

Online Food Delivery Service Satisfaction among University Students during COVID-19 in Klang Valley, Malaysia.

Selvi Kausiliha Vijayan, Chuan Huat Ong, See Chen Yong

Graduate School of Business, SEGi University, Malaysia

selvikvijayan@segi.edu.my,

ongchuanhuat@segi.edu.my

yongseechen@segi.edu.my

Abstract

Online food delivery (OFD) is a recent boom in service delivery that is gaining market dominance. In the event of a COVID-19 pandemic, many businesses were forced to close in order to contain the spread of the virus. Movement of control and safety precautions have made it impossible for consumers to dine out and socialise with their friends and family members. As such, many food service businesses have looked into alternative ways to sustain their businesses by participating as a restaurant provider in numerous OFD applications in Malaysia. OFD applications can assist the restaurant and catering industries by allowing customers to order food from the comfort of their own homes. Despite the exponential growth of this industry, customer satisfaction towards OFD was not well understood especially during the pandemic. This paper aims to look into the key factors that influence university student customer satisfaction in OFD. Importantly, this conceptual paper will discuss some key satisfaction factors such as food quality, perceived price, service quality and mobile application user experience that contributes to

customer satisfaction towards OFD in Malaysia through the application of Social Exchange Theory (SET). The paper hopes to provide insight into the growth of the OFD business in Malaysia. Thus, the paper will examine the previous literature on the factors and provide a research framework for future empirical research.

Keywords: Online Food Delivery, Food Quality, Perceived Price, Service Quality, Mobile Application User Experience, Social Exchange Theory, Customer Satisfaction.

1. Introduction

New coronavirus (COVID-19) has emerged as a critical global pandemic threat. Originating from Wuhan, China, the COVID-19 virus spread has caused death all round the world, leading to the declaration as a pandemic outbreak (World Health Organisation (WHO), 2020). As a result, governments around the world have enacted strict lockdown measures in an effort to contain the spread of the virus. The lockdown has had a great effect on the catering and restaurant industry, as well as other businesses. Small restaurants and businesses are negatively impacted by the Covid-19 outbreak and lockdown, both during the outbreak and in the aftermath. As a result of COVID-19, several small restaurants and businesses have been forced to close for the time being. As such, food delivery services have been acclaimed as a great alternative for many restaurants to continue operating during this pandemic. According to Yusra (2019), there are two types of OFD services, which is run by individual retailers

and companies that act as intermediaries between restaurants and customers. This study will focus on the intermediaries, also known as OFD platforms such as Foodpanda, GrabFood, Gemspot, AirAsia Food, EASI, GemSpot and many more, which is available by state coverage.

The OFD service is a recent trend in Malaysia's food and beverage industry. OFD had become the new eating out and not just for takeaways. Although OFD was initially adopted by businesses as an opportunity to grow their business, it is now seen as a critical necessity by the restaurant and foodservice industries in the midst of the pandemic. In the development of technology, OFD services have emerged as one of the most critical components of consumers' daily lives. As such, restaurants and food business owners have plenty of choices to participate as a restaurant provider in varieties of OFD platforms available in Malaysia. With the expansion of mobile technology and the Internet, consumers are more willing to use OFD services due to the sheer convenience of accessing them on their smartphones and devices such as computers and tablets. Similar to online shopping, the rise in OFD food orders is mainly due to its time- saving benefit, which greatly encourages their daily consumption of meals and snacks without much effort and ability to be delivered as and when required (Yeo et al., 2017).

This is especially evident for students who are living by themselves during the COVID-19 pandemic. Due to the movement control order and social distancing protocols, movements of the consumer are restricted thus increasing demand

for food deliveries. Apart from that, restaurants that cannot meet safety standards will be forced to close due to widespread social restrictions. However, even though restaurants already follow the proper social distance rules, wearing protective gear, proper hygiene and contactless payment (The Star, 2020), employees or takeout patrons can still be infected. For reasons of safety and hygiene, contactless delivery is a good solution to minimize the spread of the virus. The OFD appears to be the best bet for the consumers as they can now enjoy their food at home, likewise for restaurant business owners to stay resilient during tough times.

OFD are the most efficient way to lure their primary target audiences, which are students and young bachelors. These target markets are considered the most profitable target for food businesses (See-Kwong et al., 2017). The pandemic has also caused a shift in the consumption habits of consumers. Due to work from home (WFH) and learn from home (LFH) activities, many people turn to OFD services for quick and convenient meals after a long exhausting day at home. OFD services alleviate the burden of planning meals and time spent, regardless they are preparing them themselves or purchasing take-outs from the restaurants. According to Statista Market Forecast (2020), it is estimated that Malaysia's OFD market is worth US\$192 million.

It was reported that almost 6.2 million consumers have been engaging with OFD during the pandemic (Statista Market Forecast, 2020). Although the number appears promising and overwhelming, some customers were reported to be having bad experiences in terms of food quality, long delivery time, wrong

deliveries and even difficulties with purchasing through apps (News Strait Times, 2020). Especially, the relevant factors that shape the satisfaction of consumers toward OFD remain scant in the existing literature. Suhartanto et al. (2019) found that there are only a few studies that investigate the OFD satisfaction aspects. Furthermore, there are only a few studies in Malaysia on OFD services as reported by Chai and Yat (2019).

Hence, the objective of this conceptual paper is to create a comprehensive model that examines the relationships between multiple variables (food quality, perceived price, service quality and mobile app user experience) and will be further analysed to explain the customer satisfaction towards OFD among university students in Klang Valley, Malaysia. For this purpose, the paper concludes with the urgent need for an empirical study to investigate how these variables influence the satisfaction towards OFD.

2. Literature Review

2.1 Social Exchange Theory (SET)

The social exchange theory (SET) which emerged in late 1950s has helped to collectively merge sociological, economic, and psychological perspectives, advancing research on human behaviour. SET plays as a starting point for determining the complexity of the social structure and in analysing human behaviour (Homans, 1958). The theory was further analysed by many researchers in different context such as consumer haviour,

organizational support, human development and many more (Blau, 1964; Homans, 1958).

Individuals are motivated to engage in social exchange by the anticipated benefits they will receive from other parties (Blau, 1964). When people are in good relationships, they act in ways that benefit their exchange partner such as their service provider and gives back some benefit in return (Yoon & Lawler, 2005). The benefits that are countered can form the basis of monetary compensation or social benefits such as customer satisfaction.

In applying the SET to the current research, customers and OFD service providers may be subjected to the same context. Customers are more likely satisfied if they have a positive experience from the service received from the OFD service provider.

2.2 Food Quality

According to Suhartanto et al., (2019), the food quality in restaurants is linked to the level of the food that meets the needs of the customers. Similarly, it is also applicable for OFD as the meals are directly delivered from the chosen restaurant. Customer satisfaction can be achieved if the food served in restaurants is of the highest quality (Rozekhi et al., 2016). Past studies have shown that food quality has a significant impact on customer satisfaction and purchase behaviours (Abdullah et al., 2018).

Various food quality qualities have been explored in past research because of the importance of high-quality food in the restaurant industry. Typically, food quality encompasses a wide

range of indicators, such as the presentation, taste, variety, nutritional value, food temperature and freshness of the food. According to Liu and Hung (2017), food quality is also measured by the choices of menu and the food portion. The online food quality is also evaluated by these indicators together with the packaging of the food item.

As more customers become food-savvy, the quality of food served in restaurants has gained much importance (Cortese, 2003). Especially, the taste is regarded as a critical component in evaluating food experience, which influences customer satisfaction (Kivela et al., 1999). Similarly, consumers' concerns about the healthiness of the food they ordered have a significant impact on their expectations and their choice of a restaurant (Choi, 2010). This becomes increasingly apparent amid a pandemic. Customers are more concerned about their health, and as a result, the availability of nutritious food items has become increasingly important as one of the essential requirements of meals satisfaction (Sulek & Hensley, 2004).

It is crucial to have different food alternatives available in order to provide a healthy nutritional value for a meal. According to Mohalijah et al., (2014), varieties of food choices play an important role in determining how satisfied and how satiated customers are with their meals. It was also said that menu variety is an important attribute that customers search for when picking restaurants (Namkung & Jang, 2007). In OFD, the presentation of the food is closely related to the packaging of the food ordered. Presentation is the art of arranging food on a plate so that the

customer's perception of quality is fulfilled (Namkung & Jang, 2007). It was said that the presentation of food is an important aspect in determining consumer satisfaction. As such, the packaging of the food item should be presented in a manner where it attracts the customer. According to Dainelli et al., (2008), the implementation of active packaging can boost food quality assurance among OFD consumers. Similarly, the freshness and temperature of the food are linked with the delivery time. Even though the food is prepared by the restaurant, the delivery quality influences the freshness of the food ordered.

2.2 Perceived Price

Prices are typically defined as the amount paid or compensated by the buyer to the seller in exchange for the transfer of goods or the provision of services (Zeithaml, 1988). On the other hand, according to Bolton (2003), perceived price is a customer's perception of a transaction and its outcome being unbiased, acceptable, and reasonable. Therefore, a customer's perception of price fairness has a direct impact on his or her perceived value and satisfaction. A positive perception of perceived price fairness will lead to positive responses and behavior, and vice versa for a negative perception (Mandira, Suliyanto & Nawarini, 2018).

According to Arlanda and Suroso (2018), consumers will be satisfied as long as the food and drink are reasonably priced. Similarly, many other concerns can be set aside as long as the price is within their budget and the quality they require is being met. Consumers constantly compare different brands before or

after purchasing to make better judgments about perceived value and posit their satisfaction level. Therefore, customers are more likely to be satisfied when the price of the food is kept in line with its quality.

As a rule, the higher the price, the more likely the customer is to be satisfied with the product. Dastane and Fazlin (2017) conducted research on Malaysian fast food and found that customers are more likely to return to a business if its prices are in line with the quality of its products. There are numerous advantages of using an OFD service in terms of price, especially the variety of payment options that offer cashback and discounts, price off, free delivery and cashback and reward programs within the food delivery platform.

Perceived price has been widely accepted as an important determinant of customers' post-purchase behaviours, but little empirical research has examined the impact of perceived price on consumer behaviour in the service industry. Especially in the wake of the pandemic, many consumers are badly affected by the extended period of lockdowns causing them to be cautious with their monetary resources. This is particularly evident for university students who rely on their parents to support their day-to-day expenses.

2.4 Service Quality

One of the important factors in determining customer satisfaction during online food ordering is the reliability and quality of the service providers. According to Parasuraman,

Zeithaml and Berry (1994), customers' expectations of service quality can be measured by contrasting their expectations with actual experiences obtaining the service. The idea of service quality can be measured from the perspective of a company's image, the usefulness of the service experience, and the technical quality of the output (Gronroos, 1982).

Service quality model SERVQUAL was developed by Parasuraman et al. (1988), where service quality has been described using five dimensions namely tangibles, reliability, responsiveness, assurance, and empathy. However, not all research that adopted SERVQUAL make use of the exact same dimensions and have been modified by different authors. Yet, some researchers opined that SERVQUAL is one of the most effective and reliable methods for assessing service quality (Hui and Zheng, 2010). In the study of OFD, dimensions such as delivery fulfilment, customer service, promotion and payment method are identified as the service offered by the food delivery service provider. Consumer satisfaction is heavily influenced by the quality of the service providers.

Service providers rely heavily on dedication in fulfilling orders, which in turn increases the level of customer satisfaction. Order fulfilment also refers to all the activities involved taken from the moment an online purchase is made, dispatched, shipped, and delivered to the address given by consumers (Lummus et al., 2003). In OFD, delivery time has a significant impact on customer satisfaction and retention (Kedah et al., 2015). Regardless of the

weather or road conditions, customers will be dissatisfied if a delivery is delayed than the stipulated time. Similarly, Dholakia and Zhao (2010) discovered that time has a significant impact on the relationship between customer satisfaction and the attributes of an online store. Consequently, on-time delivery has a big impact on customer satisfaction and loyalty in the OFD company (Kedah et al., 2015).

Posselt and Gerstner (2005) propose that the sequence of service encounters by consumers influences their customer satisfaction. It was stated that customer commitment would improve if the merchant responded quickly and effectively to service problems, such as refunds and cancellations, in a manner that was pleasant and courteous (Wolfenbarger & Gilly, 2001). According to Suleyman (2010), customer service quality has a significant impact on overall customer satisfaction. Similarly, customers might also be influenced by sales and discount activities provided by the service provider to increase their purchases, which leads to purchase intention. Past researchers had found that promotions can keep customers loyal by increasing their level of satisfaction, trust, and dedication (Bagla & Khan, 2017).

Promotional offers, unique discounts, free delivery and cashback encourages customers who purchase with them frequently and subsequently have a significant impact on consumer satisfaction (Alipour et al., 2018). In terms of payment convenience, customers should be able to pay for their food orders using their preferred method. Ariff et al. (2014) mentioned

that majority of consumers prefer an alternative method to make payments such as cash on delivery and FPX transfers as an alternative to credit cards and debit cards. A variety of payment methods had emerged in recent times such as e-wallet payments, which further improve payment convenience. To boost customer satisfaction, it is crucial for online retailers to offer payment process that is convenient for customers (Grace & Chia, 2009).

2.5 Mobile App User Experience

Customer satisfaction is directly correlated to the quality of an application's user experience. Companies must stand strong in learning about the needs of their clients and put their full effort into exceeding those needs. As such, maintaining a quality app is essential for the service provider's long-term viability and growth. In the context of OFD, a consumers' user experience can be evaluated through factors such as information quality, functionality, location accuracy and security.

DeLone & McLean (2014) define information quality as e-commerce content licensing. Customers and suppliers who make online purchases need content that is tailored to their specific needs, complete, consistent, easy to understand, safe, and responsive to the needs of the official community. Information quality is crucial in an online food ordering system as it develops a positive impact on consumer engagement (Tarute et al., 2017). It was also supported by Kennedy-Eden and Gretzel (2012) citing that utilization of mobile applications is made possible to a big extent due to the availability of current and accurate information about a company's products and services. Customers will be

satisfied and make better purchasing decisions when they have access to more detailed information about the product (Park & Kim, 2003). Location accuracy, augmented reality and real-time mobile commerce are among the most important aspects of mobile app usability (Nickerson et al., 2009). Trust satisfaction, and trustworthiness of the system are all influenced by cultural and design aspects including information design, navigation design, and visual design (Cyr, 2008). Similarly, location accuracy plays an important role in customer satisfaction. As customers gain access to the restaurant providers using location-based services, it is crucial that the exact location can be detected for restaurant selection and delivery.

In the past, many studies are done to explore the importance of protecting security and privacy (Poon, 2008). In fact, mobile commerce has been plagued by concerns over the privacy of user data. According to Dai and Chen (2015), situational privacy issues are also raised among consumers as smartphones are enabled to acquire and store personal data from users even when the customer is not on the app. Christian and France (2005) had found that security has a strong influence on customer online satisfaction.

2.6 Customer Satisfaction

One of the most important factors in the long-term success of businesses is the ability to keep the customer satisfied (Zeithaml et al., 1996). According to Brunero and Lamont (2009), satisfaction can be defined as meeting the customer's needs and expectations and a measure of how satisfied customers are with

the products and services they receive. An individual's subjective experience of satisfaction or dissatisfaction results from their own unique perception and emotional response.

Similarly, Zhong and Moon (2020) opined that the likelihood of retaining an existing customer increase in direct proportion to how satisfied they are with the goods or services they received. Satisfied customers are more likely to repurchase the same product or service, and become long-term customers, and actively recommend them to others (Bennett & Rundle-Thiele, 2004). As a result, a company's competitive edge and profitability are both dependent on satisfied customers.

Past researchers have indicated that customer satisfaction towards OFD is greatly influenced by a wide range of factors, including food quality, customer service, information quality, payment method, and price (Kedah et al., 2015). Similarly, even though mobile commerce has been around for some time, the research into customer satisfaction with mobile commerce is still very limited (Dinesh, 2019).

3 Proposed Conceptual Framework

Based on the above discussion, factors such as food quality, perceived price, service quality and mobile app user experience have an influence on OFD customer satisfaction. By underpinning the SET theory, it is established that these variables play an important role in influencing consumer satisfaction (Figure 1).

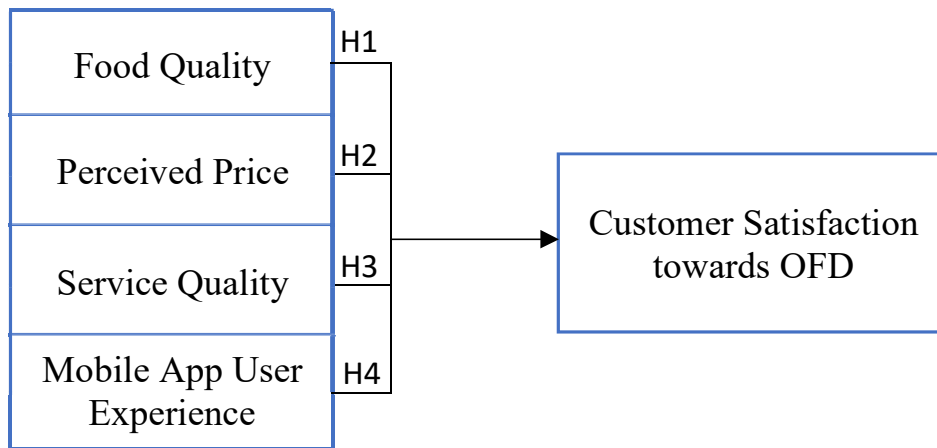


Figure 1: Proposed conceptual framework

4. Conclusion and Future Research Direction

This conceptual analysis on OFD service shows that factors such as food quality, perceived price, service quality and mobile app user experience have an influence on OFD customer satisfaction. Hence, a proposed study among how the satisfaction among university students during the COVID-19 pandemic will be interesting and useful. Empirical research using quantitative analysis is proposed for primary data collection through questionnaire from a pool of university students in Klang Valley Malaysia.

The findings will also contribute to the body of literature by providing insight into the key factors of OFD consumer satisfaction during the COVID-19 pandemic, such as food quality, perceived price, service quality deduced from SERVQUAL dimensions, and mobile app user experience. The proposed research will also obtain a greater understanding of OFD during pandemic and the changing trends in consumer behaviour.

The findings of this study will be useful to OFD companies and restaurant owners in developing countries who are looking for strategies to generate sales and gain long-term business growth in the midst of the COVID-19 pandemic. In light of the pandemic, it can be seen that consumer behaviour trends are shifting, and OFD is no longer an option, instead, it is a feasible source for consumption that will lead to long-term business success.

Furthermore, the findings of the study may serve as guideline for new businesses looking to expand their reach through OFD platforms. An empirical study is required to fully comprehend the key factors of OFD consumer satisfaction during the COVID-19 pandemic. The findings could help researchers learn more about the factors that influence OFD consumer satisfaction during the COVID-19 pandemic.

References

- Abdullah, D.; Hamir, N.; Nor, N.M.; Krishnaswamy, J.; Rostum, A.M.M. Food quality, service quality, price fairness and restaurant re-patronage intention: The mediating role of customer satisfaction. *International Journal of Academic Research in Business and Social Sciences*, 8(17), 211–226.
- Alipour, M., Pour, B. M., & Darbahaniha, A. (2018). The Effects of the 7P Marketing Mix Components on Sporting Goods Customer Satisfaction. *International Journal of Business and Management Invention*, 7(1), 20–26.

Ariff, Mohd Shoki Md., Michele, Sylvester., Norhayati, Zakuan., Khalid, Ismail., Kamarudin, Mat Ali. (2014). Consumer Perceived Risk, Attitude and Online Shopping Behaviour: Empirical Evidence from Malaysia. IOP Conf. Series: Materials Science and Engineering 58 (2014). Retrieved from Google Scholar.

Arlanda, R., & Suroso, A. (2018). The influence of food & beverage quality, service quality, place, and perceived price to customer satisfaction and repurchase intention. *Journal of Research in Management*, 1(1), 28-37.

Bagla, R. K., & Khan, J. (2017). Customers' expectations and satisfaction with online food ordering portals. *Prabandhan: Indian Journal of Management*, 10(11), 31-44.
<https://doi.org/10.17010/pijom/2017/v10i11/119401>

Bennett, R., & Rundle-Thiele, S. (2004). Customer satisfaction should not be the only goal. *Journal of Services Marketing*, 8(7), 514-523.

Blau, P. M. (1964). *Exchange and power in social life*. New York: Wiley.

Bolton LE, Warlop L, & Alba JW. (2003). Consumer perceptions of price (un)fairness. *Journal of Consumer Research*, 29(4): 474– 491. <http://dx.doi.org/10.1086/346244>

- Brunero, S., Lamont, S., & Coates, M. (2010). A review of empathy education in nursing. In *Nursing Inquiry* (Vol. 17, Issue 1, pp. 65–74). Wiley. <https://doi.org/10.1111/j.1440-1800.2009.00482.x>
- Chai, Lau Teck., Yat, David Ng Ching. (2019). Online Food Delivery Services: Making Food Delivery the New Normal. *Journal of Marketing Advances and Practices*, 1(1), 62 - 77.
- Choi. J., Zhao, J., (2010) Factors influencing restaurant selection in South Florida: is health issue one of the factors influencing consumers' behavior when selecting a restaurant? *Journal of Foodservice Business Res* 13(3):237–251.
- Cortese, A. (2003, October 27). Fine dining? Just across the lobby: Some of the best new restaurants are popping up in hotels. *Business Week*, pp. 130-131.
- Cyr, D., Head, M., & Ivanov, A. (2006). Design aesthetics leading to m-loyalty in mobile commerce. *Information & Management*, 43(8), 950–963. <https://doi.org/10.1016/j.im.2006.08.009>
- Dai, H., and Chen, Y. (2015). Effects of exchange benefits, security concerns and situational privacy concerns on mobile commerce adoption. *Journal of International Technology and Information Management*, 24(3), 41-56.

- Dainelli, D., Gontard, N., Spyropoulos, D., Beuken, E. Z., & Tobback, P. (2008). Active and intelligent food packaging: legal aspects and safety concerns. *Trends in Food Science & Technology*, 19, 99-108.
- Dastane, O., & Fazlin, I. (2017). Re-investigating key factors of customer satisfaction affecting customer retention for fast food industry. *International Journal of Management, Accounting and Economics*, 4(4), 379-400.
- David, A. (2020, June 17). Technical problem affected Foodpanda's orders: New Straits Times. Retrieved from <https://www.nst.com.my/news/nation/2020/06/601231/technical-problem-affected-foodpandas-orders>
- Delone, W. H., & Mclean, E. R. (2004). Measuring e-commerce success: Applying the DeLone & McLean information systems success model. *International Journal of electronic commerce*, 9(1), 31-47. <https://doi.org/10.1080/10864415.2004.11044317>
- Dholakia, R. R., & Zhao, M. (2010). Effects of online store attributes on customer satisfaction and repurchase intentions. *International Journal of Retail & Distribution Management*, 38(7), 482-496
- Dinesh, Thevarajan (2019). Determinants of Customer Satisfaction in Mobile Commerce. *International Journal of*

Advance Research and Innovative Ideas in Education, 5(6), 485 - 494.

Grace Lin, T. R., & Chia, C. S. (2009). Factors influencing satisfaction and loyalty in online shopping: an integrated model. *Online Information Review*, 33(3), 458-475.
<http://dx.doi.org/10.1108/14684520910969907>

Gronroos, C. (1984). A service quality model and its marketing implications. *European Journal of Marketing*, 18(4), 36–44.
<https://doi.org/10.1108/EUM0000000004784>

Hui, E. C., & Zheng, X. (2010). Measuring Customer Satisfaction of FM Service in Housing Sector: A Structural Equation Model Approach. *Facilities*, 28(5), 306-320.

Homans, G. (1958). Social Behavior as exchange. *American Journal of Sociology*, 63(6), 597–606.

Kennedy-Eden, H., Gretzel, U., (2012). A taxonomy of mobile applications in tourism. *E-review Tour* 10(2), 47 - 50.

Kivela, J., Inbakaran, R., & Reece, J. (1999). Consumer research in the restaurant environment, Part 1: A conceptual model of dining satisfaction and return patronage. *International Journal of Contemporary Hospitality Management*, 11(5), 205-222.

Liu, W., Lee, Y., & Hung, L. (2016). The interrelationships among service quality, customer satisfaction, and customer loyalty: Examination of the fast-food industry. *Journal of Foodservice Business Research*, 20(2), 146-162. doi:10.1080/15378020.2016.1201644

Lummus, R. R., Duclos, L. K., & Vokurka, R. J. (2003), "Supply Chain Flexibility: Building a New Model", *Global Journal of Flexible Systems Management*, 4(4), 1-13.

Mandira, D. A., Suliyanto, S., & Nawarini, A. T. (2018). The Influence Customer Trust, Service Quality, and Perceived Price on Customer Satisfaction and Customer Loyalty. *Journal Of Research in Management 1*(1). Pusat Pengelolaan Jurnal. <https://doi.org/10.32424/jorim.v1i1.16>

Mandavilli, A. (2020, August 6). *In the W.H.O.'s Coronavirus Stumbles, Some Scientists See a Pattern*. The New York Times. <https://www.nytimes.com/2020/06/09/health/coronavirus-asymptomatic-world-health-organization.html>

Mohalijah, M. A., Boo, H. C., Shahrim, M. A. K., & Zakiah, A. A. B. (2014). Factors affecting dining satisfaction and acceptability of food item among athletes during a sporting event. *International Food Research Journal*, 21(5), 1719-1724

Namkung, Y., & Jang, S. (2007). Does food quality really matter in restaurants? Its impact on customer satisfaction and behavioral intentions. *Journal of Hospitality & Tourism Research*, 31(3), 387-409.
doi:10.1177/1096348007299924

Namkung, Y., & Jang, S. (2008). Are highly satisfied restaurant customers really different? A quality perception perspective. *International Journal of Contemporary Hospitality Management*, 20(2), 142–155.
doi:10.1108/09596110810852131

Nickerson, R., Muntermann, J., Varshney, U., & Isaac, H. (2009). Taxonomy development in information systems. Developing a taxonomy of mobile applications. European Conference in Information Systems 2009 Proceedings. Paper 104.
<http://aisel.aisnet.org/ecis2009/104/>

Statista Market Forecast. (n.d.). Online Food Delivery - Malaysia: Retrieved November 02, 2020, from <https://www.statista.com/outlook/dmo/eservices/online-food-delivery/malaysia>

Parasuraman A., Zeithaml, V. A., & Berry, L. L. (1988). SERVQUAL: A Multiple-Item Scale for Measuring Consumer Perceptions of Service Quality. *Journal of Retailing*, 64(1), 12-40.

- Parasuraman, A., Zeithaml, V. A., & Berry, L. L. (1994). Alternative scales for measuring service quality: a comparative assessment based on psychometric and diagnostic criteria. *Journal of Retailing*, 70(3), 201-230.
- Park, C., & Kim, Y. (2003). Identifying key factors affecting consumer purchase behavior in an online shopping context. In *International Journal of Retail & Distribution Management* 31(1), 16–29. Emerald.
<https://doi.org/10.1108/09590550310457818>.
- Poon, W. C. (2007). Users' adoption of e-banking services: the Malaysian perspective. *Journal of Business & Industrial Marketing*, 23(1), 59-69.
- Posselt, T., & Gerstner, E. (2005). Pre-sale vs. Postsale e-satisfaction: Impact on repurchase intention and overall satisfaction. *Journal of Interactive Marketing*, 19(4), 35-47.
- Rozekhi, N. A., Hussin, S., Siddiqe, A. S. K. A. R., Rashid, P. D. A., & Salmi, N. S. (2016). The influence of food quality on customer satisfaction in fine dining restaurant: Case in Penang. *International Academic Research Journal of Business and Technology*, 2(2), 45–50.
- See-Kwong, G., Soo-Ryue, N., Shiun-Yi, W., & Lily, C.B. (2017). Outsourcing to Online Food Delivery Services: Perspective of

F&B Business Owners. *The Journal of Internet Banking and Commerce*, 22, 1-18.

Suhartanto, D., Ali, M. H., Tan, K. H., Sjahroeddin, F., & Kusdiby, L. (2019). Loyalty toward online food delivery service: The role of e-service quality and food quality. *Journal of Foodservice Business Research*, 22(1), 81–97.
<https://doi.org/10.1080/15378020.2018.1546076>

Sulek, J. M., & Hensley, R. L. (2004). The Relative Importance of Food, Atmosphere, and Fairness of Wait. *Cornell Hotel and Restaurant Administration Quarterly*, 45(3), 235-247.
doi:10.1177/0010880404265345

Suleyman, B. (2010). E-Customer Satisfaction In The E-Tailing Industry: An Empirical Survey For Turkish E-Customers. *Ege Academic Review*, 10(1), 15–15).
<https://doi.org/10.21121/eab.2010119646>

Tarute, A., Nikou, S., & Gatautis, R. (2017). Mobile application driven consumer engagement. *Telematics and Informatics*, 34, 145-156.
<http://dx.doi.org/10.1016/j.tele.2017.01.006>

The Star (2020, May 14). Dine-in customers appreciate restaurant's safety measures. Retrieved November 2, 2020, from <https://www.thestar.com.my/metro/metro-news/2020/05/15/dine-in-customers-appreciate-restaurants-safety-measures>.

- Wolfenbarger, M. & Gilly, M.C., 2001. Shopping online for freedom, control, and fun. *California Management Review*, 43 (2), 34-55.
- Yeo, V., Goh, S. K., & Rezaei, S. (2017). Consumer Experiences, Attitude, and Behavioral Intention toward Online Food Delivery Services. *Journal of Retailing and Consumer Services*, 35, 150–162.
- Yoon, J., & Lawler, E. J. (2005). The relational cohesion model of organizational commitment. In O. Kyriakidou & M. Ozbilgin (Ed.), *Relational perspectives in organizational studies: A research companion* (146–162). UK: Edward and Eldar Publishing Limited Chetenham.
- Yusra, Arawati A. (2019). The Influence of Online Food Delivery Service Quality on Customer Satisfaction and Customer Loyalty: The Role of Personal Innovativeness. *Journal of Environmental Treatment Techniques*, 8(1), 6-12.
- Zeithaml, V. A. (1988). Consumer perceptions of price, quality, and value: A means-end model and synthesis of evidence. *Journal of Marketing*, 52(3), 2–22. <https://doi.org/10.1177/002224298805200302>
- Zeithaml, V. A., Berry, L. L., & Parasuraman, A. (1996). The behavioral consequences of service quality. *Journal of Marketing*, 60(2), 31–46.

Zhong, Y., & Moon, H. C. (2020). What Drives Customer Satisfaction, Loyalty, and Happiness in Fast-Food Restaurants in China? Perceived Price, Service Quality, Food Quality, Physical Environment Quality, and the Moderating Role of Gender. *Foods*, 9(4), 460.