

CONSUMER PERCEPTION TOWARDS ONLINE FOOD DELIVERY SERVICES: A CASE STUDY ON STUDENTS AT UNIKL MIMET

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ABSTRACT

This research was aimed to study the perception of consumers towards online food delivery. Drexler, Mokry and Dufek, 2017, mentioned that food-to-go-products does increase in demand especially in western countries and regions but, for Czech Republic community, online food delivery service was not as popular as other country. This difference had help in built the study on the perception towards online food delivery. Descriptive statistic and frequencies were used to determine the perception and mean analysis we used to know the factors that influenced in choosing online food. Questionnaire were distributed to 100 respondents and the result shows that consumer perceive that this serviced was a need in these days and the most factors in choosing online food delivery was due to time saving by using motorcycle that faster.

Keywords: consumer perception, online food delivery, delivery service, service usage factor

INTRODUCTION

This research was to analyze on how consumer perceived towards online food delivery service. According to Yusra and Arawati, 2019, the problem can be related to the high volume of complaints from consumers or customers towards online food delivery service. The objectives were to study how online food delivery service were perceived by the students at UniKL MIMET and to analyze the various factors that influenced students at UniKL MIMET to choose online food. The question in this study was what the perception of online food delivery serviced by the students of UniKL MIMET were and what were the factors that influence the students at UniKL MIMET to choose online food delivery service. This study was only limited at UniKL MIMET and involved only students of UniKL MIMET. Significant of this study was where the personnel runner who provide food delivery service can get information on the demand of online food delivery service at UniKL MIMET. This study can also be used as reference to companies that provides online food delivery services like foodpanda, grabfood, Mcdelivery and pizzahut delivery service to consider the changes of delivery distance so that they can deliver food until UniKL MIMET.

LITERATURE REVIEW

Customer liaison management, availability, capability, and door to door delivery were tightly related in increasing the customer satisfaction (Rosamma and Bonny, 2019). Owner of online food delivery service

must always success in delivering the goods to prevent problems with customer as unsatisfied consumer can exposed their bad experience to others (Yusra and Arawati Agus, 2019). According to Asothai and Shaji (2020), consumers were using the online food delivery service as it is convenience and ease by giving discounts. W P Tyas et al., 2019, note that the usage of motorcycle taxi services leads to the maximization of home-based business as online motorcycle taxi give out promotions and discounts that helps in increasing the order to home-based business. Kedah, 2015, stated that satisfied customer will influence them to repurchase. Thus, online food delivery firms should make sure that their website provides easy payment method as well as save time.

PROBLEM STATEMENT

The problem can be related to the high volume of complaints from consumers or customers towards online food delivery service. Not only the numbers of services exist increase but the numbers of complaints also increase (Yusra and Arawati Agus, 2019). From other perspective, delivery distance to exact location can also be the problem in online food delivery services until the online delivery services agree to set a term on the distance that rider can deliver foods to consumers (Asothai and Shaji, 2020). Issues faced by students towards food delivery is also due to expensive price of food and food delivery service are not available at campus area.

SIGNIFICANCE OF RESEARCH

Personnel runner who provides food delivery service can get information on the demand of online food delivery service at UniKL MIMET and they can widen their delivery area to UniKL MIMET. It can also be used as reference to companies that provides online food delivery services like Foodpanda, Grabfood, McDelivery and Pizzahut delivery service to consider the changes of delivery distance so that they can deliver food until UniKL MIMET as the campus consists of high population as well as demand to food. In accordance, this can give opportunity to students who are willing to do part-time job by offering food delivery service to members and lecturers. In other way, students will also get benefits from the increase in numbers of parties offering delivery service as students can have better choices in food and can choose which service is the best.

RESEARCH METHODOLOGY

This study used primary data and secondary data. Questionnaire were used to collect data from respondents. The questionnaire includes a series of questions in gathering information from respondents. This research was conducted at UniKL MIMET. Convenience sampling were used in this study. Statistical methods were used to gather and analysis data. Pilot test was conducted before the questionnaire distributed, to identify reliability of question. Descriptive statistic, frequencies analysis and mean analysis were used to determine the result of the study.

RESULTS AND DISCUSSION

Pilot test in Table 2 and Table 3 shows the reliability result of questions. Pilot tests were divided into two sections which are the combination of part B and part C (Table 2) and part D (Table 3). The result obtain gives positive impact as it's achieved both research objectives. Main results of this study are presented below. The perception towards online food delivery service and the factors influences in choosing online food are analyzed by three different methods.

Table 1 : Cronbach's Alpha Scale

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.631	.622	12

Table 2 : Reliability Test Part B and Part C

<i>Cronbach's Alpha Score</i>	<i>Level of Reliability</i>
0.0 – 0.20	Less Reliable
>0.20 – 0.40	Rather Reliable
>0.40 – 0.60	Quite Reliable
>0.60 – 0.80	Reliable
>0.80 – 1.00	Very Reliable

Table 3 : Reliability Test Part D

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.700	.711	8

Consumer perception towards online food delivery service

Table 4 below shows that the question has the highest value of strongly agree as well as highest mean value were this shows that consumer perceive online delivery food service is a need in these days. However, respondents also perceive that they do not agree the perception of Malaysian towards online food delivery service is good. However, based on usage and experience, it shows a positive result as majority respondents often use food from online platform, satisfied with the service and perceive the service in a good way as they haven't face with bad experience from online food delivery services. The result was further strengthened by research stated that owner of online food delivery service must always success in delivering the goods in order to prevent problems with customer as unsatisfied consumer can exposed their bad experience to others (Yusra and Arawati Agus, 2019).

Table 4 : Descriptive Statistics

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
I agree that food delivery service is a need in these days.	100	3.00	4.00	3.8400	.36845
Valid N (listwise)	100				

Factors influence consumers in order online food

From mean analysis, the most factors that influence in choosing online food delivery is because of the usage of motorcycle with faster time in delivery. This was supported by research from Kedah, 2015, where it stated satisfied customer will influence them to repurchase, so, online food delivery firms should make sure that their website provides easy payment method as well as save time. It from the statement that consumer nowadays does not have much time to wait, and they need something convenience and faster.

Table 5: Mean Analysis

Variable Statement	Mean
I agree that the usage of motorcycle with faster time in delivery is the factors that influence usage of food delivery service	3.84
I agree that good experience create loyalty and lead to factors in using online food delivery service.	3.77
I agree that low delivery fee is the main factors in influencing the usage of online food delivery service.	3.71
I agree that discount and vouchers given by online food platform influence consumer to use it.	3.77
I agree that easy payment method is the factors which influence consumer to use online food services.	3.76
I agree that the factors influence consumer to use online food delivery service is due to time saving.	3.63
I agree that convenience in using online food apps from mobile phone influence consumer to use the service.	3.82
I agree that the variety of food choices from online food delivery service influence consumer to order it.	3.78

CONCLUSION AND RECOMMENDATION

Findings of the study give clearer view on perceptions study among UniKL MIMET students towards online food delivery service. According to the research, it can be concluded that perception is something which universal and different person will have different perceptions. Based on result, most of respondents perceive that online food delivery is a need in these days. From the result also we can see that the most factors influence in using online food delivery is because of the usage of motorcycle with faster delivery time. Finally, we can conclude that people nowadays are busy struggling for life as time is running fast, so they need a convenience help to continue life.

Despite that, what can be recommended is, first and foremost, management of online food service provider should always read the comments and complaints from consumers to improve their service and have better perception towards online food delivery service. On the other hand, service provider can also add more riders so that many food order can be delivered at one time and consumers does not have to wait long for food. For next researcher, it is recommended to wider the scope of study by not just use student of one campus but can also involve public people as sample of research. The wider of study range will give more idea on what the perception towards online food delivery service as the respondents will come from many types and age pf people instead of only students.

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