telephone, computer, web or post. Questionnaire design refers to the design of the question used to obtain the data needed for the survey. This research used structured question because it is easier to administer and relatively inexpensive to analyse. The questionnaire consists of three parts which are section A: demographic profile, section B: dependent variables (intention of using food panda mobile application) section C: independent variables (perceived ease of use) and section D: independent variable (perceive of usefulness).

Table 3.1: The Questionnaire

Variable	Code	Items	Sources
Dependent variables (Customer intention)		1. I will consider this site first when I want to buy products. 2. I would be comfortable shopping at this site 3. I would recommend this site to a friend 4. I intend to continue using this website in the future. 5. I will purchase other products or services at this web site. 6. I would like to buy new	Adopted from Demangeot and Broderick (2016) Ha and Janda (2014), Pavlou et al. (2007), Hassanein and Head (2007), Sultan et al. (2002)

		products/services from this site	
Independent variables (Perceived ease of use)		<ol style="list-style-type: none"> 1. Using the food delivery app would enable me to accomplish purchase food more quickly than go to restaurant 2. I would find the food delivery apps useful 3. I would find purchasing food online is easy 4. I would find interaction through the apps is understandable 	Ramayah, T Ignatius, (2005)
Independent variables (Perceived of usefulness)		<ol style="list-style-type: none"> 1. I trust the food delivery apps 2. I felt secure in ordering food through the delivery apps 3. The information provided the delivery apps is reliable 4. When I order through the food delivery apps, the food is valuable based on the price 5. When I order food through the delivery apps, the food is economical 6. When I order food through the delivery apps, the price is reasonable 7. The food delivery apps offer a variety of restaurant choices 8. The food delivery apps offer a variety of food choices 9. I can order food while a wide range of prices through the food delivery app 10. I feel I am getting good food product with a reasonable price when I use the food delivery app 11. Using the food delivery app is worthy for me to devote my time and effort 	Azizul, Jamaludin; Albatat, Ahamad ; Ahmad Shahrman, Ismail; Irfan, Kamal Fitri (2019)

		12. Compared with conventional food purchasing ways, it is wise to use the food delivery app	
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3.4.2 PILOT TEST

Pilot testing is a rehearsal of research study, allowing to test the research approach with a small number of test participants before conducting the main study. Although this is an additional step, it may be the time best spent on any research project. The benefit of the pilot study is cost effective in terms of fewer interviews and questionnaires, the lack of personnel required and the time needed to collect the analyse data. Pilot studies are important in assessing the quality and usability of the research questions. Pilot studies give the researcher an indication of the quality of the results that the researcher will most likely receive (Leedy and Ormrod 2005). This pilot test has been distributed to 30 people randomly in Selangor area. The researcher carried out a pilot test where sets of questionnaire will be given to the respondent.

3.4.3 RELIABILITY TEST

Table 3.2: Reliability Coefficients for Each Variable (N=30)

Variables	No. of Items	Item Deleted	Cronbach's Alpha
Customer intention to use Food Panda	5	0	0.838
Perceived ease of use	4	0	0.840
Perceived ease of usefulness	10	0	0.923

According to (Tugrul U. Daim 2013). For the scientific studies, one of the most important criteria is the reliability of questions that is asked to the respondent, because it affects the results of the study. For this reason, before analysing the results, reliability of the questionnaire is tested. The reliability test (Cronbach's Alpha) was undertaken for the pilot test on Section B, C, and D.

In Table 3.2 the reliability analysis of the construct groups is listed. To say that a data is reliable the Cronbach's Alpha (CA), a value should be more than 0.7. According to the (Azizul, Jamaludin; Albatat, Ahamad 2019) the result of Cronbach's Alpha value shown that is higher than 0.7 are considered acceptable and reliable results, we were trusted not to change the original means of the questions and this was proven with the tremendous of coefficient values because of the questionnaire is adopted based on previous studies, adapted process being implement, and a few amendment have been done on the wording of the items So we will be using these constructs separately in the analysis.

Perceived ease of usefulness are the most reliable constructs with 92.3% reliability. Secondly, perceive ease of use with 83% and lastly customer intention to use Food panda with 83.8% reliability.

3.5 SAMPLING TECHNIQUE

In order to answer the research questions, it is doubtful that researcher should be able to collect data from all cases. Thus, there is a need to select a sample. The entire set of cases from which researcher sample is drawn in called the population. Since, researchers neither have time nor the resources to analysis the entire population so they apply sampling technique to reduce the number of cases.

A sample is a finite part of a statistical population whose properties are studied to gain information about the whole. When dealing with people, it can be defined as a set of respondents selected from a larger population for the purpose of a survey. A population is a group of individual persons, objects, or items from which samples are taken for measurement for example a population of presidents or professors, books or students.

3.6 DATA ANALYSIS METHOD

Once the questionnaires are filled, they will be edited into a statistic software Statistical Package for the Social Sciences (SPSS 22) for descriptive analysis to discover correlations and differences between the variables and sources. It will be done to determine which of the perceived ease of use and perceived usefulness influenced the customer intention toward food delivery mobile application. Results of the analysis then will be displayed using statistical summary tables, charts, and graphs.

3.7 SUMMARY

This chapter consist study the research design, data collection method, research instrument, questionnaire design, sampling and also analysis design. This study evaluated using quantitative data. Data collection method consist of primary data and primary data is needed if researcher is not able to get an answer to the research problem from secondary data. The data obtained using structured questionnaire instruments were analysed using SPSS 22 software and coded to answer the research questions discussed in Chapter 1.

CHAPTER 4

FINDINGS

4.1 INTRODUCTION

Data gathered from respondent were analyzed using Statistical Package for Social Science (SPSS 22). SPSS 22 is a data management and analysis program which design to do statistical procedures like analysis, including descriptive statistics as well as sophisticated inferential statistical procedures. A frequency analysis was run and data were cleaned to ensure that data were correctly coded and entry. Descriptive statistics that consist of means, percentages and frequencies. Inferential statistical procedure conducted includes Correlation. Correlation is used to study the relationship between a dependent variable and an independent variable for explanation.

4.2 RESPONSE RATE

Response rate is the 100% percentage of people who respond to your survey. In this analysis, a total of 384 questionnaires were distributed to respondents around Selangor.

4.3 DEMOGRAPHIC PROFILE

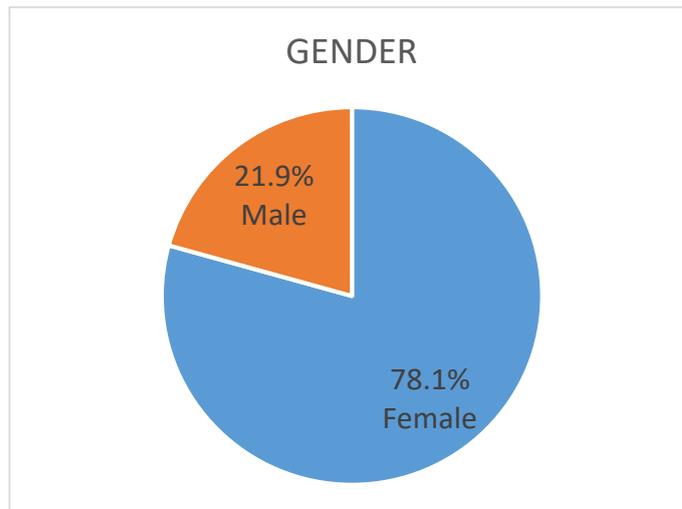
The demographic profile of the respondents contains their personal information and questions related to their behaviour. The questions that are related to the respondents' behaviour are intended to assess their ability to recall the information (Bryman, 2012). This study also requested for the respondents' personal information such as gender, race, working status and monthly income. The researcher had distributed 384 copied of questionnaire and had received 100 percent responses from respondents.

Table 4.1 shows the respondents' profile for this study.

Table 4.1: Demographic Profile (N = 384)

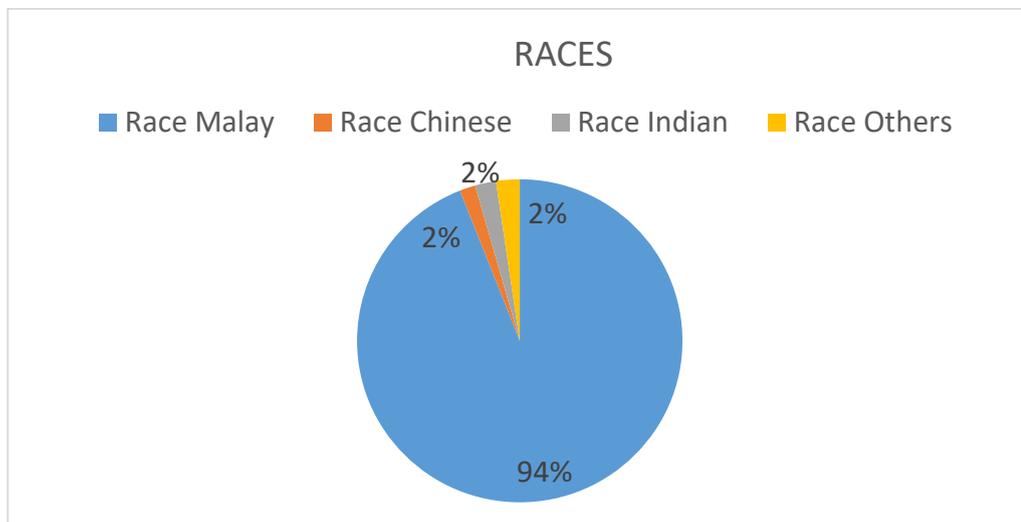
DEMOGRAPHIC PROFILE		FREQUEN CY	PERCENTAGE %
Gender	Male	84	21.9
	Female	300	78.1
Race	Malay	361	94.0
	Chinese	6	1.6
	Indian	8	2.1
	Others	9	2.3
Working Status	Employed	93	24.2
	Unemployed	291	75.8
Monthly Income	Below RM 1,000	170	44%
	RM 1,001 – RM 2,000	130	34%
	RM 2,001 – RM 3,000	38	10%
	RM 3,001 – RM 4,000	19	5%
	Above RM 4,000	27	7%
Marital Status	Single	366	95.3
	Married	18	4.7

Figure 4.1: Gender



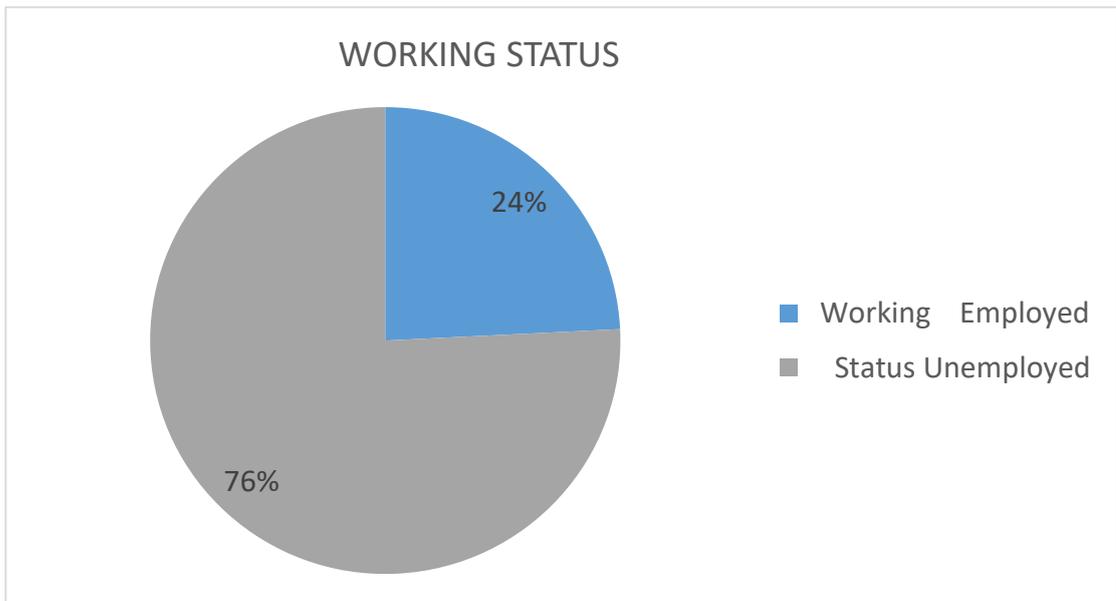
According to gender, the number of respondents were almost equally distributed with 84 (21.9%) male respondents and 300 (78.1%) female respondents.

Figure 4.2: Races



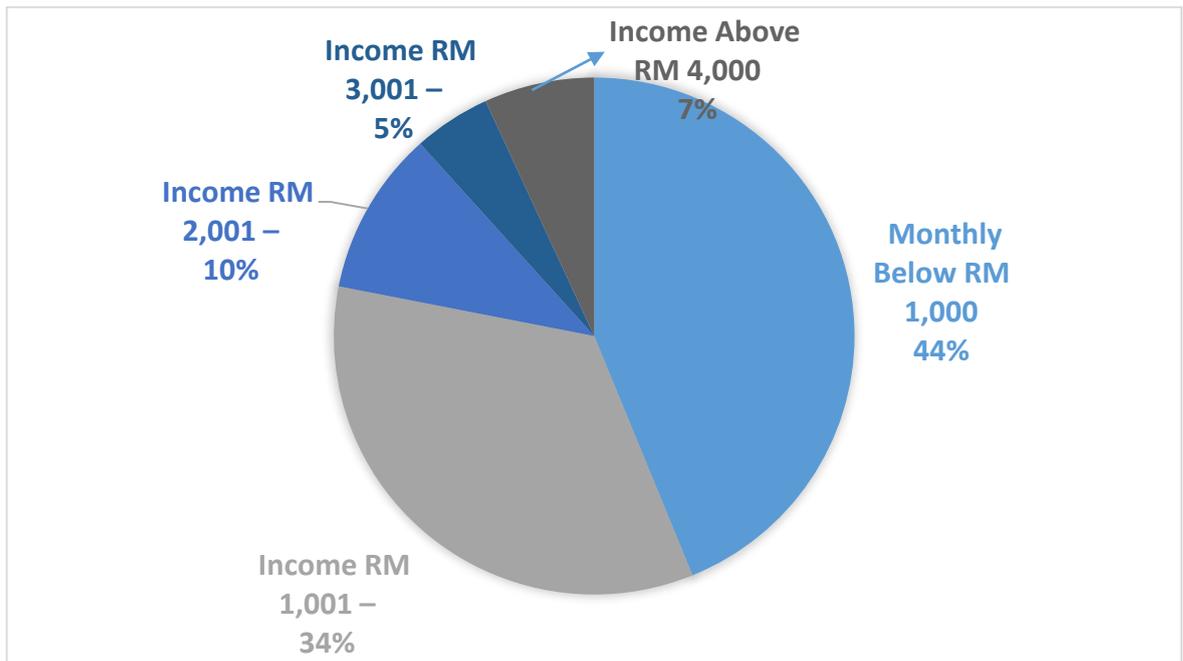
The race such as Malay, Indian, Chinese and other. Mostly answer from Malay races which is 361 (94.0%) respondents, Chinese 6 (1.6%) respondents, Indian 8 (2.1%) and others 9 (2.3%) respondents.

Figure 4.3: Working Status



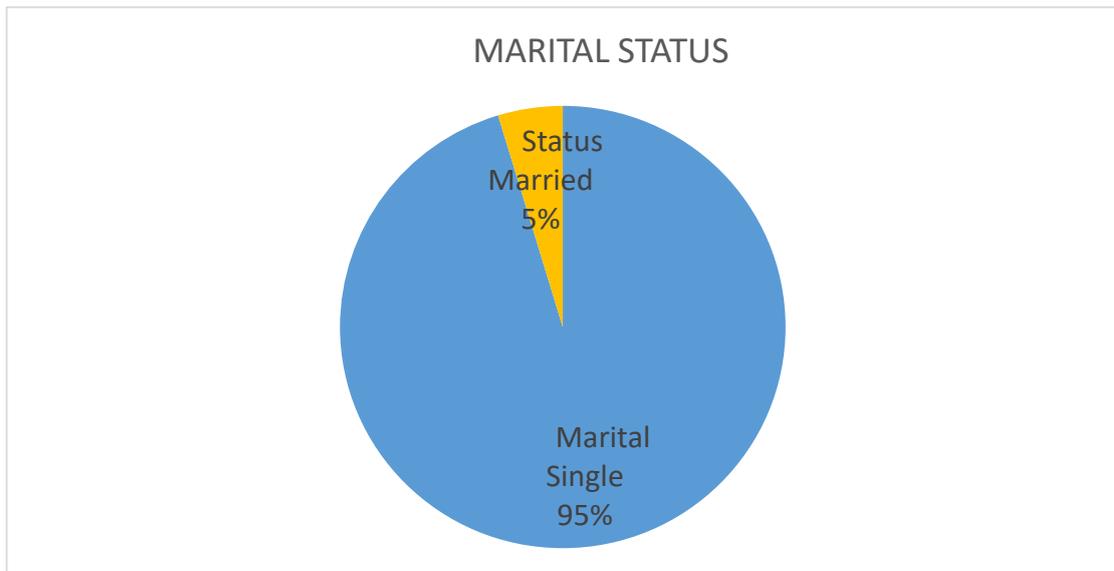
According to working status most respondents from unemployed with total 291 (75.9%) and employed worker with 93 (24.2%).

Figure 4.4: Monthly Income



According to monthly income below 1000 are mostly respondents with total 170 (44%), 1001-2000 with 130 (34%), 2001-3000 with 38 (10%, 3001-4000 with 19 (5%) and above 4000 with 27 (7%)

Figure 4.5: Marital Status



Last one according to marital status most respondents are from people not married yet with total 366 (95.3%) and married with total 18 (4.7%)

4.4 RESEARCH FINDINGS

4.4.1 RELIABILITY AND NORMALITY ANALYSIS

The reliability of each item in the instruments was measured using the Cronbach's Alpha Coefficient. Each dimension of the questionnaire was calculated separately to facilitate clear understanding. Based on (Tugrul U. Daim, 2013), for the scientific studies, one of the most important criteria is the reliability of questions that is asked to the respondent, because it affects the results of the study. For this reason, before analysing the results, reliability of the questionnaire is tested.

Table 4.2: Reliability Coefficients for Each Variable (N=384)

Variables	No. of Items	Item Deleted	Cronbach's Alpha
Customer Intention	5	-	0.860
Perceived ease of use	4	-	0.831
Perceived of usefulness	10	-	0.913

As rules of thumb, values which were above 0.6 were considered acceptable and 0.8 is the most appropriate and acceptable stated by (Azizul Jamaludin, 2019), based on the table appended all variables that addressed in the questionnaire achieved reliability of above 0.8 to the fact that the items in the questionnaire is reliable because had already been used and tested by other researchers in the same field of study. More or less this result also showed that the questionnaire is understandable and align with the situation. Perceived ease of usefulness and reliability are the most reliable constructs with 91.3% reliability. Customer intention are the following reliable variables with 86%. Lastly, perceived ease of use with 83.1%.

Table 4.3: The Assessment for Normality of Data Distribution

Variables	Skewness	Kurtosis	Distribution Statuses
Customer Intention	-1.022	1.265	Normal
Perceived Ease of Use	-1.325	2.099	Normal
Perceived of Usefulness	-0.595	-0.149	Normal

Table 4.3 describes the result of the normality of data distribution for the construct in the measurement model. The result of the main assumption in the maximum likelihood Estimation (MLE) method. Both curves result in an asymmetrical normal curve. Both skew and kurtosis can be analysed through descriptive statistics. Acceptable values of skewness fall between -3 and $+3$, and kurtosis is appropriate from a range of -10 to $+10$ when utilizing SEM (Brown, 2006).

4.4.2 DESCRIPTIVE STATISTIC

The descriptive statistics were also calculated for each items and variable to investigate their level among the respondents. The three levels of categories according to the mean consist of low (1.00 – 2.33), medium (2.34 -3.67) and high (3.68 – 5.00) (Mohd Najib Abd Ghafar, 2003).

Table 4.4: Descriptive Statistics for Customer Intention
(N=384, Mean =4.1839)

ITEM	Mean	Std. Deviation	Level
(B1) I will consider this application first when I want to buy product. <i>(Saya akan mempertimbangkan aplikasi ini terlebih dahulu semasa saya ingin membeli produk)</i>	4.0312	.97705	High
(B2) I would be comfortable shopping at this application. <i>(Saya akan selesa berbelanja di aplikasi ini)</i>	4.2005	.86044	High
(B3) I would recommend this application to a friend. <i>(Saya akan mengesyorkan aplikasi ini kepada rakan)</i>	4.3307	.82550	High
(B4) I intend to continue using this application in the future. <i>(Saya berhasrat untuk terus menggunakan aplikasi ini pada masa akan datang)</i>	4.3307	.84427	High
(B5) I will purchase other products or services at this application. <i>(Saya akan membeli produk atau perkhidmatan lain di aplikasi ini dapat difahami)</i>	4.0260	.97185	High

Table 4.4 shows the Descriptive Statistics for Customer Intention. Overall, the customer intention towards Food Panda application is at a high level (Mean =4.1839). The items that has the Descriptive Statistics for Customer Intention highest perception is on “(B3) I would recommend this site to a friend” (Mean = 4.3307) and “(B4) I intend to continue

using this website in the future” (Mean = 4.3307) and the lowest perception is on the “(B5) I will purchase other products or services at this application” (Mean = 4.0260).

Table 4.5: Descriptive Statistics for Perceived Ease of Use
(N=384, Mean =4.1839)

ITEM	Mean	Std. Deviation	Level
(C1) Using the food delivery application would enable me to accomplish purchase food more quickly than go to restaurant. <i>(Menggunakan aplikasi penghantaran makanan akan membolehkan saya menyelesaikan pembelian makanan dengan lebih cepat daripada pergi ke restoran)</i>	4.3281	.86814	High
(C2) I would find the food delivery application useful. <i>(Saya dapati aplikasi penghantaran makanan berguna)</i>	4.5417	.73220	High
(C3) I would find purchasing food online is easy. <i>(Saya dapati membeli makanan dalam talian adalah mudah)</i>	4.4870	.77145	High
(C4) I would find interaction through the application is understandable. <i>(Saya dapati interaksi melalui aplikasi dapat difahami)</i>	4.2760	.86827	High

Table 4.5 shows the Descriptive Statistics for Perceived of Use. Overall the perceived of use of Food Panda application is at high level (Mean=4.1839). The item that has the descriptive statistic for perceived of se highest advantage is on “I would find the food delivery application useful “(Mean=4.5417) and the lowest advantage is on “I would find interaction through the application is understandable” (Mean=4.2760)

Table 4.6: Descriptive Statistics for Perceived of Usefulness
(N=384, Mean =4.4082)

ITEM	Mean	Std. Deviation	Level
(D1) I trust the food delivery application. (<i>Saya mempercayai aplikasi penghantaran makanan</i>)	4.2552	.79979	High
(D2) I felt secure in ordering food through the delivery application. (<i>Saya berasa selamat dalam memesan makanan melalui aplikasi penghantaran</i>)	4.1927	.81394	High
(D3) The information provided the delivery application is reliable. (<i>Maklumat yang diberikan aplikasi penghantaran boleh dipercayai</i>)	4.1198	.82786	High
(D4) When I order through the food delivery application, the food is valuable based on the price. (<i>Apabila saya membuat pesanan melalui aplikasi penghantaran makanan, makanan itu berharga berdasarkan harganya</i>)	3.8594	1.03263	High
(D5) When I order food through the delivery application, the price is reasonable. (<i>Apabila saya memesan makanan melalui aplikasi penghantaran, harganya berpatutan</i>)	3.7266	1.05004	High
(D6) The food delivery application offer a variety of restaurant choices. (<i>Aplikasi penghantaran makanan menawarkan pelbagai pilihan restoran</i>)	4.2448	.96002	High
(D7) The food delivery application offer a variety of food choices. (<i>Aplikasi penghantaran makanan menawarkan pelbagai pilihan makanan</i>)	4.2500	.91406	High
(D8) I feel I am getting good food product with a reasonable price when I use the food delivery application. (<i>Saya merasakan saya mendapat produk makanan yang baik dengan harga yang berpatutan ketika menggunakan aplikasi penghantaran makanan</i>)	3.9505	.94504	High

(D9) Using the food delivery application is worthy for me to devote my time and effort. <i>(Menggunakan aplikasi penghantaran makanan adalah wajar untuk saya mencurahkan masa dan usaha saya)</i>	4.1979	.82860	High
(D10) Compared with conventional food purchasing ways, it is wise to use the food delivery application. <i>(Berbanding dengan cara membeli makanan konvensional, adalah bijak menggunakan aplikasi penghantaran makanan)</i>	4.1250	.87614	High

Table 4.6 shows the Descriptive Statistics for Perceived of Usefulness. Overall the perceived of usefulness towards food panda delivery apps is at high level (Mean=4.4082). The item that has the highest perception is on D1 “I trust the delivery application” (Mean = 4.2552). The lowest perception is on D5 “when I order the food through the delivery application, the price is reasonable” (Mean = 3.7266).

4.4.3 RELATIONSHIP BETWEEN PERCEIVED EASE OF USE AND PERCEIVE OF USEFULNESS WITH CUSTOMER INTENTION

A correlation analysis was used the Relationship between Perceive Ease of Use and Perceive of Usefulness with customer intention. The Pearson correlation coefficient is a measure of the strength and direction of association that exists between two variables measured. The correlation coefficient (r) is a value that measures the direction and strength of a relationship between two variables 137 (McMillan, 2012). The r value ranges from +1.00 to -1.00 and the strength of correlation are based on (Chua 2013).

According to (Mr. Shashank Tripathi and Dr. Devaraj Badugu 2018), the Pearson Correlation Coefficient is adopted, to measure the sense of mutual dependence of more than two variables. Here the latent variables are perceived ease of use and perceived of usefulness and the dependent variables is customer intention, each variable individually treated with each other.

Size of Correlation	Strength of Correlation
0.91 until 1.00 or -0.91 until -1.00	Very Strong
0.71 until 0.90 or -0.71 until -0.90	Strong
0.51 until 0.70 or -0.51 until -0.70	Moderate
0.31 until 0.50 or -0.31 until -0.50	Weak
0.01 until 0.30 or 0.01 until 0.30	Very Weak
0.00	No correlation

Table 4.7: Relationship between Customer Intention and Perceived Ease of Use

		Customer Intention	Perceived Ease of Use
Customer Intention	Pearson Correlation	1	.659**
	Sig. (2-tailed)		.000
	N	384	384
Perceived ease of use	Pearson Correlation	.659**	1
	Sig. (2-tailed)	.000	
	N	384	384

** . Correlation is significant at the 0.01 level (2-tailed).

H1 : There is a significant positive relationship between perceived ease of use and intention.

This hypothesis asserts that there is a meaningful relationship between the perceived ease of use online food services with consumer intention.

Based on the Table 4.7, the relationship between Relationship between Customer Intention and Perceive Ease of Use is moderate ($r=0.659$). The relationship is also significant at level of 0.01. Therefore, we accept the hypothesis that there is a significant positive relationship between perceived ease of use and intention.

Table 4.8: Relationship between Customer Intention and Perceived of Usefulness

		Customer Intention	Perceived of Usefulness
Customer Intention	Pearson Correlation	1	.664**
	Sig. (2-tailed)		.000
	N	384	384
Perceived of Usefulness	Pearson Correlation	.664**	1
	Sig. (2-tailed)	.000	
	N	384	384

** . Correlation is significant at the 0.01 level (2-tailed).

H2 : There is a significant positive relationship between perceived usefulness and intention.

This hypothesis asserts that there is a meaningful relationship between the perceived usefulness of online food services with consumer intention.

Based on the Table 4.8, the relationship between perceived usefulness and intention is moderate ($r=0.664$). The relationship is also significant at level of 0.01. Therefore, we accept the hypothesis that there is a significant positive relationship between perceived usefulness and intention.

4.5 SUMMARY

For frequencies of demographic have been analysis use descriptive analysis to get exactly measurements. For reliability coefficient for Customer Intention, Perceived Ease of Use and Perceived Usefulness are most appropriate and acceptable. Normality analysis for Customer Intention, Perceived Ease of Use and Perceived Usefulness are normal. Overall, the level of Perceived Ease of Use and Perceived Usefulness toward customer intention of using Food Panda Application is at high level. There is a significant positive relationship between all the Perceived Ease of Use and Perceived Usefulness toward customer intention.

CHAPTER 5

DISCUSSION AND CONCLUSION

5.1 INTRODUCTION

This chapter discusses the statistical result in Chapter 4. The reassemble main findings of the study and discuss in the next section. Implication and limitation of study are discussed and suggestions for future research will be highlighted for future use.

5.2 DISCUSSION

While the previous section of this chapter focuses more onto the summary description of the entire descriptive and inferential analysis, this section is more onto the discussion on major findings in order to validate the research objective and hypothesis.

Table 5.1: Discussion

Hypothesis	Significant	Conclusion
H1 : There is positive relationship between perceived of use and intention	0.01	Supported
H2 : There is positive relationship between perceived usefulness and intention	0.01	Supported

5.2.1 RELATIONSHIP BETWEEN PERCEIVED EASE OF USE AND INTENTION

H1 State that the perceived ease of use has meaningful relationship on intention. (H.S Sethu & Bhavya Saini 2016), their focus was to inspect the student perception, attitude, behaviour and satisfaction of online food ordering and delivery services. In my opinion, the intention to use an app to order food depends on the user's perceived information quality and performance expectancy of the app and on social influence and habit.

5.2.2 RELATIONSHIP BETWEEN PERCEIVED USEFULNESS AND INTENTION

H2 State that the perceived usefulness has a significant relationship on intention. (Kimes 2011) said that the amount of increase in online food ordering is because of convenience and control. In my opinion, the correlation is strong because of the customer has so many benefit to use the online food application.

5.3 CONCLUSION

As a conclusion, this research is basically a study about the customer intention towards Food Panda mobile application in Selangor. The demand of Food Panda is increase nowadays due to the current economy and evolution of innovation. This research to find out the level of the customer perceived ease of use and perceived usefulness and intention of using mobile food application, the relationship between perceived ease of use and intention and significant relationship between perceives usefulness and intention. The increasing demand of Food Panda should have some interesting factors that influence consumer preference to continuing purchase with Food Panda. In this research, these three objective are chosen to run the whole research.

Firstly, we will find out the level of the customer perceived ease of use and perceived usefulness and intention of using mobile food application. In previous chapter summary we can find out that the level of Perceived Ease of Use and Perceived

Usefulness toward intention of using Food Panda Application is at high level. There is a significant positive relationship between all the Perceived Ease of Use and Perceived Usefulness toward intention

Next we will research the relationship between perceived ease of use and intention. In previous chapter, we found out there is positive relationship between perceived ease of use and intention. Also correlation analysis used the Relationship between Perceive Ease of Use and Perceive of Usefulness with customer intention. Overall after investigate all the correlation significant is moderate. Therefore, we accept the hypothesis that there is a significant positive relationship between perceived ease of use and intention.

The research also to investigate the significant relationship between perceives usefulness and intention. We also found that positive relationship between perceived usefulness and intention. The correlation significant is moderate which is both of perceived ease of use and intention and usefulness is accepted in our research. After this research, Food Panda will know that their customers tend to buy with them because of perceived ease of use, intention and usefulness. Future researchers may fully use the knowledge in this research to make amendment or for reference purpose. Thus, this research gives a clearer picture of exploring the influence customer continuous purchase intention among the residents of Selangor.

5.4 RECOMMENDATION

There are a few recommendations for the researchers in the future. First of all, it is recommended to do the research on the whole country scale if there are enough time to do so, in order to get a more accurate data. It is advisable to include all people in Selangor to give feedback about satisfaction using Food Panda mobile application that every demographic which races, employer status, gender, level income, marital status.

Besides that, future researchers also can further their study by incorporating other dependent variables that can determine the impact of marketing strategy on customer satisfaction towards Food Panda mobile application. However, researchers have to be cautious when choosing the independent variables as only the right variable can improve.

Lastly, the researchers are recommended to use interview when conducting the survey. The usage of interview will reduce the limitation that questionnaires have when people can directly understand the questions that are asked to them by the researchers rather than interpreting the questionnaires on their own. This will lessen the misunderstanding of the people when deciphering the questions in the questionnaire.

5.5 SUMMARY

This chapter consist study about what have been research in previous chapter. Overall in this chapter is discuss about hypothesis and research objective which is positive relationship between perceived of use and intention and also perceived usefulness and intention. We also find out that both objectives have been supported.

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APPENDICES

APPENDIX A	Project registration form
APPENDIX B	Project gantt chart
APPENDIX C	Questionnaire

PROJECT REGISTRATION FORM

GROUP MEMBERS			
NAME	REGISTRATION NUMBERS	CLASS	TEL.NO
NURUL AMIRA BINTI RAMLAN	08DPI18F1011	DPI5A	011-27124270
NUR AIZA NATASHA BINTI MAZLAN	08DPI18F1007	DPI5A	011-26835542
NUR ILLIYA IRDINA BINTI SHAHRUMZAKI	08DPI18F1034	DPI5A	019-95122241
NUR ADLINA BINTI JAMIL	08DPI18F1029	DPI5A	019-5165071
PUTERI NOOR AFIKA BINTI NASARUDIN DAYARBY	08DPI18F1006	DPI5A	014-7134079

PROJECT INFORMATION	
A. PROPOSED TITLE	RELATIONSHIP BETWEEN PERCEIVED EASE OF USE AND PERCEIVED USEFULNESS WITH INTENTION TO USE FOOD PANDA MOBILE APPLICATION IN SELANGOR
B. PROJECT DETAILS	<p>B(i) PROBLEM STATEMENT:</p> <p>i. Malaysians are now less aware of the use of mobile food applications even though the world is now exposed to technological sophistication.</p> <p>ii. Malaysians are too busy with their daily routine to not follow the meal schedule.</p> <p>iii. Food panda has faced so many troubles in their company such as users tried to boycott them after company maintains new payment scheme that upset riders</p>
	<p>B(ii) PROJECT OBJECTIVE:</p> <p>i. To investigate the level of the customer perceived ease of use and perceived usefulness and intention of using mobile food applications.</p> <p>ii. To investigate the relationship between perceived ease of use and intention.</p> <p>iii. To investigate the relationship between perceived usefulness and intention.</p>
	<p>B(iii) PROJECT SCOPE:</p> <p>To figure out customer intention of using Food Panda mobile application in Selangor.</p>

	B(iv)	ATTACHMENT OF PROJECT SKETCH & IMPLEMENTATION FLOW CHART (if necessary)
NAME OF SUPERVISOR	DR MURUGADAS A/L RAMDAS @ CHELAMUTHU	
SUPERVISOR SIGNATURE		
DATE		

PROJECT GANTT CHART

SESSION : JUNE 2020

DEPARTMENT : COMMERCE DEPARTMENT

COURSE / CODE : DPB6043

WEEK/ PROJECT ACTIVITIES	STATUS	W1	W2	W3	W4	W5	W6	W7	W8	W9	W10	W11	W12	W13	W14	W15	W16
CHAPTER 1 INTRODUCTION 1.1 Introduction 1.2 Research Background 1.3 Problem Statement 1.4 Research Objectives 1.5 Research Questions 1.6 Scope of Research 1.7 Significance of Research 1.8 Definition of Operational Terms 1.9 Summary	P																
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CHAPTER 3 RESEARCH METHODOLOGY 3.1 Introduction 3.3 Research Design 3.4 Data Collection Method 3.5 Research Instrument 3.6 Sampling Techniques 3.7 Data Analysis Method 3.8 Summary	P																		
	I																		
CHAPTER 4 FINDINGS 4.1 Introduction 4.2 Response Rate 4.3 Demography Profile of Respondents 4.4 Research Findings 4.5 Summary	P																		
	I																		
CHAPTER 5 DISCUSSION AND CONCLUSION 5.1 Introduction 5.2 Discussion 5.3 Conclusion 5.4 Recommendation 5.5 Summary	P																		
	I																		
REFERENCES APPENDICES A. Gantt Chart B. Estimation of Cost C. Drawing/ Technical Drawing/ Building Drawing D. Logbook	P																		
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Declaration of Ownership and Copyright Acknowledgements Abstract Table of Contents List of Tables List of Figures List of Symbols	P																		
	I																		



**RELATIONSHIP BETWEEN PERCEIVED EASE OF USE AND
PERCEIVED USEFULNESS WITH INTENTION TO USE FOOD PANDA
MOBILE APPLICATION IN SELANGOR**

Mr/Mrs,

Your cooperation is essential to the success of this study. We are a joint research group under the Department of Commerce, Politeknik Sultan Salahuddin Abdul Aziz Shah, Shah Alam, Selangor Darul Ehsan.

NAME OF STUDENTS:

1. NURUL AMIRA BINTI RAMLAN	08DPI18F1011
2. NUR AIZA NATASHA BINTI MAZLAN	08DPI18F1007
3. NUR ILLIYA IRDINA BT SHAHRUMZAKI	08DPI18F1034
4. PUTERI NOOR AFIKA BINTI NASARUDIN DAYARBY	08DPI18F1006
5. NUR ADLINA BT JAMIL	08DPI18F1029

NAME OF SUPERVISOR:

DR. MURUGADAS A/L RAMDAS

We are conducting a study titled: **Relationship Between Perceived Ease of Use and Perceived Usefulness with Intention of Using Food Panda Mobile Application in Selangor**. This study is conducted by Semester 5 students of International Business Diploma program to find out the level of intention using Food Panda mobile application.

We would appreciate if you could take the time to answer the questions provided honestly and prudently. All feedback provided is confidential and is for academic use only. Your cooperation and participation in this study is greatly appreciated and is gratefully acknowledged.

**HUBUNGAN ANTARA KEMUDAHAN PENGGUNAAN YANG
DIRASAKAN DAN PENGGUNAAN YANG DIRASAKAN DENGAN NIAT
UNTUK MENGGUNAKAN APLIKASI FOOD PANDA DI SELANGOR**

Tuan/Puan,

Kerjasama anda amat diperlukan untuk menjayakan kajian ini. Kami adalah kumpulan pengkaji bernama seperti di bawah dari Jabatan Perdagangan, Politeknik Sultan Salahuddin Abdul Aziz Shah, Shah Alam, Selangor Darul Ehsan.

NAMA PELAJAR:

1. NURUL AMIRA BINTI RAMLAN	08DPI18F1011
2. NUR AIZA NATASHA BINTI MAZLAN	08DPI18F1007
3. NUR ILLIYA IRDINA BT SHAHRUMZAKI	08DPI18F1034
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5. NUR ADLINA BT JAMIL	08DPI18F1029

NAMA PENYELIA:

DR. MURUGADAS A/L RAMDAS

Pihak kami sedang menjalankan kajian bertajuk: **Hubungan Diantara Kemudahan Penggunaan Yang Dirasakan dan Kegunaan Yang Dirasakan dengan Niat Menggunakan Aplikasi Mudah Alih Food Panda Di Selangor.** Kajian ini dilakukan oleh pelajar Semester 5 program Diploma Perniagaan Antarabangsa untuk mengetahui tahap niat menggunakan aplikasi mudah alih Food Panda.

Kami amat menghargai sekiranya anda dapat meluangkan masa untuk menjawab soalan-soalan yang disediakan dengan jujur dan berhemah. Segala maklum balas yang diberi adalah sulit dan hanya digunakan untuk kegunaan akademik sahaja. Kerjasama dan penglibatan anda dalam kajian ini amat kami hargai dan didahului dengan jutaan terima kasih.

SECTION A: Demographic Profile
 SEKSYEN A: Profil Demografi

Please read each statement carefully and tick (/) your answer.
 Sila baca setiap pernyataan dengan teliti dan tandakan (/) jawapan anda.

1. GENDER

JANTINA

1.	Female <i>Perempuan</i>	
2.	Male <i>Lelaki</i>	

2. RACE

BANGSA

1.	Malay <i>Melayu</i>	
2.	Chinese <i>Cina</i>	
3.	Indian <i>India</i>	

Others / lain-lain: _____

3. AGE

_____ years old

UMUR

_____ tahun

4. WORKING STATUS

STATUS PEKERJAAN

1.	Employed <i>Bekerja</i>	
2.	Unemployed <i>Tidak Bekerja</i>	

5. MARITAL STATUS

STATUS PERKAHWINAN

1.	Single <i>Belum Berkahwin</i>	
2.	Married <i>Sudah Berkahwin</i>	

Others/ lain-lain: _____

6. MONTHLY FAMILY INCOME

PENDAPATAN BULAN

KELUARGA

1.	Below RM 1,000 <i>RM 1,000 dan ke bawah</i>	
2.	RM 1,001 – RM 2,000	
3.	RM 2,001 – RM 3,000	
4.	RM 3,001 – RM 4,000	
5.	Above RM 4,001 <i>RM 4,001 dan ke atas</i>	

SECTION B: Dependent variable (intention)
 SEKSYEN B: Pemboleh ubah bersandar (niat)

Please read each statement carefully and tick (/) your answer.
 Sila baca pernyataan dengan teliti dan tandakan (/) jawapan anda.

1	2	3	4	5
Strongly Disagree <i>Sangat Tidak Bersetuju</i>	Disagree <i>Tidak Bersetuju</i>	Undecided <i>Tidak Pasti</i>	Agree <i>Bersetuju</i>	Strongly Agree <i>Sangat Bersetuju</i>

Dependent variable / Pemboleh ubah bersandar		1	2	3	4	5
B1	I will consider this application first when I want to buy product <i>saya akan mempertimbangkan aplikasi ini terlebih dahulu semasa saya ingin membeli produk</i>					
B2	I would be comfortable shopping at this application <i>Saya akan selesa berbelanja di aplikasi ini</i>					
B3	I would recommend this application to a friend <i>Saya akan mengesyorkan aplikasi ini kepada rakan</i>					
B4	I intend to continue using this application in the future. <i>Saya berhasrat untuk terus menggunakan aplikasi ini pada masa akan datang.</i>					
B5	I will purchase other products or services at this application. <i>Saya akan membeli produk atau perkhidmatan lain di laman web ini.</i>					

SECTION C: Perceived ease of use

SEKSYEN C: Kemudahan penggunaan yang dirasakan

Please read each statement carefully and tick (/) your answer.

Sila baca setiap pernyataan dengan teliti dan tandakan (/) jawapan anda.

1	2	3	4	5
Strongly Disagree <i>Sangat Tidak Bersetuju</i>	Disagree <i>Tidak Bersetuju</i>	Undecided <i>Tidak Pasti</i>	Agree <i>Bersetuju</i>	Strongly Agree <i>Sangat Bersetuju</i>

	Perceived ease of use / <i>Kemudahan penggunaan yang dirasakan</i>	1	2	3	4	5
C1	Using the food delivery application would enable me to accomplish purchase food more quickly than go to restaurant <i>Menggunakan aplikasi penghantaran makanan akan membolehkan saya menyelesaikan pembelian makanan dengan lebih cepat daripada pergi ke restoran</i>					
C2	I would find the food delivery application useful <i>Saya dapati aplikasi penghantaran makanan berguna</i>					
C3	I would find purchasing food online is easy <i>Saya dapati membeli makanan dalam talian adalah mudah</i>					
C4	I would find interaction through the application is understandable <i>Saya dapati interaksi melalui aplikasi dapat difahami</i>					

SECTION D: Perceived of usefulness

SEKSYEN D: Dirasakan berguna

Please read each statement carefully and tick (/) your answer.

Sila baca pernyataan dengan teliti dan tandakan (/) jawapan anda.

1	2	3	4	5
Strongly Disagree <i>Sangat Tidak Bersetuju</i>	Disagree <i>Tidak Bersetuju</i>	Undecided <i>Tidak Pasti</i>	Agree <i>Bersetuju</i>	Strongly Agree <i>Sangat Bersetuju</i>

	Perceived of usefulness / <i>Dirasakan berguna</i>	1	2	3	4	5
D1	I trust the food delivery application <i>Saya mempercayai aplikasi penghantaran makanan</i>					
D2	I felt secure in ordering food through the delivery application <i>Saya berasa selamat dalam memesan makanan melalui aplikasi penghantaran</i>					
D3	The information provided the delivery application is reliable <i>Maklumat yang diberikan aplikasi penghantaran boleh dipercayai</i>					
D4	When I order through the food delivery application, the food is valuable based on the price <i>Apabila saya membuat pesanan melalui aplikasi penghantaran makanan, makanan itu berharga berdasarkan harganya</i>					
D6	When I order food through the delivery application, the price is reasonable <i>Apabila saya memesan makanan melalui aplikasi penghantaran, harganya berpatutan</i>					
D7	The food delivery application offer a variety of restaurant choices <i>Aplikasi penghantaran makanan menawarkan pelbagai pilihan restoran</i>					

D8	The food delivery application offers a variety of food choices <i>Aplikasi penghantaran makanan menawarkan pelbagai pilihan makanan</i>					
D10	I feel I am getting good food product with a reasonable price when I use the food delivery application <i>Saya merasakan saya mendapat produk makanan yang baik dengan harga yang berpatutan ketika menggunakan aplikasi penghantaran makanan</i>					
D11	Using the food delivery application is worthy for me to devote my time and effort <i>Menggunakan aplikasi penghantaran makanan adalah wajar untuk saya mencurahkan masa dan usaha saya</i>					
D12	Compared with conventional food purchasing ways, it is wise to use the food delivery application <i>Berbanding dengan cara membeli makanan konvensional, adalah bijak menggunakan aplikasi penghantaran makanan</i>					

