

DEPARTMENT OF COMMERCE



TITLE OF THE PROJECT:

**FACTORS THAT INFLUENCE
CONSUMER SATISFACTION OF FOOD
DELIVERY SERVICE: A STUDY ABOUT
FOODPANDA APPLICATION**

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DECLARATION OF AUTHENTICATION AND OWNERSHIP

TITLE: FACTORS THAT INFLUENCE CONSUMER SATISFACTION OF FOOD DELIVERY SERVICE: A STUDY ABOUT FOODPANDA APPLICATION

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ACKNOWLEDGEMENT

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ABSTRACT

The Covid-19 pandemic has demonstrated the interconnected nature of our world. This pandemic has affected the economic in Malaysia such as the government had set the MCO which all the restaurants are set to the rules and curfew. The restaurants can have dine in which two people in one table. The dining experience can be an important aspect of the food industry as it can measure customer satisfaction. Many restaurants take opportunity to using food delivery service as their option to satisfy the customer satisfaction. The field of the study conducted is related to variety of foods, customer service, type of promotions and type of payment that determine the factors that influence consumer satisfaction in Seksyen 13, Shah Alam. The purpose of this study is to analyze the satisfaction of food delivery application in Shah Alam specifically the Foodpanda application. The instrument used is a form of the quantitative method, which consists of questionnaires. The number of samples is 100 respondents. The result of this study shows that variety of foods has strong relationship with consumer satisfaction, which $r = 0.694$ ($p < 0.005$). The second variables have relationship with consumer satisfaction. The majority of the respondents strongly agree that variety of foods, customer service, type of promotions and type of payment influence the consumer satisfaction.

Keyword: Food delivery, variety of foods, customer service, type of promotions, type of payment and consumer satisfaction.

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CHAPTER 1: INTRODUCTION

1.1- Background of the study

Food ordering online is becoming a norm for people to order food as it is fast, convenient and very simple. In the previous study, (Aparna Anib, 2019) conclude that online food ordering and delivery is new types of business model in the current new era of e-commerce and leads to start of several online business. They identify the process for online food delivery was consumer will search for the restaurant they like and filter with the available items, cuisines and they deliver that application in the mobile phone. According to the (Chaudhary, 2018), they conclude 50.8% of people order food through online because they do not prefer to cook, as it they prefer the food arrive in front of their homes or office less than an hour.

In Malaysia, there are numerous food delivery companies with many offering online food delivery services (Lau Teck Chai and David Ng Ching Yat, 2019). Among the companies are Foodpanda which is the first delivery company that started aggressively in Malaysia (Lau Teck Chai and David Ng Ching Yat, 2019). Foodpanda was founded by Lukas Nagel and Rico Wyder in South-East Asia and launched across Singapore, Malaysia, Indonesia, Thailand in 2012, and in the Philippines in 2014. Soon afterwards, global expansion of the Foodpanda business was led by Ralf Wenzel, Felix Plog, and Ben Bauer. Foodpanda is mobile delivery marketplace owned by Berlin based company Hero SE. Food Panda be in operation in 50 countries and it is headquartered in Berlin, Germany. Foodpanda processes and sends orders straight to partner restaurants, then delivers the meals by delivery riders to the customers. The service is available by using its websites and mobile applications. Consumer order foods by entering their address on the site and browsing for food from a list of restaurants available. They can create meals by searching restaurant menus and choose items they want to order before entering an address and proceeding to the checkout. Foodpanda will sends an SMS to confirm consumer orders and their estimated delivery time.

Meeting customer expectations is more complicated than ever before, for example on-the-go mobile shopping habits make consumers' behaviour unpredictable, while product variety and delivery options increase (Zety Shakila Binti Mohd Yusof, 2016). Despite the fact that Foodpanda is famous food delivery services in Malaysia, there is a few factors can affect customer satisfaction towards Foodpanda application such as variety of food. There are many vendors that partner with Foodpanda to deliver their products. Example of vendors that partner with Foodpanda are Sawarabina Restaurant, Nando's, Restaurant Shaaz and more.

Furthermore, type of payment also the factor that will influence consumer satisfaction of Foodpanda's application. In this era, there are various type of payment that can done by consume to pay for their goods or service. Foodpanda offer three types of payment method such as cash on delivery, credit or debit card, and online banking. Consumer can choose one of the method to make payment of foods their order.

Another factors to consider is promotion, one of the factor that influence consumer satisfaction. Promotions aim to increase the awareness among consumer and attract the interest of consumer. From time to time, Foodpanda did a promotion that can attract customers to buy more food and the consumer can put vouchers code before make a payment to get a discount for their order.

Last but not least factors can affect consumer satisfaction is customer services. Foodpanda also provide customer services if customer has any problem or question while using Foodpanda services such as cancelling order. Customer service needed to make consumer retain with the goods or service with Foodpanda.

1.2- Problem Statement

Many customers are using Foodpanda as their option food delivery service because the convenience of mobile ordering. Foodpanda is a mobile food delivery marketplace. The service allows consumer to order from regular restaurants and place orders via its mobile application as well the website. Foodpanda in Malaysia starts in 2016. Since Covid-19 occurred in Malaysia, the food delivery service are high demand and technology in food delivery services are improved. Many restaurants take this opportunity to increase their sales. Therefore, consumer stated that they not get the order that they stated in the application and the payment also has been debited even though they have not receiving their order. The consumer stated that they will get voucher if one of the orders are not given. While in Grabfood, the consumer will get refund credited in the grabpay wallet. Because of this issue, they're not satisfied with the Foodpanda. Foodpanda will have the risks if they are not improved of their refund system and the consumers will use different food delivery application to fulfil their satisfaction. The purpose of this study is to analyse the satisfaction of food delivery application in Shah Alam specifically the Foodpanda application. In addition, this study is to aim the level of consumer satisfaction towards Foodpanda's application and identify the factors that influence the consumer satisfaction.

1.3- Research Objective

In this paper, researcher would like investigate the consumer satisfaction of Foodpanda's application:

- i. To examine the relationship between variety of food influence consumer satisfaction of Foodpanda's application.
- ii. To examine the relationship between customer service influence consumer satisfaction of Foodpanda's application.
- iii. To examine the relationship between type of promotions influence consumer satisfaction of Foodpanda's applications.
- iv. To examine the relationship between type of payment influence consumer satisfaction's applications.

1.4- Research Question

The researcher would to questions the consumer of Foodpanda's application:

- i. Does the variety of foods influence consumer satisfaction of Foodpanda's application?
- ii. Does the customer service influence consumer satisfaction of Foodpanda's application?
- iii. Does the type of promotions influence consumer satisfactions of Foodpanda's application?
- iv. Does the type of payment influence consumer satisfaction of Foodpanda's application?

1.5- Theoretical Framework and Hypothesis

Variety of Food influence Consumer Satisfaction.

In food delivery application, there are many variety of foods that make consumer prefer to buy foods through food delivery application rather than going out to buy it by themselves. In order to make customer satisfied with the food delivery application, they must take care the quality of food. The quality of food can be defined as the characteristics in food that acceptable to consumer, which include the external factor which are the appearance of the food outcomes and internal factor is the raw material has been used to produce the foods. According to the previous study, (Azizul, Albattat, & Shahrman, 2019) conclude that product has been chosen by the appearances of the product itself, which give the impact for consumer to buy the product.

Customer Service influence Consumer Satisfaction.

Customer service is important to make your customer retain with your business and to grow your business. Customer service can be defines as the interaction between seller and consumer. Nowadays, customer service not only through calling but can also via email, web, text message and social media. In the previous study, (Saini, 2016) conclude that customer service is the key difference between virtual world physical business. Customer service is important factor that influence consumer satisfaction. According to the (Zulkarnain Kedah, 2015), they conclude that customer service is needed to respond the consumer that concern about the real time, return and replacement of the goods or service their buy.

Type of Promotions influence Consumer Satisfaction.

Promotions refer to the activities that seller make to increase awareness among consumer about their product. The types of promotion are sales promotion, voucher code and free delivery. According to (Chaudhary, 2018), sales promotion is includes tools for consumer promotion that is coupons, cash refund offers prices off, premiums, prizes and others. Form the previous research, they identify that offers and discounts are the ones which really attracts the consumer to get indulge in online food ordering on a regular basis.

Type of Payment influence Consumer Satisfaction.

Payment is the exchange for the goods or service that been received. There are several types of payment consumer used to pay their goods or service, (Dr Sonali P.Banerjee, 2019) identify that the most preferred option of payment are the mode of cash on delivery (C.O.D), also digital methods such as credit cards and payment banks or online banking. Cash on delivery methods is where the consumer make payment after their received their goods or service. Meanwhile, payment through online banking is the transactions of money via the internet.

1.6- Significance of the study

The purpose of this research is to know or analyse the data of consumer satisfaction in Foodpanda application. The research is to find out the effectiveness and function of Foodpanda's application. More specifically, this study is to find out the quality and satisfaction of consumer using Foodpanda's application.

Factors that influence food delivery application to fulfil consumer satisfaction will give impact to the function and eligible the application will take. Good factors will give ratings and will increase the growth of the application.

The factors that are low quality such as the timing estimate of delivery will influence to other consumer. The review in every restaurant will appear to make the consumer satisfy with their choice. Consumer will run to other apps and will not suggest Foodpanda to the others.

1.7- Scope of the study

The scope of this study is located at Seksyen 13 at Shah Alam. The reason why Seksyen 13 is one of the scopes of studies is because it is education place, where there are many student from Politeknik Sultan Salahuddin Abdul Aziz Shah, Management and Science University (MSU) and others. The student would choose to buy food from Foodpanda because it is convenience for them. Foodpanda will deliver the order in front of student's house which leads to less of time and energy for student to buy food at outside of their house.

1.8- Definition of Terms of the study

Consumer satisfaction

Consumer satisfaction is important because it measure of how goods or service provide by company to meet consumer satisfaction. According to the (SEO, 2020), they conclude that satisfaction by using a mobile application is in many ways will raise the consumer's application performance, and intention to order foods through mobile applications. Meanwhile, (Nur A thirah Nabila Mohd Idros, 2019) assume that satisfying consumer is the key point for enterprise to increase company's profit that will lead to success and help in maintain the growth of country's economy. In the previous study, (Yasin, 2010) define that consumer satisfaction is the ultimate result of meeting a consumer's expectation from the performance of products.

Effectively of mobile applications will affect individual's effort to make a decision. There are four reasons that affected consumer satisfaction in using mobile application to make an order which is variety of foods, type of payment, promotion and customer services. Thus, in the following subsections, the effect of mobile application on satisfaction is hypothesized.

E-Hailing

E-hailing services are known to be on-demand vehicle acquisition that relies on network dependency and use of a specific digital (Ye -Eun Song, 2017) application through the Internet (Ahmad Sahir Jais, 2020). In the previous study, (Nur A thirah Nabila Mohd Idros, 2019) define the e-hailing is online transportation service that involves the interaction between consumer with seller.

E-hailing is a process of ordering a car, taxi, or any other form of transportation pick up via virtual devices: computer or mobile device. E-hailing is not only such as cars services such as Grab or Uber, but e-hailing is also food delivery services such as Foodpanda, GrabFood and DahMakan. In August 2020, The Human Resources Ministry has categorized food delivery riders as self-employed under e-hailing to ensure their welfare was well taken care of by employers. Meaning that e-hailing has official to enter this category.

Foodpanda

Foodpanda is a mobile food delivery marketplace owned by Berlin-based Company Delivery Hero SE and operates in about 50 countries. In Malaysia, there are Manager Director that is called Sayantan. It connects customers with restaurants that offer food delivery in their area and lets them choose, order and pay online. Consumers order food by entering their postcodes on the site and browsing for food from a list of restaurants. They can create meals by browsing restaurant menus and selecting items they want to order before entering an address and proceeding to the checkout. Foodpanda sends out an SMS to confirm orders and their estimated delivery time.

Foodpanda also has a review section on restaurant pages, where consumer can comment on sales process, delivery, taste and overall impression of restaurants. (Mahendru, 2014) (Yap, 2013). In Malaysia, there are Manager Director that is called Sayantan. Foodpanda has been established in Malaysia since 2012. There are 1,600 has been partner with Foodpanda at Klang Valley, Penang and Johor.

Foodpanda give a chance for restaurant that want to join with Foodpanda to expand their business and increase the number of their customer that would like to taste their food. Restaurant can register their restaurant at the website at <https://www.restaurant.foodpanda.my/> . Foodpanda is make convenience for the restaurant to deliver the order during area or state is lockdown.

1.9- Summary of Chapter

Summary for this chapter, we can conclude that consumer satisfaction is the most important that business must take care of because it emphasized the survival and the successful of business. According to a National Customer Satisfaction Index (NCSI) report, the most influential factor on the demand curve of product or service is not quality, which represent engineering standards, but customer satisfaction, which is a subjective evaluation by customer (song, 2017).

Consumer satisfaction is defined as the measurement that determines how happy consumer with a company's products, service and capabilities. (Azizul, Albattat, & Shahrman, 2019) identify that online food ordering and food delivery application satisfied the need of busy individuals that living in the city, they place the order and receive the service within a few minutes.

The factors that affect consumer satisfaction towards Foodpanda's application, variety of food that make consumer can choose what types of food they prefer, either local food or western food. The consumer can choose the foods through the menu in applications.

The second factor is type of payment that make consumer satisfy with Foodpanda's application. This is because consumer can choose either want to use cash on delivery (COD), debit card or online banking.

It will give convenience to consumer to choose the type of payment they would like to pay. The third factor is customer service, where consumer can give their feedback about Foodpanda's application.

Last but not least is promotion, one of the factor that influence consumer satisfaction. The promotion is given to make consumer want to use the application again and recommend it to their friends. There are many types of promotions such as coupons, give away, discount and others.

CHAPTER 2: LITERATURE REVIEW

2.1- Introduction

This chapter are to provide an overview of previous research on the factors that influence consumer satisfaction of Foodpanda application. Literature review refers to a collection of published information or material on a particular area of research, such as books and journal articles of academic value. It also introduced the framework for the studies that comprises the main focus of the research described in this proposal.

Literature review is important to:

- Provide the background of this research by summarising the previous published journal.
- Clarify the research into different categories and demonstrate how the research in a particular area has changed over the time.
- Evaluate the previous problem and find the solution

The main focus in the literature review was to survey the studies on factors that influence consumer satisfaction of Foodpanda application. Literature review has been made in order scope out the key data collection requirement for the secondary research to be conducted.

A synthesis of the earlier work provides an overview of the research topic. Material drawn from the review that will be used to analyse the factor that influence consumer satisfaction of Foodpanda application and provided the context for identifying data collection requirements, as well as creating the data collection tools for the primary research.

2.2- Overview of Literature Reviews

Model that has been related in this research is food delivery application. Food delivery application is a new system in this era that give convenience to vendors and consumer. Food delivery application is increasing in demands because the consumer always used it to reduce their time and energy to buy food outside of home or office. Consumer can get food delivery application through smartphone or website. Through smartphone, consumer can download it and set place once only. Meanwhile, through website, consumer must go to the website and set place again if consumer want to order for the second time.

Foodpanda is one of the delivery service that most used by consumer to order their food. Consumer can make order through Foodpanda application or can go to the website at <https://www.foodpanda.my/>. Foodpanda also helps restaurant that want to use their service, where vendors must register on <https://www.restaurant.foodpanda.my/>. Foodpanda have operates in Malaysia in more than 80 cities in Asia Pacific.

2.3- The Setting/Industry/Sector

The Effect of Mobile Food Delivery Application Usage Factors on Customer Satisfaction (Ye -Eun Song, 2017).

The research in this study, need to determine the influences of delivery application usage factors on customer satisfaction and reuse intention. The result from this study the found that regression analysis showed that the influence of delivery application usage factors on customer satisfaction was 43.8%, and information, payment and safety, usefulness, and convenience were found to influence the increased satisfaction with the delivery application. The influence of delivery application usage factors on customers' reuse intention was 37.3%, and among the four usage factors, information and payment and safety were found to be the main factors for increasing the reuse intention.

Understanding Online Food Ordering: How The Process Results In Satisfaction of The Customers (SIHIPMAN, 2019).

In this study, the researcher need to understand which factors affect customer satisfaction as well as future behavioural intention in online food ordering. The variables in this study are website design, information quality, security, payment, food quality, foods delivery and consumer

satisfaction influence consumer behaviours. The result from this study, they found that website quality, delivery and food quality only showed a significant positive effect on influence the consumer satisfaction in online food ordering. Furthermore, the result show that the satisfaction was positively influenced the repurchase behaviour as well as intention to recommend online food ordering.

The Relationship Between Food Delivery Apps Attributes Towards Customer Perceived Value Among Young Working Adults In Shah Alam (Azizul, Albattat, & Shahrman, 2019).

In this study, they want to identify the Relationship between Food Delivery Application Attributes towards Customer Perceived Value among Young Working Adult in Shah Alam, Selangor, Malaysia. The variable in study is convenience, design, trustworthiness, price and various food choice associated with food delivery application. The result from this study, they conclude that price has the highest relationship towards customer perceived, because from the analysis, it shows that the respondent's concern about the services by the food delivery application that is convenience, design, trustworthiness and various food choices are positively related to customer perceived value but with a small benefaction.

Consumer's Perception on Online Food Ordering (Chaudhary, 2018)

The researcher studies the factors that influence consumer to order food online and the consumer preferences on online food ordering services provider. The factors are time and delivery, convenience, easy accessibility, flexibility, ease payment and promotions. The result show that the price of the product, discount, special offer and convenience influencing factors on online food ordering. Furthermore, the researcher found that the most factors that influence on online food is on ordering is on time delivery.

Key Success Factor of Online Food Ordering Service: An Empirical Study (Zulkarnain Kedah, 2015).

The research examined the determinants of the consumer ordering experience, which include website trust, consumer satisfaction and loyalty. The result in this study, show that not only is there a significant positive relationship between website quality and website trust but also a significant positive relationship between service quality and consumer satisfaction. Furthermore, significant positive relationships are also found not only between website trust and consumer satisfaction but also between consumer satisfaction and loyalty. Finally, the study also found an unexpected direct link between service quality and loyalty. Overall, the study provides valuable insights for operating online food ordering services successfully.

2.4- Theoretical Framework

Variety of Food influence Consumer Satisfaction.

In food delivery application, there are many variety of food that make consumer prefer to buy foods through food delivery application rather than going out to buy it by themselves. In order to make customer satisfied with the food delivery application, they must take care the quality of food. The quality of food can be defined as the characteristics in food that acceptable to consumer, which include the external factor such as their appearance of food outcomes will be and internal factor the raw material has been used to produce the foods. According to the previous study, (Azizul, Albattat, & Shahrman, 2019) conclude that product has been chosen by the appearances of the product itself, which give the impact for consumer to buy the product.

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Types of Promotions influence Consumer Satisfaction.

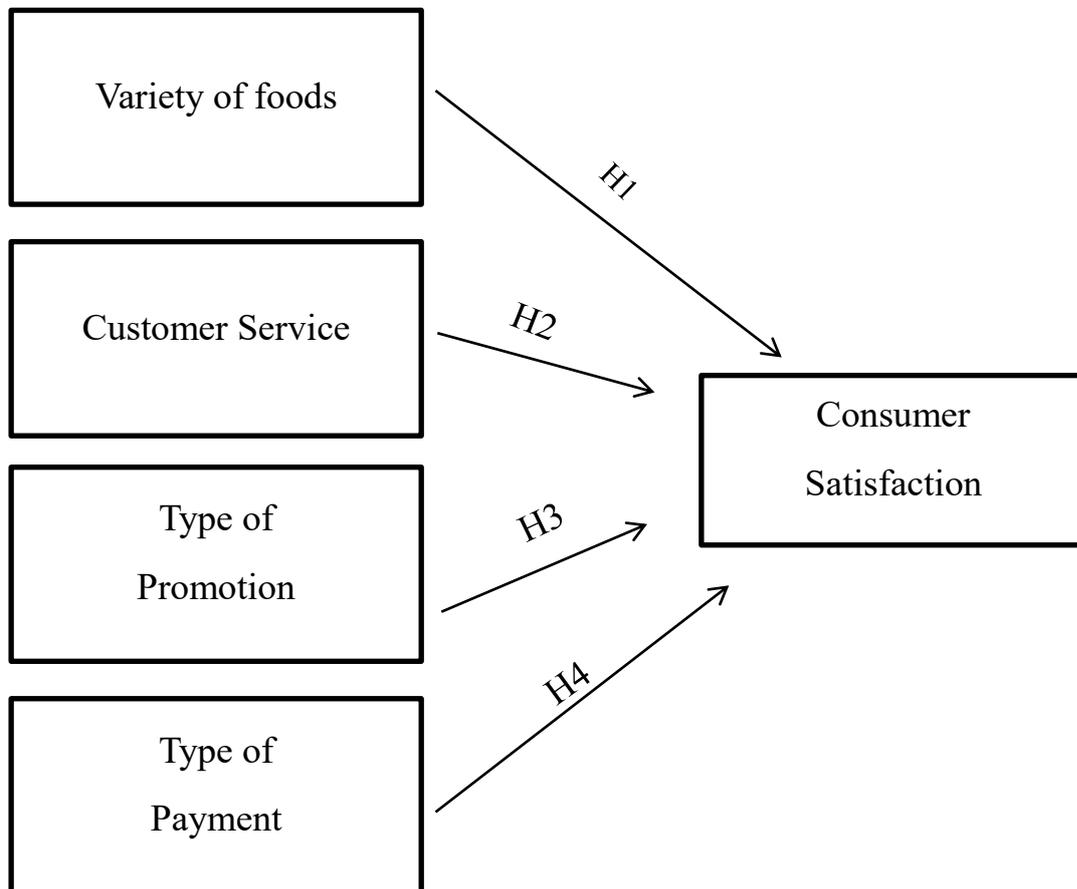
Promotions is refer to the activities that seller make to increase awareness among consumer about their product. There are several types of promotion, one of it is sales promotions. According to (Chaudhary, 2018), sales promotion is includes tools for consumer promotion that is coupons, cash refund offers prices off, premiums, prizes and others. Form the previous research, they identify that offers and discounts are the ones which really attracts the consumer to get indulge in online food ordering on a regular basis.

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The hypothesis is made from the previous studies. The previous studies suggest that not every factor has the same influence on consumer satisfaction. Therefore, the issue are not only to identify the relevant factors, but it also important to assess the relative important of each factors. As a result, to answer questions, the relative important each factor on consumer satisfaction and to see the level of consumer satisfaction towards Foodpanda application, this research has developed the following and the conceptual research model:

- i. H1: Variety of food has positive relationship with consumer satisfaction.
- ii. H2: Customer service has positive relationship with consumer satisfaction.
- iii. H3: Type of promotion has positive relationship with consumer satisfaction.
- iv. H4: Type of payment has positive relationship with consumer satisfaction.



2.5- Summary of Chapter

Study in this chapter is to determine, factors that influence consumer satisfaction. There are six factors that influence consumer satisfaction in previous chapter, but in this chapter we will focus more on four factors which is variety of food, type of payment, promotion and customer services. Through these factors, the foodpanda application need to focus more because it will help to satisfied the consumer. The factors are the key to the solution that Foodpanda had face. The factors can help Foodpanda to upgrade the solutions and can make the application better.

Factors that influence the consumer satisfaction are variety of food. Other than offer variety kind of foods, Foodpanda need to make sure food that been offer have a good quality. Foodpanda have to make sure the restaurant use ingredients that high quality and the appearance of the food at the application must be same as what consumer get.

Next is the factor that influence the consumer satisfaction are type of payment. Foodpanda offer three type of payment method which is pay using credit or debit card, online banking or cash on delivery. Foodpanda have to prepare online method and cash on delivery for consumer because every consumer is different. Some consumer prefers online banking because they are cashless but

some customer prefers cash on delivery. There are also some consumers that want to pay using credit or debit card as it easier to pay wave.

The factors that influence the consumer satisfaction are types of promotion. Promotion such as voucher can make consumer happy and loyal with Foodpanda to get more voucher. Foodpanda need to make more often promotion in restaurant that consumer often use as it can affect consumer satisfaction.

Lastly, the factors that influence the consumer satisfaction are customer service. Foodpanda have to provide a great customer services as consumer love when the consumer service responds their question with manners and politely. Foodpanda have to train their staff at customer service department to be friendly with customer to make them satisfied with the service.

All of the factors need to be studied more carefully to identify which are the main factors that impact consumer satisfaction the most.

CHAPTER 3: METHODOLOGY

3.1- Introduction

This chapter describes the research methodology. Research methodology explains briefly specific procedures or techniques. The problems used for the study conducted. This methodology are important part in this research because it's about how a researcher systematically designs a study to ensure valid and reliable results that address the research aims and objectives.

Research is a systematic process of investigation and it is conducted by means of research methodology. Qualitative and quantitative are different types of methodologies, distinguished by whether they focus on words or numbers. There are many types of data collection method such as interviews which can be unstructured, semi-structured or structured, focus groups and group interviews, surveys online or physical surveys, observations, documents and records, case studies. Therefore, this chapter focus on the discussion of research design, research procedures, data collecting, surveys and interviews.

3.2- Research Design

Research design is intended to provide an appropriate framework for a study. Research design include four important considerations, which are the strategy, the conceptual framework, the identifications of whom and what to study on and the tools and procedure to be used to collect and analyze the data.

There are two types of research design, which is qualitative research design and quantitative research design. There are two types of research design, which is qualitative research design and quantitative research design. There are different between qualitative and quantitative research design, which is the qualitative research is consider to be particularly suitable for exploratory research. It is primarily used to discover and gain an in-depth understanding of individual experiences, thought, opinions, and trends and to dig deeper into the problem at hand.

Meanwhile, quantitative research is all about numbers and figures. It is used to quantify opinions, attitudes, behavior and other defined variables with the goal to support or refute hypothesis about

specific phenomenon and potentially contextualize the results from the study sample in a wider populations.

In this research, quantitative research design is used to collect the data of the respondents to studies the factors that influence consumer satisfaction of Foodpanda application. Quantitative research design defined the process of collecting and analyzing numerical data. It used to find patterns and averages, make predictions, test causal relationship and generalize the result to wider populations.

Quantitative method used descriptive analysis as this study can describe a particular subject by taking into various aspects and factors need evaluated. The data is collected through surveys by Foodpanda users in Seksyen 13, Shah Alam. The questions are designed in such a way that they are used and satisfied using the Foodpanda application. In this study, dependent variable is consumer satisfaction of Foodpanda application.

3.3- Population, Sample Size and Sampling Technique

Population can be defined as a complete set of elements of persons or objects that possess some common characteristic defined by the sampling criteria established by the researcher. The population in this research is consumers of Foodpanda application. The population in this study are Foodpanda user in area of Seksyen 13, Shah Alam.

Sample is the selected elements of people or objects chosen for participation in a study; people are referred to as subjects or participants, while sampling is the process of selecting a group of people, events, behaviours, or other elements with which to conduct a study. According to (Krejcie, 1970) if population number is 20 000 the number of sample size that suitable is 377. Meanwhile, (Roscoe, 1975) indicate to use 10% is acceptable then a sample of 100 is acceptable.

Sampling techniques refer to the way of observations are selected from populations to be in the sample for a sample survey. There are two types of sampling techniques, which are probability sampling techniques and non-probability sampling technique. Non-probability sampling does not involve with the random selection. Meanwhile, probability sampling does involve with random selection.

In this study, research used probability sampling techniques as sample survey. Probability sampling techniques use statistical theory to randomly select a small group of people from

existing large population and predict that the respondent match with the overall population. The advantages using probability sampling are the accuracy of the statistical methods after the experiment, can estimate the parameter represent of population and it is reliable techniques can eliminate sampling bias.

There are four types in probability sampling techniques, which are simple random sampling, systematics random sampling, stratified random sampling and cluster sampling. The research used simple random sampling in this study.

3.4- Instrument

Instrument in research defined as the measurement tools that been designed to collect the data from the respondents. There are three types of instruments which are interview, questionnaire and observation. In this study, the research used the questionnaire to collect the data.

3.4.1 – Measures / Scales

The researcher make Section A to measure the demographic variables by using nominal scale. The interval scale of measurement was applied in this study in Section C until Section G.

The respondent were asked to read and indicate their satisfaction and not really satisfied with the question that been design in Section C and Section G, using the five-point scale. The ratings are as follows:

Strongly Disagree	1
Disagree	2
Neither agree nor disagree	3
Agree	4
Strongly Agree	5

All of the instruments were adopted from various literature and been modified for the purpose of satisfaction of Foodpanda application.

INDEPENDENT VARIABLES

The independent variable is the variable of experimenter changes or controls and is assumed to have a direct effect on the dependent variables.

Variety of foods

Variety of foods of the individual of the user Foodpanda applications was measure on three items using five-point scale ranging from “strongly disagree” to “strongly agree”. One the questions is “I am satisfied with the Foodpanda offer variety of restaurant”

Customer Service

Customer service was measures on two items by using five-point scale ranging from “strongly disagree” to “strongly agree”. One of the questions is “I am satisfied using customer service “.

Type of Promotions

Types of promotions are to measure on two items by using five-point scale ranging from “strongly disagree” to “strongly agree”. One of the questions is “I am satisfied with the limitation of using voucher per day”

Type of Payment

Types of payment were measures on three items by using five-point scale ranging from “strongly disagree” to “strongly agree”. One of the questions is “I am satisfied with the efficiency of payment gateway system”.

DEPENDENT VARIABLES

The dependent variables refer to the variables that being tested and measured in the research, and is ‘dependent’ on the independent variables. The dependent in this study is consumer satisfaction of Foodpanda application.

Consumer Satisfaction

Customer satisfaction was measured by items that adopted (SEO, 2020). It consists of five items for measuring the consumer satisfaction. Satisfaction can influence other post-purchase or post-experience actions like communicating to others through word of mouth and social networks. One of the question is “I am overall satisfied with the Foodpanda application.”

3.4.2 – Questionnaire Design

The total number of the respondent that completed the questionnaire is one hundred. There are 23 questions to measure the constructs of interest as well as some demographic questions. Table 3.1 describe all instrument that all used in this study had corresponding Cronbach alpha $>.50$ and $>.70$.

Variables	Construct	Items	Cronbach Alpha	Author
Independent	Variety of food	3	.934	(Azizul, Albattat, & Shahrman, 2019)
	Customer Service	3	.985	(Saini, 2016)
	Type of promotion	4	.868	(Aparna Anib, 2019)
	Type of payment	3	.690	(SIHIPMAN, 2019)
Dependent	Consumer Satisfaction	5	.533	(SEO, 2020)

3.4.3 – Questionnaire Testing and Refinement

Pilot Study

A pilot study is regarded a significant approach in ensuring the reliability and validity of the instrument, and its adequacy (Saunders, 1997)

Strategy used to test the questionnaire using a smaller sample compared to the planned sample size. This survey is conduct to tests the correctness of the instructions to be measured by whether the respondent in the pilot sample are able to follow the directions as indicated. It also provide better information on whether the types of survey is effective for the purpose of this study.

Validity and Reliability

Reliability and validity are important aspects of selecting a survey instrument. Reliability refer to the extent that instrument yields the same results over multiple trials. Meanwhile, validity ensured the ability of a scale to measure the intended concept (Sekaran, 2003). In research, there are three ways to approach validity, which are content validity, construct validity and criterion-related validity.

The content validity ensured that the measure included an adequate and representative set of items that tap the concept (Sekaran, 2003). Then, the construct validity will measure what the calculated scores mean and if they can be generalized. Construct validity uses statistical analyses, such as correlations, to verify the relevance of the questions. Meanwhile, criterion-related validity, it has to do with how well the scores from the instrument predict a known outcome they are expected to predict.

Cronbach's coefficient alpha is used to measure for internal consistency reliability. Cronbach's alpha value of 0.5 and above is considered to be reliable (Nunally, 1994). An alpha value of 0.7 and above indicates items of homogenous and measuring the same construct. Uma Sekaran (2003) suggested that alpha value of 0.5 would be deemed the lower value of acceptability.

3.5- Data Collection Method

Data collection is a process of collecting information from all relevant sources to find the answer to the research problem, test the hypothesis and evaluate the outcomes.

The method that used to collect data is by close-ended surveys. Data collected by distributing questionnaire from Google form through social media to Foodpanda users. This technique is the best to get high data accuracy.

3.6- Data Analysis

Data Analysis is a process used by research for reducing data to a story and interpreting it to derive insight. Data analysis process helps in reducing a large chunk of data into smaller fragments, which make a sense.

In this study, the data was gathered through the questionnaire that been coded and analyzed by using the computerized SPSS (Statistical Software Packages for Social Science) software version 24 also known as IBM SPSS. SPSS is a software package that used for the analysis of statistical data.

SPSS provide data analysis for descriptive and bivariate statistics, numeral outcomes predictions and predictions for identifying groups. This software provides data transformations, graphing and direct marketing features.

Descriptive Analysis

Descriptive analysis was the user of Foodpanda application to understand the overall profile of respondents. Descriptive analysis was not used to analyze the age, gender, marital status and occupation. For this data, the frequencies and percentage was used for computations.

Regression Analysis

Multiple regression analysis is a statistical technique that can be used to analyse the effect of two or more independent variables on a single interval-scaled dependent variable (Zikmund, 2003). In selecting suitable applications of multiple regressions, there are three primary issues to be considered. The following are the assumptions that were incorporated in the test.

a. Normality

Normality test was performed by using a histogram and plotting the normal probability plot (p-p plot). If the histogram appears to at least resemble a bell shape curve and all the residuals were located along the diagonal line of p-p plot, it was assumed that the normality requirement has been met.

b. Homoscedasticity

The condition that occurs when the error variances produced by a regression model is constant. Homoscedasticity or equal variance was verified through the scatter plots of regression of standardized residual versus regression of standardized predicted values. 39

c. Independence of Error Term

Independence of Error Term means the predicted value is independent of other predicted values. Durbin-Watson statistics was used to validate the independence of error term assumption. Value of Durbin-Watson should fall between 1.50 and 2.50, which implies no auto-correlation problem.

d. Multicollinearity

Multicollinearity is when two or more of the independent variables of a multiple regression model are highly correlated. Problems of multicollinearity among predictors can result in an overestimation of the standard deviation of the regression coefficients. Tolerance above .1, Variance Inflation Factor (VIF) value below 10 and condition index below 30 signifies no major multicollinearity issues.

e. Outliers

Case wise diagnostics was run to identify any outlier in the sample. Any cases that fell above the standard deviation value of 2.50 would be dropped.

3.7 – Summary of Chapter

This chapter describe research methodology. This chapter is important because it's explained technique and procedure used to conduct the study. This chapter focus on the discussion of research design, research procedures, data collecting, surveys and interviews. Research design used in this study is quantitative research design.

Quantitative research design defined the process of collecting and analysing numerical data. Quantitative research design used to collect the data from the respondents and identify factors that influence consumer satisfaction of Foodpanda application. The data is collected from survey responses by consumers of Foodpanda application in area Seksyen 13, Shah Alam.

Question used in the questionnaire related to the factors that influence consumer satisfaction towards Foodpanda application which is variety of foods, customer service, type of promotions and type of payments. Purpose of this questionnaire is to identify the main factors that influence consumer satisfaction.

The questionnaire consists of eight multiple-choice questions, fifteen linear scale questions. This questionnaire was made using Google form and distributed through social media such as Facebook, Twitter and WhatsApp. Random student was picked to answer question related to the satisfaction of using Foodpanda application. Sampling techniques used in this research is simple random sampling which is probability sampling.

CHAPTER 4: DATA ANALYSIS

4.1- Introduction

Data Analysis is a process used by research for reducing data to a story and interpreting it to derive insight. Data analysis process helps in reducing a large chunk of data into smaller fragments, which make a sense.

This chapter represent the result of the study from statistical analysis. The statistical analysis shows “what happen?” by using past data in the form of dashboards. Statistical analysis included collection analysis, interpretation, presentation and modelling of data. It analyses a set of data or a sample of data. There are two categories of this type of analysis, such as descriptive analysis and inferential analysis.

4.2 – Demography Profile of Respondents

A total of 100 questionnaires were distributed to Foodpanda’s users in Seksyen 13, Shah Alam. The respondents answered the questionnaire completely based on their opinion of Foodpanda application.

The demography data had been analyzed in the Statistical Package for Social Science version 23 (SPSS). In this study, there are some questions under demographic profile section for the respondents such as gender, age, marital status and occupation.

Table 4.1 - Profile of respondent

Respondent's demographics		Frequency	Percentage
Gender	Male	43	43.0
	Female	57	57.0
Age	18-21 years old	43	43.0
	22-25 years old	12	12.0
	26-29 years old	8	8.0
	above 29 years old	37	37.0
Marital Status	Single	58	58.0
	Married	42	42.0
Occupation	Student	42	42.0
	Employee	58	58.0

Source: developed research

Based on table above, a total of 100 respondents were obtained from 100 questionnaires that have been distributed. By referring to the table, mostly of the respondents are female. There are 57 respondents (57%) from female and 43 respondents (43%) are male.

The respondents from age range 18-21 years old possess 43 respondents (43%). Next, 22-25 years old age range have 12 respondents (12%) and 26-29 years old only have 8 respondents (8%). The last one which is the higher number of respondents is age 29 years old above that's have 37 respondents (37%).

Next, 58 respondents (58%) from 100 respondents were single and the others which is 42 respondents (42%) were married.

Finally, in terms of occupation, only 42 respondents (42%) from the total of respondents were students. The most respondents that answered this questionnaire were employees, which are 58 respondents (58%).

Table 4.2 – General Information

Respondent profiling		Frequency	Percentage
How often you order food using Foodpanda application	1-3 times	42	42.0
	4-5 times	22	22.0
	6-9 times	6	6.0
	More than 9 times	30	30.0
Did Customer service help to find solution	Yes	90	90.0
	No	10	10.0
Types of payment	Cash	23	23.0
	Card	5	5.0
	Online Banking	72	72.0

As shown in the table above, 42 respondents (42%) order from Foodpanda only for 1-3 times. The consumer that's order using Foodpanda application for 4-5 times were 22 respondents (22%) and only 6 respondents (6%) ordered food using Foodpanda application for 6-9 times. And the last one, respondents that's ordered food using Foodpanda application were 30 respondents (30%).

The majority of respondents agreed that customer service help them to find solutions were 90 respondents (90%) and it followed by 10 respondents (10%) didn't agree with that question.

Last but not least is 23 respondents (23%) choose cash as their type of payment while the lowest, 5 respondents (5%) choose the credit card as type of payment. The majority of respondents that choose online banking as their type of payment were 72 respondents (72%).

4.3 – Goodness Measure

Reliability analysis was a test of Cronbach's alpha to ensure the measurements were free for bias, in order to obtain consistent result. The test of Cronbach's alpha value was appropriate for multi-scaled items and is a perfectly adequate index of the inter-item consistency reliability. The coefficient alpha value was range from 0.7 to 1 whereby values less than 0.6 indicated unsatisfactory internal consistency reliability (Nunnally, 1994).

A total number of 100 questionnaires were distributed for the purpose of this test. After collecting the questionnaire, reliability test was conducted by using Statistical Package for the Social

Science (SPSS). Table below showed the results of the reliability test conducted. According to Uma Sekaran (2003) indicated that 0.5 would be deemed the lower value of acceptability.

Table 4.3 – Reliability Analysis

Variables	Items	Cronbach alpha
Variety of food	3	.985
Customer Service	3	.870
Type of promotion	4	.887
Type of payment	3	.665
Consumer Satisfaction	5	.536

4.4 - Research Findings

4.4.1 – Descriptive Statistical Analysis

4.4.1.1 – Variety of Food

The mean score for variety of food has been shown in table 4.4 with the item ‘Based on range price in application, i can order food easily’ with the highest score 4.04. Meantime, ‘I am satisfied with the Foodpanda offer variety of foods choice’ showed the lowest score is 3.98.

Table 4.4 – Descriptive Analysis for variety of food

		Mean	Std. Deviation
	I am satisfied with the Foodpanda offer variety of restaurant	4.01	.893
Variety of food	I am satisfied with the Foodpanda offer variety of foods choice	3.98	.943
	Based on range price in application, i can order food easily	4.04	.931
	Total	4.0100	.90943

4.4.1.2 – Customer Service

The mean score for customer service has been shown in table 4.5 with the item ‘I am satisfied using customer service’ with the highest score 3.96. Meantime, ‘I am satisfied with friendliness of customer service’ showed the lowest score is 3.78.

Table 4.5 – Descriptive Analysis for customer service

		Mean	Std. Deviation
	I am satisfied using customer service	3.96	.898
Customer service	I find that it is easy to interact with customer service	3.84	.873
	I am satisfied with friendliness of customer service	3.78	.949
	Total	3.9933	.70747

4.4.1.3 – Type of Promotion

The mean score for type of promotion has been shown in table 4.6 with the item ‘I am satisfied with the limitation of using voucher per day’ with the highest score 4.24. Meantime, ‘I am satisfied with the promotion code that provide by Foodpanda’ showed the lowest score is 3.96.

Table 4.6 – Descriptive Analysis for type of promotion

		Mean	Std. Deviation
Type of promotion	I am satisfied with the promotion code that provide by Foodpanda	3.9700	.86258
	I am satisfied with free delivery that provide by Foodpanda	3.96	.942
	The promotions will help you save your money	4.09	.889
	I am satisfied with the limitation of using voucher per day	4.24	.866
	Total	3.9700	.86258

4.4.1.4 –Type of Payment

The mean score for types of payment has been shown in table 4.7 with the item ‘I am satisfied with the option of payment in Foodpanda application’ with the highest score 4.28. Meantime, ‘I am satisfied when certain restaurants only accept cash on delivery for the payment’ showed the lowest score is 3.43.

Table 4.7 – Descriptive Analysis for type of payment

		Mean	Std. Deviation
Type of payment	I am satisfied with the option of payment in Foodpanda application	4.28	.766
	I am satisfied with the efficiency of payment gateway system	4.27	.723
	I am satisfied when certain restaurant only accept cash on delivery for the payment	3.43	1.183
	Total average	3.93	.967

4.4.1.5 –Consumer Satisfaction

The mean score for consumer satisfaction has been shown in table 4.8 with the item ‘I am satisfied with the types of payment in Foodpanda application’ with the highest score 4.22. Meantime, ‘I am satisfied with the variety of foods in Foodpanda application’ showed the lowest score is 3.93.

Table 4.8 – Descriptive Analysis for consumer satisfaction

		Mean	Std. Deviation
Consumer satisfaction	I am satisfied with the variety of foods in Foodpanda application	3.93	.967
	I am satisfied with the promotions in Foodpanda application	3.95	.903
	I am satisfied with the types of payment in Foodpanda application	4.22	.824
	I am overall satisfied with the Foodpanda application	4.10	.785
	Total	4.0400	.47652

4.4.2 – Hypothesis Testing Result

Pearson Correlation Analysis

Pearson Product-Moment Correlation was used to investigate the inter-correlations among all the study variables. Table 4.9 provide the summary of the results.

According to rule of thumb for interpreting the size of a correlation coefficient by (Hinkle, 2003) indicate that r equal to 0.5 to 0.7 has moderate correlation, which in this study the variety of food $r = 0.694$ has moderate positive relationship with consumer satisfaction. He also indicated that r equal to 0.3 to 0.5 has low positive correlation. In this table show that types of promotion ($r = 0.442$), customer service ($r = 0.368$) and types of payment ($r = 0.336$) has low positive relationship with consumer satisfaction.

Table 4.9 – Pearson Correlations

		satisfaction	variety_of_food	customer_service	types_of_promotion	type_of_payment
Satisfaction	Pearson Correlation	1	.694**	.368**	.442**	.336**
	Sig. (2-tailed)		.000	.000	.000	.001
	N	100	100	100	100	100
variety_of_food	Pearson Correlation		1	.153	.483**	.288**
	Sig. (2-tailed)			.128	.000	.004
	N		100	100	100	100
customer_service	Pearson Correlation			1	-.058	.006
	Sig. (2-tailed)				.567	.951
	N			100	100	100
types_of_promotion	Pearson Correlation				1	.276**
	Sig. (2-tailed)					.006
	N				100	100
type_of_payment	Pearson Correlation					1
	Sig. (2-tailed)					
	N					100

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

Multiple Regression Analysis

The multiple regression analysis was run to determine the relationship between variety of foods, customer service, types of promotion, types of payments and consumer satisfaction. Hypotheses 1, 2, 3 and 4 were tested at this stage.

From the output of regression from the ANOVA table, the variables were tested significant with ($p < .01$) and $F = 34.855$. The regression tests had presented a strong inference with R square of .595. Approximately 59.5% variations of consumer satisfaction of variety of foods, customer service, type of promotion and types of payment. The adjusted R2 value is 0.578.

The Durbin-Watson value of 1.929 was confined to the acceptable range (1.5 to 2.5). It indicated that there was no autocorrelation of error terms. Multicollinearity problems did not exist as the variance inflation factor (VIF) values were below 10 and the condition indices were below the safety limit of 30.

The normality of the sample was demonstrated by a bell shape histogram. Diagnosis of the scatter plots showed homoscedasticity (constant variance of error term). P-P plots also indicated no sign of normality of the error. No clear relationship between the residuals and the predicted values confirmed the assumption of linearity.

The multiple regression analysis indicated that the following tested variables were highly significant at $p < 0.05$ – a 95% degree of confidence. The beta value (standardize coefficients) of variety of food ($\beta = 0.529$), customer service ($\beta = 0.296$), types of promotion ($\beta = 0.165$) and types of payment ($\beta = 0.137$) indicate that the independent variables were positively related to consumer satisfaction.

Hypothesis 1, the variety of food was positively related to consumer satisfaction. Hypothesis 2, customer service was positively related to consumer satisfaction. Hypothesis 3, types of promotion was positively related to consumer satisfaction. Hypothesis 4, types of payment was positively related to consumer satisfaction.

4.5- Summary of Chapter

In summary, this chapter show the result of the study from statistical analysis. The chapter start with demography profile of respondents, followed by goodness measure which consist reliability test to ensure the data are valid and reliable. Pearson Product-Moment Correlation was used to investigate the inter-correlations among all the study variables. All hypotheses are accepted. The multiple regression analysis was run to determine which variable has the most significant and the best predictor to predict the outcome as well as to evolve the equation. The relationship between variety of foods, customer service, types of promotion, types of payment and consumer satisfaction. The next chapter will discuss the results and suggest some recommendations.

CHAPTER 5: CONCLUSION

5.1- Introduction

This chapter is represented in four sections. First section contribute an overall summary of the study of factors that influence customer satisfaction on Foodpanda applications in Seksyen 13, Shah Alam followed by the summary of the findings from the data that has been collected and the conclusion of the study. Subsequent to this is recommendation for the future research.

5.2- Discussion

The result from the survey of 100 users of Foodpanda's application in Seksyen 13, Shah Alam, supported the expected hypothesis. The result showed that reliability of the item used in this research is acceptable. Software of Social Science (SPSS) is been chosen to get the effective an efficiency of data analysis. This software can handle the raw data in a large number and high accuracy of results.

Based on the descriptive analysis in chapter 4, all of respondents are familiar with Foodpanda application, which constitutes 100 respondents. From the result show that 42% respondents is 1 to 3 times order food using Foodpanda application. Also, 90% respondents state that customer is help to find solution.

This research was successful in achieving the four objectives, which the first objectives are to examine the relationship between varieties of foods with consumer satisfaction of Foodpanda application. Next is, to examine the relationship between customer services with consumer satisfaction of Foodpanda's application. Then is, to examine the relationship between type of promotions with consumer satisfaction of Foodpanda application. Lastly is, to examine the relationship between types of payment with consumer satisfaction of Foodpanda's application.

The first objective of this study is to examine the relationship between varieties of food with consumer satisfaction.

H1: Variety of food has positive relationship with consumer satisfaction.

Generally, the descriptive statistic indicated that the respondent agreed that they satisfied with the variety of food that been provided in Foodpanda application. In this factor, 'Based on range price in application, i can order food easily' recorded as the highest mean value at 4.04 with standard deviation 0.931.

The second objective is to examine the relationship between customer services with consumer satisfaction of Foodpanda's application.

H2: Customer service has positive relationship with consumer satisfaction.

The descriptive statistic indicated that the respondent agreed that they satisfied with the customer service in Foodpanda application. In this factor, 'I am satisfied using customer service' recorded as the highest mean value at 3.96 with standard deviation 0.898.

The third objectives is to examine the relationship between type of promotions with consumer satisfaction of Foodpanda application

H3: Type of promotion has positive relationship with consumer satisfaction.

The descriptive statistic indicated that the respondent agreed that they satisfied with types of promotion in Foodpanda application. In this factor, 'I am satisfied with the limitation of using voucher per day' recorded as the highest mean value at 4.24 with standard deviation 0.866.

The forth objectives is to examine the relationship between type of payment with consumer satisfaction of Foodpanda application

H4: Type of payment has positive relationship with consumer satisfaction.

The descriptive statistic indicated that the respondent agreed that they satisfied with types of promotion in Foodpanda application. In this factor, 'I am satisfied with the option of payment in Foodpanda application' recorded as the highest mean value at 4.28 with standard deviation 0.766.

5.3 - Conclusion

5.3.1 – Conclusion of Descriptive Analysis

5.3.1.1 – Conclusion of Demographic Profile

Based on the descriptive analysis in chapter 4, a total of 100 respondents were obtained from 100 questionnaires that have been distributed. By referring to the table, mostly of the respondents are female. There are 57 respondents (57%) from female and 43 respondents (43%) are male.

The respondents from age range 18-21 years old possess 43 respondents (43%). Next, 22-25 years old age range have 12 respondents (12%) and 26-29 years old only have 8 respondents (8%). The last one which is the higher number of respondents is age 29 years old above that's have 37 respondents (37%).

Next, 58 respondents (58%) from 100 respondents were single and the others which is 42 respondents (42%) were married.

Finally, in terms of occupation, only 42 respondents (42%) from the total of respondents were students. The most respondents that answered this questionnaire were employees, which are 58 respondents (58%).

5.3.1.2 – Conclusion of General Information

Based on the general information in chapter 4, 42 respondents (42%) order from Foodpanda only for 1-3 times. The consumer that's order using Foodpanda application for 4-5 times were 22 respondents (22%) and only 6 respondents (6%) ordered food using Foodpanda application for 6-9 times. And the last one, respondents that's ordered food using Foodpanda application were 30 respondents (30%).

The majority of respondents agreed that customer service help them to find solutions were 90 respondents (90%) and it followed by 10 respondents (10%) didn't agree with that question.

Last but not least is 23 respondents (23%) choose cash as their type of payment while the lowest, 5 respondents (5%) choose the credit card as type of payment. The majority of respondents that choose online banking as their type of payment were 72 respondents (72%).

5.3.1.2 – Conclusion of Reliability Analysis

The highest mean score in variety of food is 'Based on range price in application, i can order food easily' with a score at 4.04 with standard deviation is 0.931. Meantime, 'I am satisfied with the

Foodpanda offer variety of foods choice' showed the lowest score is 3.98 with standard deviation 0.943.

The highest mean score in customer service is 'I am satisfied using customer service' with a score at 3.96 with standard deviation is 0.898. Meantime, 'I am satisfied with friendliness of customer service' showed the lowest score is 3.78 with standard deviation 0.949.

The highest mean score in types of promotion is 'I am satisfied with the limitation of using voucher per day' with a score at 4.24 with standard deviation is 0.866. Meantime, 'I am satisfied with the promotion code that provide by Foodpanda' showed the lowest score is 3.78 with standard deviation 0.942.

The highest mean score in types of payment is 'I am satisfied with the option of payment in Foodpanda application' with a score at 4.28 with standard deviation is 0.766. Meantime, 'I am satisfied when certain restaurants only accept cash on delivery for the payment' showed the lowest score is 3.43 with standard deviation 1.183.

The highest mean score in consumer satisfaction is 'I am satisfied with the types of payment in Foodpanda application' with a score at 4.22 with standard deviation is 0.824. Meantime, 'I am satisfied with the variety of foods in Foodpanda application' showed the lowest score is 3.93 with standard deviation 0.967.

5.3.1 – Conclusion of Inferential Analysis

5.3.2.1 – Pearson Correlation Analysis

All of the four independent variables were free from multicollinearity problem correlation values are less than 0.9. Pearson correlation test is also used to measure the relationship between each independent variables and dependent variables. All these four independent variables have established a significant relationship with consumer satisfaction of Foodpanda application as their p-value is less than 0.005.

5.3.2.2 – Multiple Linear Regression

According to the output of Multiple Linear Regression, the $R = 0.595$ implied that 59.5% of the variation on determinant of consumer satisfaction of Foodpanda application could be explain by the four independent variables in this recent. Variety of food, customer service, type of promotion and types of payment has established a significant positive relationship. Meanwhile, Multiple Linear Regression also concluded that variety of food had the stronger determinant of consumer satisfaction of Foodpanda application.

5.4 – Limitation of the study

There are some obstacles faced by our group during this research, firstly is the failure of Foodpanda's company to respond our calls and questions which has made it difficult to obtain more information related to the topic of research that conducted on the Foodpanda's company. In addition, the second obstacle is, the researcher's group has difficulty in conducting interviews and make question and answer sessions with superiors at the company of Foodpanda for the purpose of obtaining more detailed information as many of roadblocks by authorities during the period of the Conditional Movement Control Order (CMCO) because of Covid-19 pandemic. However, researchers are still trying to find other alternatives to overcome the obstacles that occur so that the ongoing research activities can be completed successfully.

5.5 – Recommendation

This study only discussed a small part of the factors that influenced the customer satisfaction on Foodpanda applications in Seksyen 13, Shah Alam. Factors that we study are variety of foods,

customer service, type of promotions and type of payment. Therefore, hopefully this research able to give benefits to the future research by using samples that involves other larger areas. In addition, the questionnaires were only distributed to a few consumers in Section 13, Shah Alam. Thus, it was advisable to include all of the people in other area besides Shah Alam for future research. This allowed future researchers to obtain greater responses as well as wider perspectives.

Based on findings and conclusions of the study, there were several recommendations to be considered. First of all, the Foodpanda management should discuss with the restaurants to improve the variety of foods. The Foodpanda should make the owner of the restaurants widen the variety of foods for the consumer to choose. It will make the consumer is satisfied for their choosing the food in Foodpanda. Besides that, the Foodpanda should upgrade their type of promotions such as make more vouchers for every meal. For example, Foodpanda distributed vouchers for breakfast, lunch and dinner. The vouchers will limit for 3 vouchers per day per consumer. Unlike before, Foodpanda just distribute the vouchers for consumers that first come, first serve only. Moreover, the Foodpanda should improve their customer service. The customer service in Foodpanda must have strong build relationship with customer but the Foodpanda can improve by help some of the new consumer if they have problems using the application. In addition, the type of payments will improve such as the consumer can 'debit wave' their card when the delivery are comes at their homes. Lastly, the researchers hope to give this recommendation for Foodpanda to improve their quality and value.

5.5 - Future Research

Several suggestions presented below could be used as the guidance and limitation for the future researchers who are interested to making in-depth study of this field.

The first suggestion is to expand the study scope. This research collected 100 respondents of Foodpanda consumer in Seksyen 13, Shah Alam. For future research, the investigation scope could expand to the larger religion and occupation can be diversified. By doing this, we can explore the influence factors of customer satisfaction towards Foodpanda application comprehensively.

Second suggestion is moderator variables should be simultaneously added into the theoretical framework of future research to improve the validity of the study. For example, perceived ease of use of Foodpanda application, perceived usefulness of using application and accuracy of billing.

Third, the one of the methodology limitations in this study was the data collected from questionnaire that distribute through media social. For the future study, researcher can collect data not only by distribute questionnaire but collected data through interview with Foodpanda workers and consumer of Foodpanda application face-to-face.

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APPENDIX A: QUESTIONNAIRE

Factors that influence Consumer Satisfaction of foodpanda application

Section A: Demographic Data

- 1) Gender :
- Male
- Female
- 2) Age :
- 18-21 years old
- 22-25 years old
- 26-29 years old
- Above 29 years old
- 3) Marital status :
- Single
- Married
- 4) Occupation :
- Student
- Employee
- Self – employee
- Housewife

Section B: Descriptive Data

- 5) How many often do you order food from foodpanda application?
- 1-3 times
- 4-6 times
- 7-9 times
- More than 9 times
- 6) Did customer service help you to find solution you were faced?
- Yes
- No
- 7) What type of payment do you prefer?
- Cash
- Card
- Online Banking

Strongly Disagree	1
Disagree	2
Neither agree nor disagree	3
Agree	4
Strongly Agree	5

Section C : Variety of foods

I am satisfied with the foodpanda offer variety of restaurant	1	2	3	4	5
I am satisfied with the foodpanda offer variety of foods choice	1	2	3	4	5
Based on range price in application, i can order food easily	1	2	3	4	5

Section D : Customer Service

I am satisfied using customer service	1	2	3	4	5
I find that it is easy to interact with customer service	1	2	3	4	5
I am satisfied with friendliness of customer service	1	2	3	4	5

Section E : Types of promotions

I am satisfied with the promotion code that provide by foodpanda	1	2	3	4	5
I am satisfied with free delivery that provide by foodpanda	1	2	3	4	5
The promotions will help you save your money	1	2	3	4	5
I am satisfied with the limitation of using voucher per day	1	2	3	4	5

Section F : Types of payment

I am satisfied with the option of payment in foodpanda application	1	2	3	4	5
I am satisfied with the efficiency of payment gateway system	1	2	3	4	5
I am satisfied when certain restaurant only accept cash on delivery for the payment	1	2	3	4	5

Section G : Satisfaction of foodpanda application

I am satisfied with the variety of foods in foodpanda application	1	2	3	4	5
I am satisfied with the promotions in foodpanda application	1	2	3	4	5
I am satisfied with the types of payment in foodpanda application	1	2	3	4	5
I am overall satisfied with the foodpanda application	1	2	3	4	5

APPENDIX B: DATA SPSS

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	13.370	4	3.342	34.855	.000 ^b
	Residual	9.110	95	.096		
	Total	22.480	99			

a. Dependent Variable: satisfaction

b. Predictors: (Constant), type_of_payment, customer_service, types_of_promotion, variety_of_food

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations			Collinearity Statistics	
		B	Std. Error	Beta			Zero-order	Partial	Part	Tolerance	VIF
1	(Constant)	1.526	.256		5.952	.000					
	variety_of_food	.277	.041	.529	6.822	.000	.694	.573	.446	.709	1.411
	customer_service	.174	.039	.296	4.419	.000	.368	.413	.289	.954	1.049
	types_of_promotion	.091	.042	.165	2.163	.033	.442	.217	.141	.730	1.370
	type_of_payment	.092	.047	.137	1.976	.051	.336	.199	.129	.893	1.120

a. Dependent Variable: satisfaction

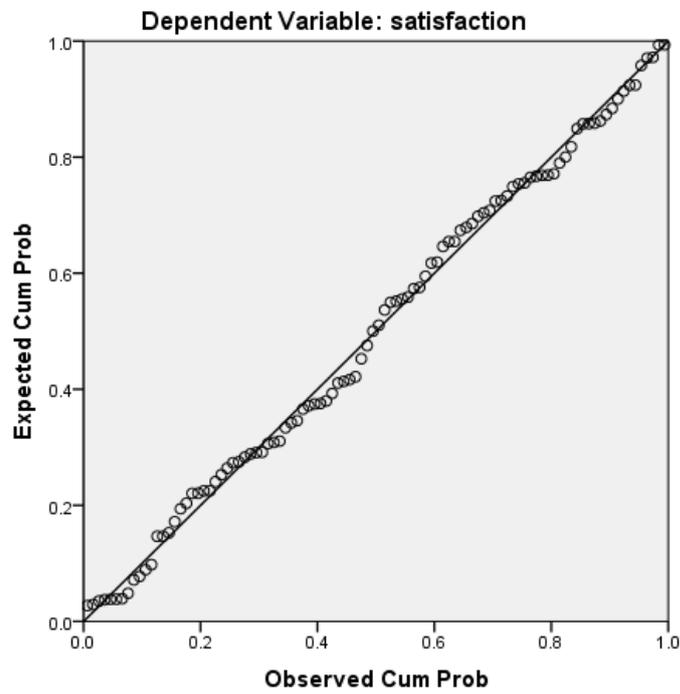
Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.771 ^a	.595	.578	.30967	1.929

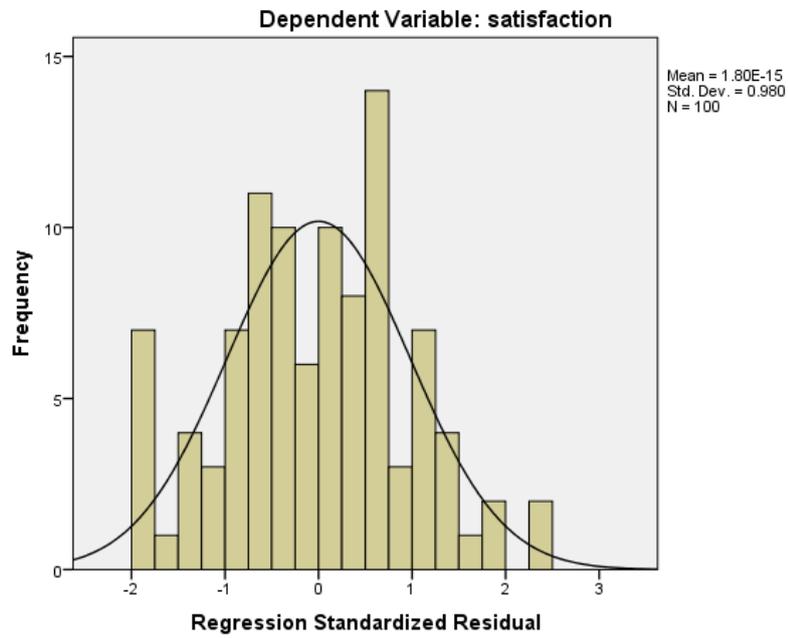
a. Predictors: (Constant), type_of_payment, customer_service, types_of_promotion, variety_of_food

b. Dependent Variable: satisfaction

Normal P-P Plot of Regression Standardized Residual



Histogram



APPENDIX C: EVIDENCES

Foodpanda Malaysia Sdn Bhd

37-01, Tower B, The Vertical Corporate Towers, Bangsar South, Kuala Lumpur



Ask a question

macam mana nak dapat kan refund duit semula after dah cancel order



(Translated by Google)

how to get a refund after canceling the order

17 Answer



VunJung Chin

a year ago



they wont refund ! i already have this case around 4 times ! cost me RM30+,40+,15+ and 20+ not once refund it to me ! i am already done with FOODPANDA RUBBISH ! SCAMMING MONEY!

How to contact their customer service because i can't find a way to make a complaint at all. Plus their services is bad!



4 Answer



Aimi Umar

3 weeks ago



Hi everyone, Foodpanda cheated me too for my refund. If any of you experiencing same problem, please launch a report at KPDNKK. If theres enough of us makes the report, they will have to answer for cheating their customers. Thank you!

1

make a team of customer services that only handling customer's refund and keep update to your customer will be reduce their worries. If you didn't do what customer want you will lose their trust. Upgrade everything that needed



Like Answer

APPENDIX D: GANT CHART

WEEK	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
Form a group and choose a company	✓														
Discuss the company's problem and issue	✓														
Make a literature review based on the journal that has related with company's problem or issue		✓	✓												
Meet with supervisor and discuss the literature review				✓											
Has a confirmation about the field of this study					✓										
Choose a suitable title for the research						✓									
Expand the finding on literature review and come out with theoretical framework					✓	✓									
Discuss the research objectives, research questions and methodology (chapter 1-3)				✓	✓	✓									
Present draft proposal and slide chapter 1-3 with supervisor						✓									
Discuss on questionnaire development							✓	✓							

