

Factors Affecting the Level of Usage of Online Food Ordering Portal Among UTHM student

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Abstract

An Online Ordering Portal provides a convenient way for customers to order and purchase food without having to leave the house. The core idea of this paper was to empirically evaluate the factors affecting the level of usage of online food ordering portal among UTHM students. The goal was to explore the factor in the emerging industry of online food ordering portal among UTHM students. This paper used a quantitative method through the collection and analysis of data from a total of 341 survey respondents. All of the respondents are students who stay in Kolej Kediaman Dalam Kampus in Universiti Tun Hussein Onn. Statistical Package for Social Science (SPSS) will use to analyse the data. Statistical analyses of all collected data were used to conclude the factors important to consumers in ordering food online through online food ordering portal.

1. Introduction

Online retailing and e-commerce advances have been significantly impacted by the internet's and wireless technologies' explosive growth (Amir and Rizvi, 2017). Over the past few years, the digital behaviours even when compared to "the pandemic years," the previous twelve months have seen some of the most significant changes in the world's digital behaviour (Simon Kemp, 2023). Affordability of smart devices, improvement in telecommunication infrastructure, combined with increasing purchasing power, lack of time and extra convenience have forced people to integrate technology into a tool to help them living their daily life easily. According to Impermanence at Work, by speeding up and simplifying human daily chores, technology can make people feel more satisfied with their lives. For instance, technology saves people from the hassle of cooking and cleaning by offering devices like microwave ovens, dishwashers, and clothes dryers. Technology has advanced to the point where it now permeates our daily lives. The way we interact, work, and live are all continually changing and improving because to technology. We must stay current with it in order to remain relevant since it has ingrained itself so deeply into our lives (Peter Martelli, 2022).

Online meal delivery services have become more and more popular in the food delivery market as a result of the growth and customer acceptance of shared economy delivery models. Recent adoption of such distribution strategies by a large number of US restaurant industry participants represents a significant change from their previous distribution models, which were based on storefront websites and phone ordering (He *et al.*, 2019). Websites and mobile apps like Uber Eats, FavorDelivery or DoorDash allow customers to browse, select, order and receive food from various restaurants (DoorDash, 2018). These online food delivery services need to have well-designed retail interfaces that help customers make effective and valuable purchases.

Online food ordering might be considered the Internet's response to the need for food delivery. People are increasingly using their Internet connection to place orders from restaurants with interactive menus, particularly in urban areas and on college campuses (Tricia Christensen, 2023). According to Foodstorm, convenience for customers is a major factor in the growth of this purchasing strategy. We have hectic schedules

and put in more hours at work, so we are lured to time and energy-saving devices. Mobile technologies make it even easier to order online, therefore many companies have developed mobile-friendly websites and apps that can be downloaded directly to smartphones. This enables customers to purchase food from any location.

Online food ordering is a service that allows customers to order food from various restaurants through websites or mobile apps and get it delivered to their location. Young consumers, particularly university students, who value convenience, variety, and speed of delivery, have taken to buying food online in rising numbers. This essay attempts to investigate what are the factors that affect students at Universiti Tun Hussein Onn in Parit Raja, Batu Pahat, when they order food online.

1.1 Problem Statements

As a normal human being, people need food to stay alive. According to Kidadl Team, human body needs food to carry out vital activities, including bone formation, muscular growth and function, energy production, and brain processing. They also stated that every day, the body uses a set quantity of energy for human activities and for maintaining human basic needs. The food that peoples eat gives vitality. The type of food that people eat has a significant impact on several physiological systems, including the skeletal and digestive systems. Food is also essential for the body to develop, replace, and repair cells and tissues, carry out chemical processes, and protect against infections and illness. According to Abraham Maslow's Hierarchy of Needs, food is an innate physiological need.

Food is something that student should easily get because it is one of the most important needs as a human being. Eating healthy food can give a lot of benefits towards student such as enhance immunity, enhance mood, improve gut and helps muscle repair and recovery from injuries (Careers360,2022). University Tun Hussein Onn prepared two college in the campus for their student. Each of the college have multiple cafeterias. Basically, every student that stay in the college get an easy access for food.

However, a lot of students that stay in the college inside the campus facing trouble to get the food. The researcher had interview one of the students who stay in KKDK to know more about their problem. According to the students called Muhammad Aqel (2023) "All of the cafe close at 10:00pm every day, student that have examination at night need to order food from outside. Sometimes, food at the cafe is insufficient, student that hungry need to get food from outside. The best way to get food is by going out or order the food online. The problem of going out is most of the student that stay in the college did not have transportation. Other than that, student need to enter the college before 12:00pm. Otherwise, they will get sued by the university. So, the only best way to get food is by order it online." In addition to living in dorms, which makes it challenging for students to cook, ordering food online is perceived as being simpler and more convenient (Sarala Thulasi Palpanadan and Khairunesa Isa, 2020).

Therefore, to achieve the research objectives the weightage of factors affecting the level of the usage of online food ordering portals among UTHM students is determined. Furthermore, the level of usage of online food ordering portals among UTHM students. Consequently, the relationship between the factor and the level of usage of online food ordering portal among UTHM students is identified.

1.2 Scope of the Study

This study was conducted at University Tun Hussein Onn, Parit Raja, Batu Pahat, Johor. The survey method will be employed in a quantitative research approach. Students that stay in the college inside the university which is Tun Fatimah Residential College (TF) and Tun Dr Ismail Residential College (TDI) would be the respondents in this study. The survey had been developed and distributed to the students.

1.3 Significance of the Study

The food delivery market is witnessing a rise in the popularity of cloud kitchens due to many consumers purchasing their food through online platforms. Hence, this study is conducted to identify the factors affecting online food ordering among UTHM students. This study is conducted to enhance the knowledge of researchers about the topics studied, they will be more understanding about the online food ordering. This study will assist the Majlis Kepimpinan Pelajar Kolej Kediaman Dalam Kampus (MKPKKDK) investigating the factors affect the online food ordering among UTHM students, as well as the improvement in the student's lifestyle.

2. Literature Review

2.1 Introduction

This chapter will define the topic and term of the study. The study also includes a literature review, which is a critical assessment of the existing literature on the chosen topic or subject. The literature review helps the researcher to gain a comprehensive understanding of the current knowledge, identify relevant ideas and methods, and discover research gaps.

2.2 Online Food Ordering Portal

Parashar and Ghadiyali (2002), stated that on-line meals ordering enterprises have been given lifestyles with the creation of digital technology. According to Pigatto *et al.* (2017), online food delivery services can be characterized as business platforms that provide order services, payment and monitoring of the process but are not in charge of the preparation. The global sector of online food ordering and delivery by third parties has grown, sparking a "delivery revolution." Global internet meal delivery sector revenues increased from \$90 billion to \$294 billion between 2018 and 2021 (Carolina, 2022). Online food ordering portal is a platform that can help people with the process of ordering food, for delivery or pickup, from a website or other application. The product can be either ready-to-eat food or food that has not been specially prepared for direct consumption.

There is various type of online food ordering. Firstly, traditional food delivery services. These services frequently depend on internal or outside delivery personnel who bring prepared meals straight from the restaurant to the customer. For decades, well-known international brands like Domino's, Pizza Hut, and Papa John's have provided delivery services (Curtis Peens, 2021). Next, restaurant controlled. Restaurants can choose to use a delivery service or build their own websites and apps for restaurant-controlled online food ordering. If they decide to build their own website, they make sure to get software that swiftly organises the orders and can handle multiple orders at once. Thirdly, independent website where a person cooks and offers meals or kits via their website, which are then directly sent to consumers (Anne, 2008). Food cooperatives enabling members to order locally produced or grown food online, pick up their orders at a central location, and pay for their orders (Kauffman, 2019).

The first online food order was a pizza from Pizza Hut in 1994. With 40% of American adults having placed an online order for food at least once, the market for online meal delivery has grown throughout the country (Laque, 2011). The market for ordering food online includes dishes made by independent cooks, restaurants, and consumers who order goods online for pick-up or delivery. The first restaurant delivery service online debuted in 1995. The San Francisco Bay Area service, known as Worldwide Waiter, offered home or office delivery and gathered more than 60 eateries. One of the founders had an unexpected reason for founding the business. The popularity of food delivery skyrocketed in the 2000s. Delivery services were increasingly dominated by meal delivery apps as smartphones grew in popularity. Office workers could place food orders from their phones without leaving their desks, and those who decided they didn't want to cook for supper after work could do so with a few touches on their phones (Elizabeth Jackson, 2021).

2.3 Factors Affecting the Level of Usage of Online Food Ordering Portal Among UTHM

2.3.1 Price

Customers can browse online retail stores and find the best price. Price, product quality, and service quality all affect customer satisfaction, which in turn affects consumer choice, according to studies by Morganti *et al.* (2014), Andaleeb and Conway (2006), and Parasuraman *et al.* (1994). According to Jin and Gu Suh (2005) consumers are classified as price-conscious and value-conscious. Customers' capacity to afford delivery fees is one of the reasons why restaurant company owners are reluctant to outsource delivery to third-party online delivery service providers (See-Kwong *et al.*, 2017).

regulatory, and societal pressures, suggesting a notable link between green purchasing and operational success (Khan *et al.*, 2022).

2.3.2 Service Quality

Investment recovery refers to a company's ability to gain economic benefits by reusing or selling surplus assets, reducing costs, generating value from products through methods like redevelopment, and recycling. It involves recovering unused assets to prevent waste, either by redeploying them internally or by selling them through online avenues like auctions, reducing environmental impact and logistics. Studies suggest a strong link between environmental practices, like investment recovery, and operational performance, emphasizing their role as strategic tools for business improvement. The hypotheses indicate a significant relationship between investment recovery and operational success.

2.3.2 Eco-Design and Packaging

The impression that customers have of a product's overall superiority can be used to determine service quality (Parasuraman *et al.*, 1998). Within the literature on service marketing, service quality, perceived value, and satisfaction are regarded as the pillars of commitment. A company's service quality can be determined by comparing how well it meets customer expectations. Customers buy services in response to certain demands.

2.3.3 Menu

The search time for selecting the goods to order is reduced when a menu has a lot of selections, appealing visuals, and is available in one app (Ballantine, 2005). A greater range of customers with various tastes, preferences, and dietary constraints can be catered to. Giving consumers more menu alternatives and making them feel more welcome in your institution, for instance, by offering a vegan menu or a menu with an ethnic theme.

2.3.4 Variety And Number of Restaurant

Numerous restaurants are gathered by the platforms for online food delivery services, which act as a bridge between restaurants and customers. Customers can order food from restaurants using an online ordering platform and it will be quickly delivered to their chosen location (Lan *et al.*, 2016). Combining orders from various restaurants for delivery places highly among other preferences in recently released meal delivery applications. According to Vinaik *et al.* (2019), customers expect the food apps to deliver the food and restaurant of their choosing.

2.3.5 Delivery Time

On-time delivery is a crucial element that boosts customer satisfaction and has a big impact on how customers view a brand. Student value time wisely, the delivery time of their food are very importance because they did not want to waste a single minute of their time. Customers may be disappointed or irate if their food is late or cold since they expect it to arrive promptly and in good condition (Clive Mellor, 2023). Since there is little time between placing an order and receiving the items, delivery has become more and more crucial for non-store retail, particularly online shopping.

2.4 Benefits Of Online Food Ordering Portal

There are a lot of benefits that people can get thru online food ordering portal. There are numerous online food delivery businesses available nowadays. In fact, fast food is among the most popular culinary products ordered worldwide. Experts claim that the majority of fast-food items can be made and delivered quickly. Aside from this, ordering food online has a lot of benefits.

Firstly, getting food via online food ordering portal can save a lot times. There is no denying that ordering food online can save time that would otherwise be used for grocery shopping, cooking, or clean up. According to research done by the University of Chinese Academy of Sciences' Research Centre for Network Economy and Knowledge Management, at least 48 minutes is saved by each online food delivery and reduce by more than half the time spent waiting once you get to the store and between restaurant order (Miranda MIrosa, 2020).

Next, online food ordering portal are ease to access. The first benefit of using an online meal delivery service is the wide selection of foods available. To learn more about the kinds of items they sell and deliver online, people can look at their internet menus. People can pick from items like slushes, pastries, fast food, and vegetables, to name a few. Simply choose our preferred dishes from the menu, and then place the order. Our needed item will be sent to us in a short while.

For individuals who prefer to eat later due to work or personal preferences, online FD also offers access to a variety of meal options. For instance, Eleme stated that more than 170,000 lamb skewers, 100,000 beef skewers, and 70,000 chicken burgers were consumed in Shanghai between 21:00 and 24:00 in 2018. The CBD and hospitals accounted for the majority of late-night orders (perhaps as a result of employees working overtime or patients who were hungry outside of the hospital's scheduled mealtimes) (Jin Yan,2019).

Other than that, the advantage of online ordering and the reasons for the growth of food delivery app industry are convenience, simpler menu to manage and significant savings (Mitali Gupta, 2019).

2.5 Challenge of Online Food Ordering Portal

There are few challenges that customer faced when they are ordering food from online food ordering platform. Numerous restaurants have increased their offerings to include online food ordering as more and more individuals become tech-savvy and try their best to accomplish nearly everything online. Although having this permission is incredibly useful, there are some cons as well. Customers who purchase food online often run into a number of issues and challenges, both personally and technically.

Firstly, the payment method. Several consumers are still hesitant to use their financial information online, despite the rise in online buying. Numerous online food ordering platforms only accept one type of payment, these restrictions often keep potential customers from making the purchase. According to Kasthuri Subaramaniam (2020), 20% of consumers believe they have experienced a technical issue when making an online payment.

Next, having an unlimited option also became a challenge of online food ordering portal. Customers could find it challenging to select a restaurant from a huge selection of menu items, or they might not locate their

particular cuisine or dish on the online platforms. This can make customers angry and give up on the ordering procedure. According to The Decision Lab (2020), The paralysing effect it has on our ability to make decisions is how choice overload gets its name: the more options there are, the more difficult it is for us to make a decision. Because we feel so overwhelmed, we are not only more likely to find the experience taxing but also to choose nothing—to put off making a decision totally.

Other than that, quality issues also one of the main challenges. Food that is served to customers could be cold, spilled, sticky, soggy, or otherwise not pleasant or fresh. This may have an impact on their enjoyment and restaurant or online food delivery service loyalty (Deliverect, 2023).

3. Research Methodology

3.1 Research Design

According to Inaam Akhtar (2016), the research design is the framework of research, it is the "Glue" that ties all of the pieces of a research project together, in other words, it is a blueprint for the intended research effort. The quantitative research method was employed to conduct the analysis in this study. Quantitative research is a technique for generating numerical data and converting it to statistics. Quantitative research is concerned with quantifying and analysing variables in order to arrive at conclusions. It entails the use of statistical tools to analyse numerical data in order to answer questions such as who, how much, what, where, when, how many, and how questionnaires, online surveys, smartphone surveys, and other survey formats will be used to collect information. Hence, the focus of this research will be on questionnaires that are delivered to respondents in order to collect data for the research objectives.

3.2 Research Population and Sample

In this study, the target population in this study was UTHM students who stay in the college inside the university also known as Kolej Kediaman Dalam Kampus (KKDK) which is Tun Fatimah Residential College and Tun Dr Ismail Residential College. The size of the sample a sufficient number of the right components from the population such that a study of the sample and comprehension of its properties or characteristics allows researcher to generalise those properties or characteristics to the population elements known as sample size. Based on Krejcie and Morgan (1970) table, there are 3111 students who stayed in KKDK. The sample size for this research is 341.

3.3 Sampling Method

The two types of sampling methods probability and nonprobability are described and their types are presented. According to Lunsford (1995), probability sampling entails random selection, which allows you to make strong statistical inferences about the entire group, but non-probability sampling entails non-random selection based on convenience or other criteria, which allows you to collect data quickly. This study employed a non-random sampling technique. Convenient, purposive, quota, snowball, and self-selection are the five basic forms of non-probability sampling. Because of the convenience of the researcher and the simplicity of sampling, the researchers chose this strategy for sampling approach was used in this study. There are four forms of non-random sampling: quota sampling, snowball sampling, judgement sampling, and convenience sampling. The method of data gathering used is convenient sampling. Because of the convenience of sampling and study, the researchers were forced to use this approach. This analysis included 59 companies' samples based on table Krejcie and Morgan (1970).

3.4 Data Collection

The procedure of collecting, measuring, and evaluating correct insights for study using established approved procedures is known as data collection. On the basis of the evidence gathered, a researcher might evaluate their hypothesis. Regardless of the subject of study, data collecting is usually the first and most significant phase in the research process. Depending on the information needed, different approaches to data gathering are used in different disciplines of study. There are two types of data used in this study which are primary data and secondary data.

3.4.1 Primary Data

Primary data refers to information gathered by the researcher, such as surveys, interviews, and experiments, and is intended to help the researcher understand and solve the study topic at hand. The researcher collects primary data via a questionnaire in this study. Student who stays in Kolej Kediaman Dalam Kampus (KKDK)

were given the questionnaire. The purpose of the questionnaire is to identify the relationship between the factor and the level of usage of online food ordering portal among UTHM students.

3.4.2 Secondary Data

Secondary data is information that has been acquired by someone or that has been made public and can be seen by anybody. Secondary data refers to information gathered from sources such as journals, books, public statistics, theses, and websites. The researcher in this study developed the study using web data to achieve the research objective.

3.5 Pilot Study

Pilot study can be quite useful before embarking on a full-scale research endeavour. A pilot study is a small-scale preliminary study undertaken before any large-scale quantitative research to assess the feasibility of a larger undertaking in the future. Before the main research, a pilot study can help uncover design difficulties and evaluate the feasibility, practicality, resources, time, and cost of a study. Prior to distributing the questionnaire to the general population, a pilot test was undertaken throughout the study. A total of 30 questionnaires were employed in the pilot test.

3.6 Research Instrument

A research instrument is a tool that the researcher can use to collect, measure and evaluate data on their study topics. Questionnaires, surveys, interviews, checklists, and simple tests are examples of research instruments. The data research instrument in this research study is a questionnaire. The questionnaire is using five points Likert-Scale.

3.7 Data Analysis

The researcher must arrange and analyse all data received through the data collection process so that the researcher can understand it. Data analysis to determine research findings and determine whether research will achieve its objectives. Data will be collected from primary sources through the distribution of questionnaires.

3.7.1 Descriptive Analysis

Statistical Package for Social Sciences (SPSS) Version 26 was used to analyse the data collected from the survey in this study. The SPSS software framework includes advanced statistical analysis, a vast library of machine learning algorithms, text analysis, open-source extensibility, big data integration, and easy application integration. Because of its ease of use, adaptability, and scalability, SPSS is accessible to users of all skill levels.

3.7.2 Correlation Analysis

Correlation analysis is a tool that examines the relationship between a dependent variable and multiple independent variables (Sentinathan, 2019). Correlation analyses normally used in research include Pearson and Spearman correlations. In this study, the Spearman correlation will be used to understand how to measure the strength of the association between two ranking variables. According to Dudovskiy (2018), Spearman rank correlation requires that the data be sorted, and values are assigned a specific rank, with 1 being assigned the lowest value. The closer the coefficient is to zero, the weaker the association between the ranks. Table 3.2 shows the strength of the Spearman's rho coefficient.

Table 1 Spearman rho Coefficient Strength

Range	Strength
0.00 – 0.20	Negligible
0.21 – 0.40	Weak
0.41 – 0.60	Moderate
0.61 – 0.80	Strong
0.81 – 1.00	Very Strong

4. Results and Discussion

4.1 Survey Return Rate

The population of the students that stay in Kolej Kediaman Dalam Kampus was 3111 while the sample size of this study was 341. There are a total of 341 sets of questionnaires that have been distributed to targeted respondents. A total of 283 sets of questionnaires from the issued 341 have been collected with the assistance of the respondents. Therefore, the questionnaire survey return rate was 82.99% who were willing to participate in this research study. The survey return rate had been summarized in Table 2 below:

Table 2 Survey Return Rate

Population	Sample Size	Questionnaire Distribute	Valid Questionnaire Returned	Percentage (%)
3111	341	341	283	82.33

4.2 Reliability and Validity Analysis

The Cronbach's Alpha (α) coefficient was used to measure the internal consistency or reliability of a set of items in the questionnaire. The test was conducted for the pilot study and the actual study. The value of Cronbach's Alpha (α) coefficient was more than 0.7 or greater, is mean the questionnaire design is good. Therefore, if the research can get more than 0.7 can be conducted. Table 4.2 shows the reliability coefficient value.

Table 3 Reliability Coefficient Value

Cronbach's Alpha (α)	Internal Consistency
$\alpha \geq 0.9$	Excellent
$0.9 \geq \alpha \geq 0.8$	Good
$0.8 \geq \alpha \geq 0.7$	Acceptable
$0.7 \geq \alpha \geq 0.6$	Be Disputed
$0.6 \geq \alpha \geq 0.5$	Bad
$0.5 \geq \alpha$	Unacceptable

4.2.1 Reliability and Validity of Pilot Study

A pilot test has been conducted in this study to examine whether the questionnaire is reliable and valid before the actual study has been carried out. There were 30 targeted respondents involved, and 30 questions are used in this pilot test to ensure that the design of the questionnaire is good. The main purpose of the pilot test is to determine the level of understanding of respondents toward the questionnaire provided. Table 4.3 showed that the value of Cronbach's Alpha (α) for the pilot test for 30 respondents.

Table 4 Reliability test for pilot study

Variable	Cronbach's Alpha	N- Item in Scale	N- Respondents
Price	0.752	5	30
Service Quality	0.765	5	30
Menu	0.707	5	30
Variety and Number of Restaurant	0.832	4	30
Delivery Time	0.836	5	30
The Level of Usage of Online Food Ordering Portals Among UTHM Students	0.913	5	30

4.2.2 Reliability and Validity for Actual Study

After the pilot test was done, a reliability test of the questionnaire for actual study was continued. A total of 283 respondents which is students who stay in Tun Fatimah Residential Collage and Tun Dr Ismail Residential Collage have been selected for the actual study. The reliability test for the actual study had been summarized in Table 5.

Table 5 Reliability Test for Actual Study

Variable	Cronbach's Alpha	N- Item in Scale	N- Respondents
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Price	0.784	5	283
Service Quality	0.760	5	283
Menu	0.754	5	283
Variety and Number of Restaurant	0.745	4	283
Delivery Time	0.838	5	283

4.3 Descriptive Analysis (Demographic Analysis)

Table 6 showed that question designed part A related with demographic information of the respondents. The question included gender, year of study, race, faculty, college and number of times students use the online food ordering portal. All data from the answered questionnaires are analyzed and the results are summarized in tables and pie charts with frequencies and percentages.

Table 6 Summary of Demographic Analysis

Demographic	Classification	Frequency (N)	Percentage (%)
Gender	Male	141	49.8
	Female	142	50.2
Year of Study	Year 1	106	37.5
	Year 2	83	29.3
	Year 3	55	19.4
	Year 4	39	13.8
Race	Malay	169	59.7
	Chinese	58	20.5
	Indian	52	18.4
	Other	4	1.4
Faculty	Fakulti Pengurusan Teknologi dan Perniagaan (FPTP)	75	26.5
	Fakulti Kejuruteraan Awam dan Alam Bina (FKAAB)	57	20.1
	Fakulti Kejuruteraan Elektrik dan Elektronik (FKEE)	48	17
	Fakulti Sains Komputer dan Teknologi Maklumat (FSKTM)	45	15.9
	Fakulti Kejuruteraan Mekanikal Dan Pembuatan (FKMP)	38	13.4
	Fakulti Pendidikan Teknikal dan Vokasional (FPTV)	20	7.1
	Tun Dr Ismail Residential Collage	187	66.1
Collage	Tun Fatimah	96	33.9

	Residential Collage		
Number of times students use the online food ordering portal	1 time in a week	71	25.1
	2 times in a week	65	23
	3 times in a week	91	32.2
	More than 3 time in a week	56	19.8

4.4 Analysis of the Factors Affecting the Level of Usage of Online Food Ordering Portals

This section is to identify the factors affecting the level of usage of online food ordering portals among UTHM students. The research focuses on the student who stay in Kolej Kediaman Dalam Kampus. In Part B, there are total five dimensions with 24 questions which are price, service quality, menu, variety and number of restaurants and delivery time. The score rated by respondents are converted into mean thus the values are used to identify the factors influencing the satisfaction level of cultural tourists.

4.4.1 Descriptive Analysis by Dimensions

The table below shows the mean and standard deviation of the 5 factors which are price, service quality, menu, variety and number of restaurants and delivery time.

Table 7 Summary Analysis of Each Average of Mean

	N	Mean	Std. Deviation
Price	283	4.2387	0.337
Service Quality	283	4.3401	0.370
Menu	283	4.3613	0.343
Variety and Number of Restaurant	283	4.2702	0.375
Delivery Time	283	4.3903	0.334
Valid N (listwise)	283		

4.5 Analysis of the Level of Usage of Online Food Ordering Portals

This section is to identify the level of usage of online food ordering portals among UTHM students. Part C consists of 5 Likert Scale questions and the method used to analyze the results would be descriptive analysis. The objective of descriptive analysis is to summarize and organize the huge amount of data and it comprised into two types which is measure of central tendency and measure of variability.

4.5.1 Descriptive Analysis Data for Level of Usage of Online Food Ordering Portals

The table below the score rated by respondents are converted into mean thus the values are used to identify the level of usage of online food ordering portals.

Table 8 Descriptive Analysis

	N	Mean	Std. Deviation
I frequently use online food ordering portal.	283	4.2606	0.922
I prefer to use online food ordering portal rather than visiting restaurant.	283	4.0739	0.671
Usage of online food ordering portals becomes a norm for me.	283	4.2289	0.618
I always use online food ordering portal whenever it is accessible in the current location.	283	4.3768	0.679
I use online food ordering portal for family and friends.	283	4.5528	0.673

Valid N (listwise) 283

4.6 Correlation Analysis

The function of the correlation analysis describes the strength of a relationship between two or more variables (Kumar, 2016). It was evaluated using data collected from respondents. Therefore, researcher can investigate correlation between the factor and the level of usage of online food ordering portals among UTHM students. On the other hand, correlation coefficients such as Spearman's and Pearson's predict a linear relationship between the variables. Even if the correlation coefficient is zero, a non-linear relationship may exist. Table 4.8 shows the strength of the Spearman's rho coefficient.

Table 9 Spearman rho Coefficient Strength (Prion and Haerling, 2014)

Range	Strength
0.00 – 0.20	Negligible
0.21 – 0.40	Weak
0.41 – 0.60	Moderate
0.61 – 0.80	Strong
0.81 – 1.00	Very Strong

Table 10 Result of Spearman' correlation

	P	S	M	V	D	L
	1	.096	.313**	.203**	.327**	.120*
P		.108	.000	.001	.000	.043
	284	284	284	284	284	284
	.096	1	.222**	.330**	.185**	.255**
S	.108		.000	.000	.002	.000
	284	284	284	284	284	284
	.313**	.222**	1	.142*	.445**	.112
M	.000	.000		.017	.000	.060
	284	284	284	284	284	284
	.203**	.330**	.142*	1	.236**	.212**
V	.001	.000	.017		.000	.000
	284	284	284	284	284	284
	.327**	.185**	.445**	.236**	1	.036
D	.000	.002	.000	.000		.549
	284	284	284	284	284	284
	.120*	.255**	.112	.212**	.036	1
L	.043	.000	.060	.000	.549	
	284	284	284	284	284	284

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

Note:

P: Price

S: Service Quality

M: Menu

V: Variety and Number if Restaurant

D: Delivery Time

L: Level of Usage of Online Food Ordering Portals Among UTHM Students

In this study, the researcher uses Spearman's Correlation Coefficient to establish a relationship between the two variables. Table 4.9 shows the results of highest Spearman's Correlation Coefficient, r is 0.255 which was a weak relationship between factor affecting the level of usage of online food ordering portals among UTHM students.

The lowest Spearman's Correlation Coefficient, r is 0.036 which was a negligible relationship. The second highest Spearman's Correlation Coefficient, r is 0.212 which was weak. The remaining two variables which are factor of price and menu was 0.120 and 0.112 which are negligible correlation.

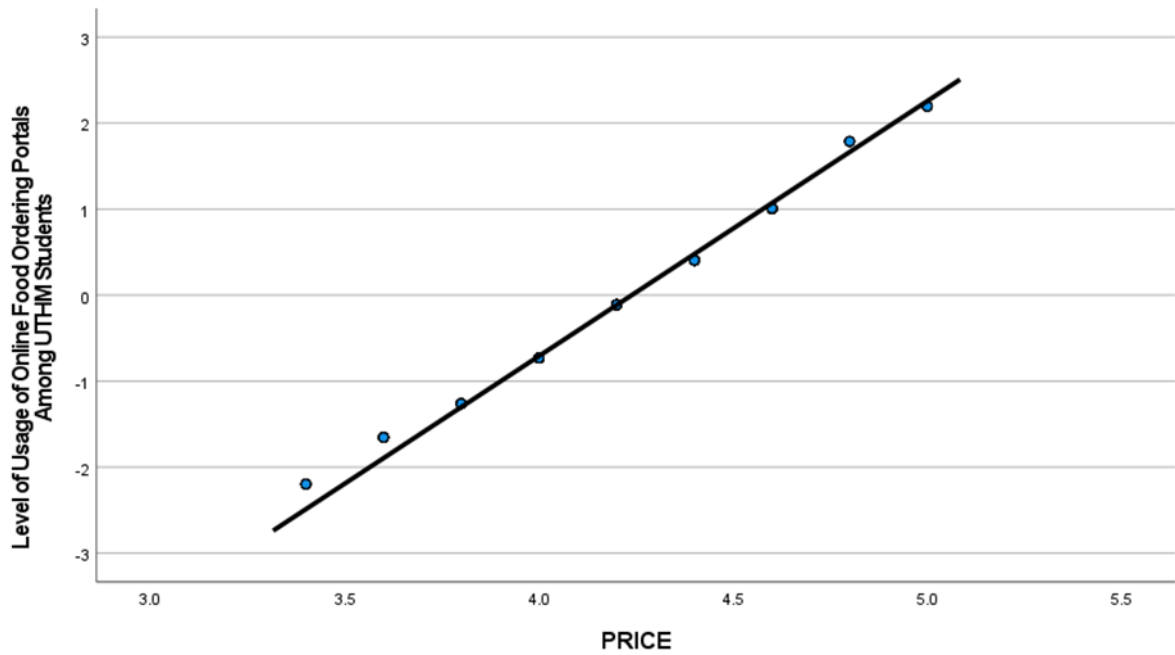


Fig.1 Price

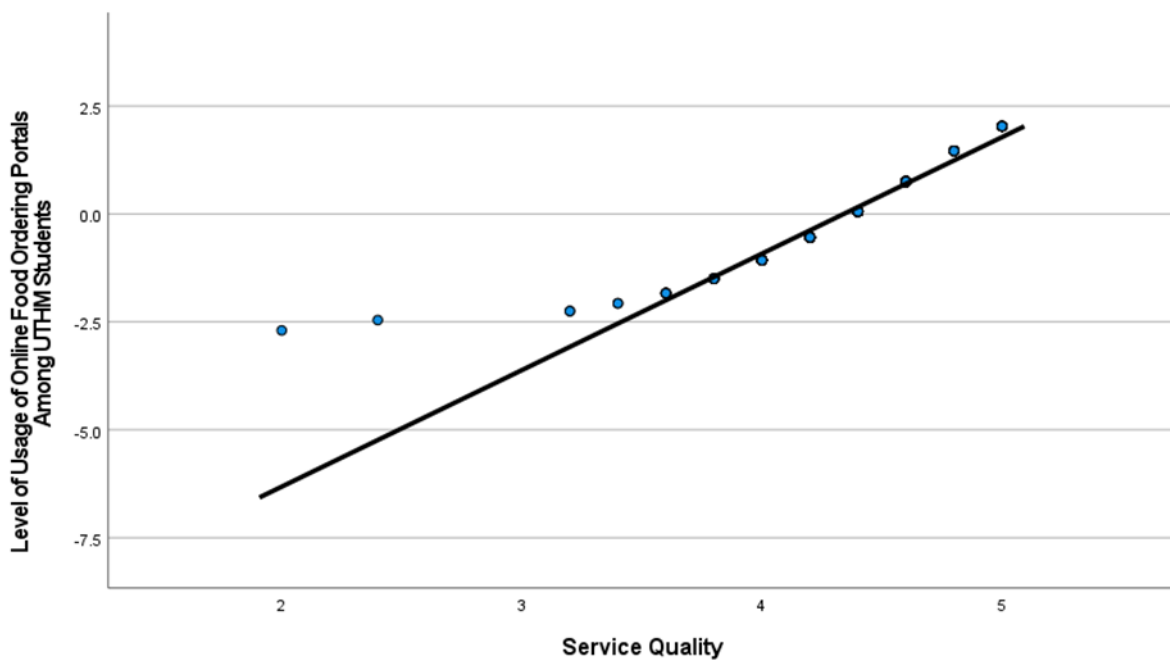


Fig.2 Service Quality

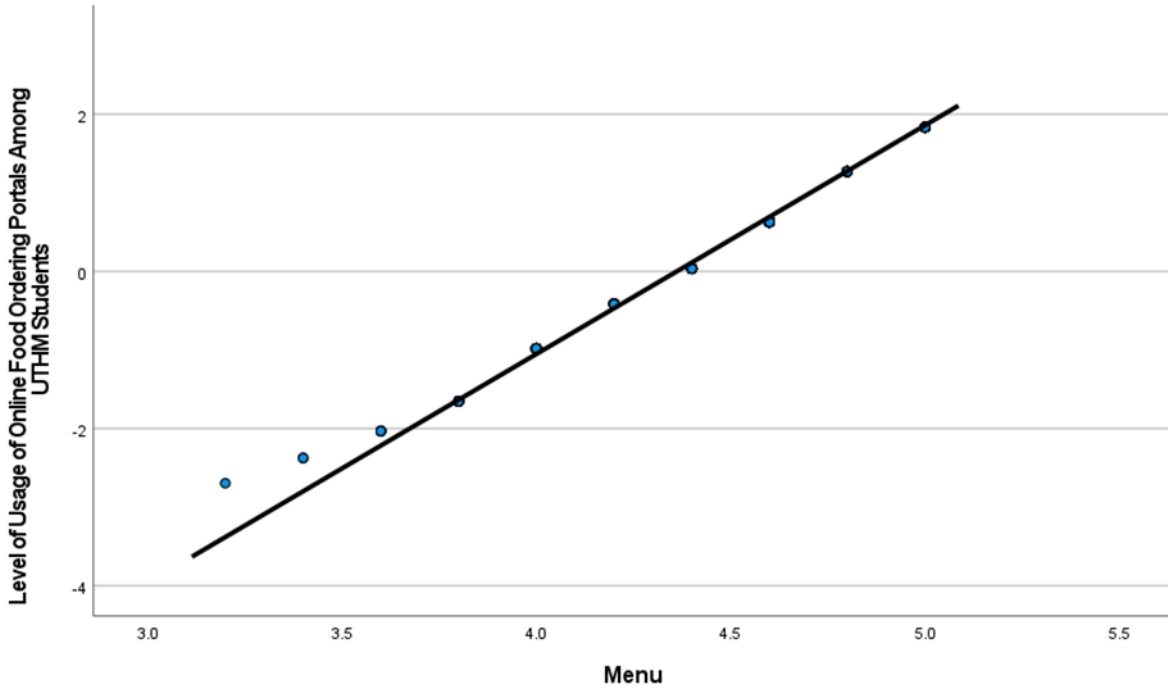


Fig.3 Menu

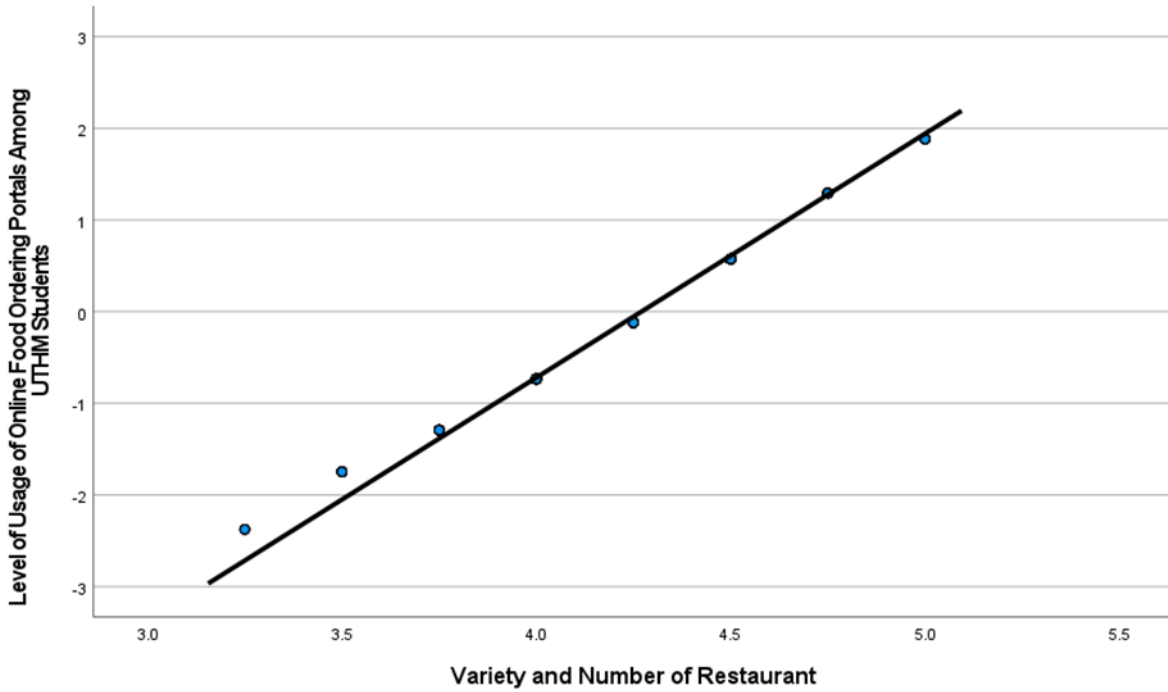


Fig.4 Variety and Number of Restaurant

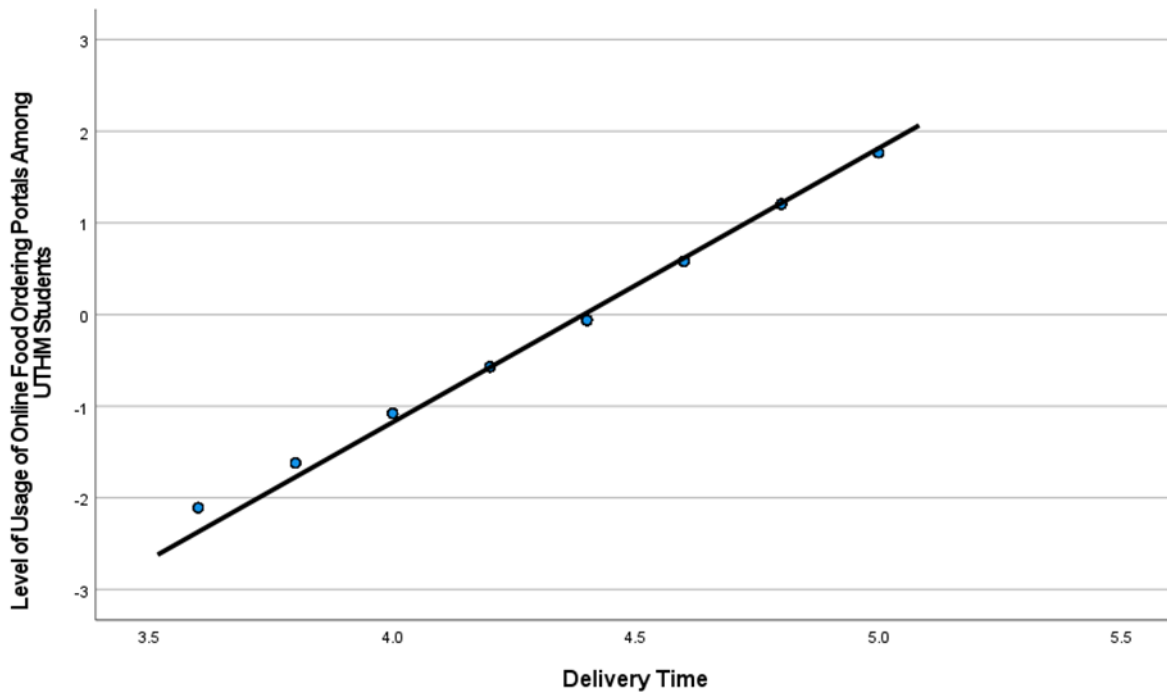


Fig.5 Delivery Time

5. Conclusion

5.1 Overall Summary

In this research, the target respondents are the students who stay in Kolej Kediaman Dalam Kampus. The actual sample size were 341 respondents, however, there are only 283 respondents that willing to participate in the research. There are about 142 respondents out of 283 respondents are female, whereas the rest of 141 are male. Majority of respondents in this study are year 1 students with 106 respondents and the most race is Malay with 169 respondents. Most of the respondents are from Fakulti Pengurusan Teknologi dan Perniagaan with number of 75 respondents. According to the results, most of the respondents are from Tun Dr Ismail Collage with total 187 respondents. Last but not least, most of the students use the online food ordering portal 3 times a week.

5.2 Summary based on Research Objective

5.2.1 Research Objective 1

In this study, questionnaires are used to determine the weightage of factor affecting the usage of online food ordering portals among UTHM students. From table 4.6, the result showed that the mean value for price is 4.518.

Based on table 4.6, the factor affecting the usage of online food ordering portals among UTHM students are delivery time with a mean score 4.39. According to ("The Junction," 2022) Brands benefit from increased client retention when deliveries are made on time. Additionally, it guarantees the customer's dependability, which will boost their confidence in the company. When students are hungry or have a particular urge, they frequently order food. Deliveries on time guarantee that clients get their food hot and fresh, satisfying their needs right away.

5.2.2 Research Objective 2

In this research, the questionnaire is used to determine the level of usage of online food ordering portal among UTHM students. This study highlights the potential for these platforms to continue growing and adapting in order to better serve the requirements and preferences of university students, in addition to shedding insight on the existing state of online meal ordering.

From the table 4.7, the results showed the mean value for each level of usage of online food ordering portals among UTHM students. Among these five levels, students use online food ordering portal for family and friends gained the highest mean and the least mean score is the students prefer to use online food ordering portal rather than visiting the restaurant. From this result, students use online food ordering portal for family and friends has the highest mean score with the value of 4.55. the preference for utilizing online food ordering portals among

students for their family and friends stems from multifaceted reasons deeply intertwined with convenience, variety, and social dynamics. Studies such as the one conducted by Liu *et al.* (2020) emphasize that the convenience factor plays a pivotal role in students' choice of online food ordering for their social circles. The ease of browsing through diverse menus, placing orders at any time, and the added convenience of doorstep delivery aligns with the fast-paced lifestyles of students and the demands of their social commitments (Liu *et al.*, 2020).

5.2.3 Research Objective 3

In summary, a convincing trend of simultaneous increase is revealed by the correlation analysis carried out to investigate the relationship between multiple factors and the level of usage of online food ordering portals among UTHM students. The results highlight a favorable correlation between these variables and the increased use of online food ordering services among students.

Price, service quality, menu, variety and number of restaurant and delivery time are among the aspects that have been studied, and as they all exhibit an increasing trend, they are consistent with UTHM students using online food ordering portals more frequently. This association suggests a mutually beneficial relationship in which the amplification of these elements seems to play a key role in the increased use of digital food ordering platforms by students.

5.3 Limitations of Research

In general, when doing the research for this study, there were certain constraints. To begin with, the researcher faced problems while collecting the data. It was tough for the researcher to gather the questionnaire from the respondents. Because some respondents were unwilling to complete the questionnaire or believed it just waste of time. The study collected only 283 questionnaires out of a total of 341. Additionally, given how quickly both technology and consumer behavior are developing, it's possible that following this research's data gathering phase, changes in the landscape of online food ordering platforms or in students' preferences took place. As a result, the conclusions reached could not accurately reflect the most recent developments or variables affecting UTHM students' use of online food ordering platforms. As a result, constraints should be considered in future research.

5.4 Recommendations for future study

5.4.1 Recommendation for Government

Government plays an important role for the healthy lifestyle of a students. Even though students are busy with their study, eating are a compulsory thing to do for everyone to keep our body healthy and energetic. One of the things that the government can do is promoting the digital literacy. Promote educational initiatives that help students become more digitally literate, with an emphasis on responsible and effective use of online meal ordering services. Workshops, campaigns, or instructional modules that educate students on the advantages, dangers, and appropriate use of digital platforms can fall under this category. Other than that, to show support for local food enterprises the government can encourage collaborations or projects that use online meal ordering systems to highlight nearby restaurants. Offering financial incentives or assistance programs to small-scale food enterprises so they can join these platforms could be promoted.

5.4.2 (b) Recommendation for Future Researchers

There are some suggestions for further research on agriculture to make an improvement. Future research should include a larger and more diversified sample size. For example, future study should include all of students of Universiti Tun Hussein Onn, Batu Pahat, Malaysia. Apart from that, this study only looks at five factors affecting the level of usage of online food ordering portals among UTHM students which is price, service quality, menu, variety and number of restaurant and delivery time. Future research could use a combination of the respondents' pre- and post-data. Furthermore, future research can be studied using a qualitative method. The results data will be more accurate and reliable if the respondents are interviewed.

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Conflict of Interest

Authors declare that there is no conflict of interests regarding the publication of the paper.

Author Contribution

The authors confirm contribution to the paper as follows: **study conception and design:** A.R.A.R. and R.C.; **data collection:** A.R.A.R. and R.C.; **analysis and interpretation of results:** A.R.A.R. and R.C.; **draft manuscript preparation:** A.R.A.R. and R.C. All authors reviewed the results and approved the final version of the manuscript.

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