

Factors Influencing the Use of an E-Hailing Services Among Universiti Tun Hussein Onn Malaysia (UTHM) Undergraduate Students

Anis Humaira Hazimi¹, Nursitihazlin Ahmad Termida^{2*}

¹Faculty of Civil Engineering and Built Environment,
Universiti Tun Hussein Onn Malaysia, Batu Pahat, 86400, MALAYSIA

²Smart Driving Research Centre (SDRC), Faculty of Civil Engineering and Built Environment, Universiti Tun Hussein Onn Malaysia, Batu Pahat, 86400, MALAYSIA

*Senior Lecturer, Faculty of Civil Engineering and Built Environment, Universiti Tun Hussein Onn Malaysia

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Abstract: The demand for online services is increasing day by day. In addition, as the Covid-19 outbreak started, people tend to use online food delivery (OFD) due to many restrictions and the new norm. Hence, this issue needs to be analysed so that the service can be improved especially during this critical condition. For this research, the scope of the study is focused on Universiti Tun Hussein Onn Malaysia (UTHM) undergraduate students. This study aims to determine the use of OFD among UTHM students. In order to collect the data, Google Form online survey has been distributed and 200 respondents have participated in the data collection stage. Mean score analysis has been applied to analyse the data gathered by using Statistical Package for the Social Science (SPSS) software version 26. However, the study found that UTHM students rarely use OFD hence the answer collected is based more on perception rather than firsthand experience. Thus, this paper has proposed some initiatives that can be applied to increase the usage of OFD among students such as reevaluating the price set by the vendors and collaborating with the government to provide subsidies of OFD especially to the students from B40 families.

Keywords: Food Delivery, University Students, OFD, Usage, Online

1. Introduction

Online food delivery (OFD) services are one of the famous e-hailing services in this generation. As a developing country, Malaysia is also improving the food and beverage industry by promoting e-hailing services to deliver meals to customers by using specific applications in mobile phones. One of the causes for the rise in online food delivery services has been the availability of internet platforms [1]. However, before OFD providers start their services, there are some delivery services already provided by the food and beverage company such as Dominos and Pizza Hut that is restricted for their business only. As for

*Corresponding author: hazlin@uthm.edu.my

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OFD providers, other than Foodpanda there are many other food delivery services in Malaysia such as Grab food, Uber eats, Honestbee, DeliverEat, DahMakan and Running Man Delivery.

During the Covid-19 pandemic outbreak, the demand for OFD has been increasing tremendously. Online delivery services also have provided many types of transactions for making payments. Credit card or online banking options might help customers and riders to have contactless delivery. This allows the customer to mention if they would prefer the orders to be put in a certain area instead of getting it directly by themselves. This limitation of movement has caused the e-hailing sectors in food delivery to become highly in demand and the satisfaction level of consumers for OFD is still highly satisfied [2].

2. Literature Review

The finding of this research paper is beneficial to society, especially OFD companies. Based on this study, the companies might know what their biggest attraction as an e-hailing service provider is. The study regarding this matter is quite low in Malaysia, hence it is crucial to study this area of research. The OFD is one of the most widely used e-commerce platforms in the world. When compared to e-commerce, the OFD delivery method will be directed to the clients rather than the delivery must go via the shipping procedure, which will take longer to arrive at the consumers [3].

The food delivery system started with a business type called as Restaurant-to-Consumer Delivery [4]. This method needs customers to order directly from the restaurant through any platform provided such as WhatsApp, website or phone call. This method has been applied in fast-food chains such as KFC, McDonald's, Pizza Hut and Dominos which have their ordering websites and delivery services [5]. However, Platform-to-Consumer Delivery, a new operating system related to OFD has recently been actively employed. This technique differs from the first in that it involved the use of another platform to coordinate the delivery of items to clients.

The factors that affect OFD services can be defined into two categories which are direct and indirect [6]. Direct factors include delivery time, service quality, pricing, and the condition of the food provided. Indirect factors such as restaurant variety and quantity, menu, delivery tracking service, and delivery person attitude are peripheral components that come together to make up the package advantages. The efficiency of e-commerce is crucial since it has been demonstrated to be a mediator between determinants and delivery service. As a result, it is vital for sellers to deliver high-quality service and meet market demands [7].

Various menu options and the price range is the highly essential factor of choosing OFD services [8]. On-time delivery has been the second most important factor affecting customers to buy again through OFD services after the customer support factor [6]. Customers also request for the vendors to provide cutlery and use the most suitable packaging [9]. Good care along the delivery process will ensure the end condition of the foods before reach to the customers. Thus, the objective of this study is to investigate the usage of OFD among UTHM students to understand the relation and provide suggestions to improve the services.

3. Methodology

The materials and methods section, otherwise known as methodology, describes all the necessary information that is required to obtain the results of the study. According to Igwenagu [10], the methodology can be defined as the analysis of procedures used in a systematic and theoretical approach which contains a theoretical examination of a body of methods and principles related to a field of study. This chapter introduced the approach that was used to compute and assess the influencing factor of the use of OFD services among UTHM students.

3.1 Research Design

Research design aims to combine relevance to the research purpose with economy and procedure [11]. This study employed a quantitative method in data collection and analysis. Many interconnected decisions were made during the research design phase. The total number of students in UTHM has

increased to 18,000 in total and 81.34% out of the numbers is undergraduate students. In order to acquire a more precise sample size, this study employed by Thomson [12] suggestion as he mentioned that 200 respondents were enough to be analysed.

One sort of survey instrument was the questionnaire. This questionnaire was used to determine the factors that influence the use of OFD among UTHM students. Google Form was chosen as the online survey platform for this research. The Likert scale used in this research is a 5-point scale typed. A pilot test is a pre-test that is conducted beforehand to help in improving the reliability of the actual survey. The data were collected through an online survey and then analyzed using the statistical method in Statistical Package for Social Science (SPSS) by using the Cronbach's Alpha method. The total respondents for the pilot study in this research are 38 UTHM undergraduate students.

3.2 Mean Score Analysis

As for section C which discussed the usage of OFD among UTHM students, the mean score method has been used to analyse the data. Table 1 shows how the range of mean scores being divided in this study. The range of mean scores to defining the usage of OFD among UTHM students was separated into two categories: high (3.6-5.00) and low (1.00-3.66).

Table 1: Weighted Average 5-Point Likert Scale [13]

Weighted Average	Result	Result Interpretation
1.00 – 1.79	Strongly Agree	Very influential
1.80 – 2.59	Agree	Influential
2.60 – 3.39	Neutral	Neutral or do not know
3.40 – 4.19	Disagree	Uninfluential
4.20 – 5.00	Strongly Disagree	Very uninfluential

According to Rickards, Magee & Artino [14], this strategy is commonly supported, particularly when researchers are attempting to analyse fewer concrete conceptions and a single survey item is unlikely to effectively represent the concept under consideration. The formula used in this approach is, to sum up the total mean and divide it by the entire amount. The five point Likert scales are represented by distinct values ranging from 1 to 5 (never, rarely, sometimes, often, always).

4. Results and Discussion

Before distributing the research questionnaire to respondents, it is critical to run a pilot study to assess the level of reliability of the questions that have been developed. 38 respondents were chosen as a sample for the pilot research. The primary purpose of the pilot study is to determine the Cronbach's alpha value for three sections of the questionnaire used in this study: section B (Factors that influence the use of OFD) and section C (Usage of OFD services).

As a result, there are two results of Cronbach's Alpha value representing each section. For simplicity of interpretation, data from the questionnaires were processed and presented in tabular form. The data from the questionnaires was analysed in this study using the Statistical Package for Social Sciences (SPSS). The acceptable Cronbach's Alpha value in this study must be more than 0.700 [15], which is believed to be a dependable number. The findings in Table 2 indicate the reliability test results for factors that influence the use of OFD (Section B) and usage of OFD services (Section C).

Table 2: Result of Reliability Test

Section	Variables	N of Items	Cronbach's Alpha
B	Price	4	0.821
	Service	4	0.759
	Variety of Restaurants	4	0.772
	Variety of Menu	4	0.898
	Delivery	4	0.881

	Condition of Food	4	0.865
	Tracking System	4	0.854
C	Usage of OFD	3	0.742

4.1 Data and Analysis

This questionnaire was distributed to answer the objective of this study. The main objective is to determine the use of OFD services among UTHM students. A total of 200 UTHM undergraduate students were involved in responding to this questionnaire. This questionnaire was divided into 3 parts which part A is related to asking the demographic information of respondents. As for part B, the questionnaire asks regarding the factor that influences the use of OFD among UTHM students. Lastly, part C asks the respondents regarding their usage of OFD.

All of the data are then being analysed by using Statistical Package for Social Science (SPSS) software version 26. The results of the analysis were explained in terms of a pie chart and tabular for better understanding.

4.1.1 Gender of the Respondents

Figure 1 shows the analysis of respondents based on their gender. There are a total number of 110 male respondents which is 55% out of 200 respondents. Meanwhile, there are 90 female respondents took part in this survey which is 45% of the total respondents.

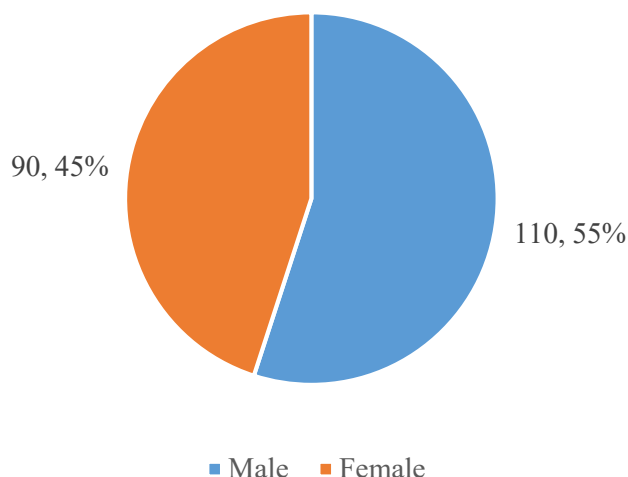


Figure 1: Gender of the respondents

4.1.2 Education Level of the Respondents

In order to complete this study, the researchers have distributed the questionnaire to 200 UTHM undergraduate students. For better understanding, the respondents' educational background was also analyzed. As the target respondents are undergraduate students, hence only diploma and degree students are valid for this questionnaire. Figure 2 shows the education level information of the respondents involved in this study.

Out of 200 respondents, 46 people are diploma students which are equivalent to 23% out of the total respondent. Meanwhile, another 154 people currently taking their bachelor's degree in UTHM which is around 77%. The survey has been distributed by using social media such as Whatsapp, Instagram and Twitter. Other than that, face-to-face distribution also was done around the UTHM area to collect the targeted respondents. More initiatives have been used to ensure the questionnaire is distributed thoroughly to the targeted respondents.

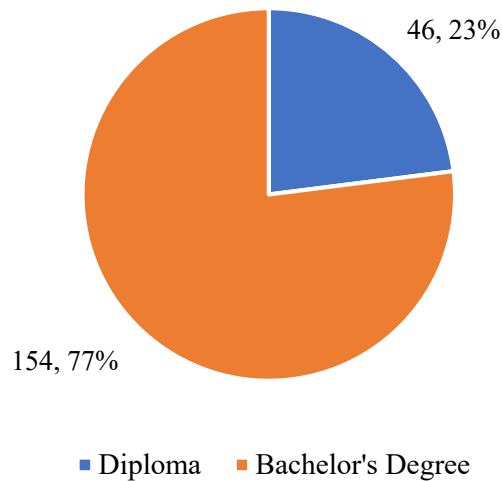


Figure 2: Education level of the respondents

4.1.3 Household Number of the Respondents

Based on the analysis performed, it was found that from 200 respondents, 3 respondents (1.5%) stayed alone in the house. Meanwhile, another 65 students (32.5%) stay with 2 to 4 household members. As for the students staying with 5 to 7 (70%) households, there are 7 respondents (35%) are currently having 5 to 7 household members. Lastly, there are 62 respondents (31%) staying with more than 8 household members. Figure 3 shows the data distribution for the household number of respondents.

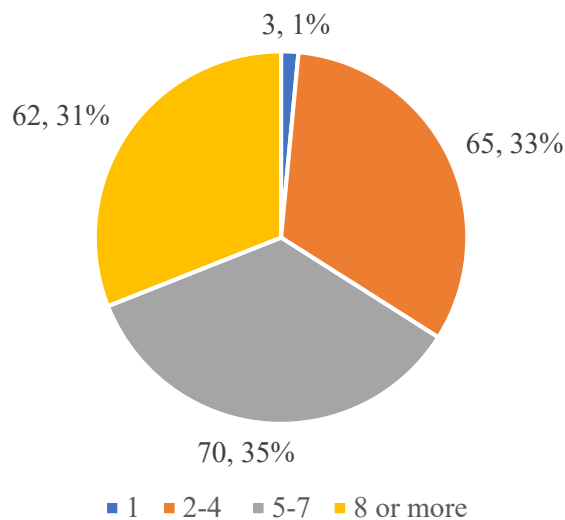


Figure 3: Household number of the respondents

The respondents stay with different types of accompanying in their household. Thus, another question regarding their housemate was asked in the survey to analyse if that will affect the result of this research. As for this question, the answer has been divided into 4 categories. The first one is their family. Due to the Covid-19 outbreak, many universities perform an online class for their lectures, hence there is a possibility for the students are being at their hometown. The second option is they have been accompanied by their siblings. The third is friends and lastly, the option of staying alone. Based on the data obtained, most of the respondents stayed with their friends with the number of 138. This value is equivalent to 69% out of the total respondents. Meanwhile, there are 56 (28%) respondents who are staying with their families while answering this questionnaire. Next, there are 2 peoples who are

staying with their siblings which is represent 1% of the data. Last but not least, 4 out of 200 respondents are staying alone without any accompany at home which represents 2% of the data.

4.2 Determine the Usage of OFD Among UTHM Students

In order to achieve objective of this study which is to determine the use of OFD among UTHM students, it is crucial to gather data related to the usage of OFD among UTHM students. Therefore, the respondents were asked to answer 5-point Likert Scale questions related to the usage of OFD by day, week and month in section C of the questionnaire. Thus, the data obtained have been analysed by using SPSS. The finding of the study has been obtained and recorded in Table 3.

Table 3: Usage Mean

Questions	Mean	Std. Deviation	N
1) How frequently do you order online food delivery in a day?	2.05	1.104	200
2) How frequently do you order online food delivery in a week?	2.35	1.167	200
3) How frequently do you order online food delivery in a month?	2.85	1.212	200
Grand Mean	2.42		

Table 3 shows the result of the mean score analysis for every question asked in section C (Usage of OFD among UTHM students). There are 3 questions asked regarding the usage in terms of daily, weekly and monthly usage. Based on the result, the lowest mean score recorded is the first question with a mean score of 2.05. The first question sounds “How frequently do you order online food delivery in a day?”. Hence, it shows that the respondents are rarely used the OFD services in a day.

Furthermore, the highest mean score in Section C is question number 3 with a mean score of 2.85. The mentioned question asked, “How frequently do you order online food delivery in a month?”. Therefore, it shows that the UTHM students have sometimes used the OFD services in a month.

This study also analyse the overall usage of OFD services among UTHM students by dividing the mean score with the number of items asked in section C to obtain the grand mean value. Thus, the result shows that the grand mean value of the overall usage is 2.42. Hence, the UTHM undergraduate students show that they rarely use the OFD services, in general.

5. Conclusion

The data of this study had been collected from UTHM undergraduate students as targeted respondents. Based on the data analysis, the recorded mean score analysis for daily, weekly and monthly usage of the OFD is rarely used. The grand mean of the usage is also telling the same. Hence, the low usage means that there is less first-hand experience among the students in using OFD. The authors suggest that OFD providers should evaluate the price set by vendors to ensure there are not many differences as compared to dine-in in order to increase the usage of OFD among students.

In terms of limitations, future studies should include a more possible factor that might affect the use of OFD services among students. It is also advisable to add more sample as this study lack diversity between answers due to the small number of samples since this study focuses on UTHM undergraduate students only. There is a good solution and suggestions have been proposed in this study to increase the use of OFD among university students in order to provide benefits to both the students and also the OFD providers. The purpose of this study was to investigate and assess the research goals.

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