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The Effect of Food Delivery Services on Restaurant Operations

Ibrahim Othman[1], Indera Syahrul Mat Radzuan[1,2]*, Zarina Shamsudin[1,2], Nur Yuhanis Ismon[1,2]

[1] *Department of Real Estate Management, Faculty of Technology Management & Business, Universiti Tun Hussein Onn Malaysia, Parit Raja, Batu Pahat, Johor, 86400 MALAYSIA*
[2] *Malaysian Real Estate Institute (MyREI), Universiti Tun Hussein Onn Malaysia, Parit Raja, Batu Pahat, Johor, 86400 MALAYSIA.*

*Corresponding Author: syahrul@uthm.edu.my
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Abstract
This research seeks to establish the impact of food delivery services to restaurant owners in Batu Pahat, Johor Malaysia. More specifically, the research seeks to know the degree by which independent complementary variables including coercive pressure, mimetic pressure, normative pressure and Technology Acceptance Model can influence their behavioural intention to apply for food delivery services. Primary data was sourced from self-completed questionnaires using Google Forms over a three months period with 180 response obtained via an convenience sampling technique eliciting the respondent's preference. The results show that the four models, namely coercive, mimetic, normative, and technology acceptance models affect behavioral intention to apply for food delivery services. By the same token, explicit coercion pressure was also identified not requiring much attention. In this study, there is a need to investigate more human variables; there is also a need to incorporate more variety in sampling techniques in order to increase the validity of results of such a study.

1. Introduction

This research is to describe how food delivery services work. The effects of food delivery services on an operating restaurant will be laid out and described. The fortune it brings to a restaurant always has its side effects. This study offers the pros and cons of food delivery services. This study also provides recommendations on how to benefit from using food delivery services to increase revenue while minimizing the risk. Furthermore, this study's research question and objectives will be shown to be true and achieved effectively. This aligns with the study's significance in guiding restaurant owners before they take the initiative to apply for food delivery services. Finally, the conclusion is provided as well to guide and help any operating restaurant to have a clear image of how food delivery services circulate before they decide to apply for the food delivery services.

Since December 2019 the World is experiencing COVID-19 pandemic caused by the novel SARS coronavirus 2 (SARS-CoV-2) (World Health Organization, 2020). In a few years, the online food delivery service will become significant for the restaurant business, predicts Cho *et al*. (2018) as well as Xu & Huang (2019). As a result, any restaurant owner will always wake up with a new idea in how best to expand his business and earn more money in a single day. J. A. He, M. Han, Y. Y. Cheng, B. H. Fan, & L. Q. Dong (2018) reported that through the new concept of online food delivery restaurants have been able to get new source of income stream without having to increase diner seating or wait staff. It is a common belief shared by an owner who wants to establish his empire with the business and using all the opportunities. In as much as people often believe that there is always a downside to everything, it is quite proven that a restaurant can derive a financial benefit from ordering food for delivery. A German-based online food delivery platform, entitled Delivery Hero, which runs the Korean food delivery app, Yogiyoyo, bought out its main South Korean rival, Baedal Minjok, in the country's largest internet startup M&A deal in Korea. Woowa Brothers, the operator of Baedal Minjok app, had revealed that Delivery Hero possessed the largest share with 87% and the company's worth will be $ 4 billion (The Investor, 2020).

On the other hand, following the customer's person on view, the delivery services facilitate their work everyday. In the past, food service means eating for workers and travelers, but the population of people who use food service or consume simple meals is growing because they can save time (Kim & Beik, 2005). This is because consumers prefer simpler patterns of consumption, which have been fostering, the technology of preserving and processing food.

The application of food delivery services itself has several issues to solve, yet the provider failed to do it as quickly as possible to avoid those troubles. There is a possibility that costs will be passed on small restaurants and they have to be accountable if anything goes wrong during the delivery even though they are not to blame (Li *et al*., 2020). It seems rather unfair to the vendor side of things because their job should only entail preparing the foods only. But an entity that is not able to get much more information on the restaurant services, makes it hard for the vendor to sustain profitability. Strikingly, even the already registered vendors with loyal credibility cannot input their opinion since the amount of profit derived from there is apparent. This thing happens because a pandemic effect made delivery services to be a necessity for people to obtain their desired goods. To continue making sales and revenue during the postpandemic period, both the ODPs and the restaurants use promotional strategies including the giving of discounts and offers (Cagle, 2020, Xu, 2020; Cai & Leung, 2020).

Besides, it is shocking to learn that several restaurant proprietors get food delivery services without making the proper assessment. This is the restaurant's downfall when they are unable to quantify their current capacity before arriving at a decision. This will create an inconvenience for a successful restaurant that had no issue with all this before. Every time they failed to implement reliable thinking about the vast probability that would definitely happen, then the chains of SOP would disrupt the normal operation.

This research targets two populations of people. The first is restaurant owners who have ventured into delivering foods to the end consumers at their doorstep. These people will be helped in completing the questionnaire that will be given. The second group that will be the focus of this study is the food delivery rider itself. These two main groups will assist this study in understanding the most profound aspects of food delivery services. This will also assist in offering this study a clear guideline together with the SOP.

The only justification for this study's existence is to draw a line somewhere for the owner of any restaurant, the customers who order foods through delivery, and those who want to work as food delivery riders. Since the ligular objective of this study is achieved, the readers of this study can have clear perception about the food delivery services. This would allow any direct stakeholders to seize before they commit in order to get the best result of their action. This finding will enable the readers to fully appreciate the current policy as put forward in this study. Those policies involved will also be explained as a result. Therefore, this study will also recommend and help the decision maker to be wiser in deciding whether to apply for the food delivery services.

2. Literature Review

2.1 Review of the Online Food Delivery Sector

Higher economic growth and increased availability of the internet connectivity that supports broadband services are the forces behind the global growth of e-commerce. The services accessed electronically expand as consumers have more discretionary income, payments evolve, and multiple small and large offerings and delivery networks exist. Online to offline is an e-commerce model where an overall consumer is pulled towards an item or service from an online platform and then is persuaded or pushed to make the purchase in a physical store. Online food delivery is a fairly fresh category of O2O commerce but it is developing rapidly. Globally, the emergence of OFD has reformed the dynamics of relations between consumers and the food supplying companies and how these three sustainability scopes of economic, social and environmental affect the system which up till now have not been reviewed systematically (Purvis *et al*., 2019).

People study this area from different perspectives, which makes it even hard to evaluate its effects. Therefore, the purpose of this review study is three-fold. Firstly, following Purvis *et al*., (2019), for the purpose of this interdisciplinary review to present an integration of academic research in the wide cross-section of areas which are being affected by the enhancement of OFD. Secondly, as outlined by Shakira Mansoor, (2018) involves; To explain the opportunities and the challenges that the afore mentioned impacts brings. Lastly, as identified by Andrew Lipsman, (2018) is to bring into focus the areas where stakeholders such as OFD industry practitioners, policymakers, consumers and the academicians could ramp up the good while diminishing the undesirable effects.

2.2 Online to Offline Business and Online Food Delivery Services

As stated by Ramu, the emergence of e commerce has led to the spewing of many hybrid models of businesses and some of them are business to business (B2B), customer to customer (C2C), business to customer (B2C) online to offline (O2O). O2O business is a promotional model that uses ICT to order goods or services through the internet and receive an item, product or service at a fixed physical address (Ji, S.W. *et al*., 2014).

The availability of such mobile devices such as smart phones and tablets able in supporting payment and delivery infrastructures has been among the main causes of growth in O2O commerce. Smartphone connections were 5.2 billion in 2019, and Mobile Internet Users by the end of 2020 will account for half of world's population (Flickr, 2020). Mobile O2O services have appeared in different sectors, for buying different kinds of goods and services, food, hotel accommodations, real estate, car rental services, etc. (Park *et al*., 2019).

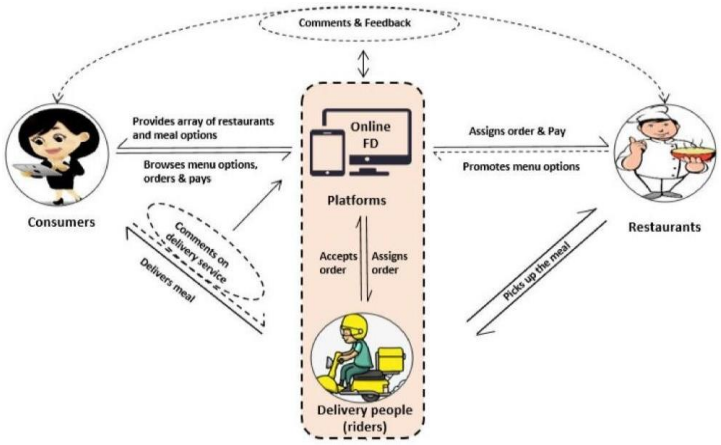

Figure 1 *Functions of OFD Platform*

The functions of OFD platforms are presented in Figure 1. Completed arrows show direction of information or logistics flow; completed lines indicate required transportation paths and dashed lines may show additional paths.

2.3 Online Food Delivery Providers and their Delivery System

The providers can be classified into Restaurant-to-Consumer Delivery as well as Platform-to-Consumer Delivery (K., 2020). Logistics service offered by Restaurant-to-Consumer Delivery providers such as KFC, McDonalds, and Domino maintain and deliver the products. The order can be placed directly from this website or the restaurant's website or through any of the third-party services. Each country has its third-party platform, which is as follows: In the United States, the third party is Uber Eats, whereas in China, it is Eleme; Just Eat is in the United Kingdom, and Swiggy is in India.

Third-party intermediaries also cater to 'commissioned' Platform-to-Consumer Delivery from restaurants that do not own delivery facilities. OFD needs to have highly efficient as well as scalable in real-time delivery functions. Restaurants may rely on current employees for self-delivery, like waiters in smaller restaurants for instance or have independent delivery crews, which are hired and trained for delivery as is visible in some big brands such as KFC, Domino's and McDonalds among others. On the other hand, restaurants can use crowdsourcing logistic a pool of delivery people (riders) who are subcontractors, this is a model that is efficient in delivering food at a relatively cheaper cost (Sun, P., 2019).

OFD platforms can be involved in recruitment and training of professional delivery people or the OFD platforms can operates using logistics of crowd sourcing whereby delivery people are not employees of the of the OFD platform. Proposition was introduced, that professional delivery workers are to be trained, and only a part of their wage to be

fixed, while the other part is to be dealt with as a commission. For the purpose of this discussion, independent delivery people also referred to as "riders" are paid on commission (per order).

2.4 The Emergence of Food Delivery Services in Malaysia

Basically, physiological needs (food, air, drink, shelter, clothing, warmth, sex and sleep) are the most basic and crucial element in a person's existence (McLeod, 2018). Nowadays, customers have a ready option to order their desired meal at a specific restaurant from a particular area. It has also relieved them to fulfil their appetite through the presence of online food delivery (OFD) services. Besides, those online applications often give a rather attractive offer for each type of their acquisitions. Dazmin and Ho (2019) indicated that there are two types of FDS offered in the Malaysia which are retrospective and restaurant middle men. For example small end user like retailers are broadly showing that fast delivery food outlet such as, McDonald, KFC, Pizza Hut, etc. do offer delivery service but with extra delivery charges. The numbers and variants of OFD application that begins start up in Malaysia are increasing at this few years and it is considered as the mediator between restaurants that provides delivery for a myriad of restaurants.

Theoretical Background

2.5 Institutional Theory

The institutional theory is a social world that consists of institutions that allow to sustain rules, practices and structures that define conditions for action (Lawrence & Shadnam, 2008). Furthermore, the major concern of the institutional theory is to gain legitimacy when viewed by the key stakeholders in a specific society as well as underlining the importance of the institutional context as attitudes and behaviours of the social actors (Grewal & Dharwadkar, 2002). Earlier, institutional theory has emerged from two theories of prior researchers who worked in the context of organization theory most significantly Meyer & Rowan (1977) & Dimaggio & Powell (1983).

Firstly, Meyer & Rowan (1977) argued that organization are located in highly institutionalized context of various profession, policy & program where these.Env are act as powerful myths. The critical idea set up in this work was the recognition of the functional-symbolic ambiguity of formal organizational structure and its impact on the choice of structure and gain of legitimacy and improved odds of survival of organizations.

Secondly, Dimaggio & Powell (1983) encouraged an argument that institutional context compel organizations into isomorphic a position which means the members of organizations must be similar to each other in form and function. Subsequently, Dimaggio & Powell (1983) brought into perspective coercive, mimetic, and normative mechanisms of isomorphic processes.

2.5.1 Coercive Pressures

According to Dimaggio & Powell (1983), Coercive pressure means formal and informal means used to force the social actors, be they individuals or organizations, to ape the feelings, behavior, and practices of other influential personalities or groups. In the coercive aspect, the pressures are derived from a number of sources, such as regulatory bodies, suppliers, customers, and other constitutive stakeholders (Teo, Wei, Benbasat, 2003). In this context, it has been important to speak about the influence that the digital technology has created on customers.

2.5.2 Mimetic Pressures

According to Dimaggio & Powell (1983), when social actors are mimetically pressured they are obliged to search for models of existing patterns to emulate through deliberate imitation of what other successful and high status actors have done voluntarily. That is if someone prominent does something in a particular way, then others will be encouraged to emulate the action. Moreover, through a study by Teo, Wei, and Benbasat (2003), understands that by mimicking some actions of the first mover, the actors can replicate the same thing but without much energy and danger lets go. In business organization context, mimetic pressure may compel a business organization make it more dynamic and want to look like other organizations in their environment (Dimaggio & Powell, 1983).

Furthermore, Burt (1982) pointed out that the reasons why business organisations mimic other business organisations are to be found in the fact that As the case may be, they are in the same area of economic status and thus have similar objectives, they make related products, serve or purchase from the same customers or suppliers or are similarly constrained. Also, since most of the food merchants tend to mimic what some of their competitors are doing they do not lag behind thus being able to stay ahead.

2.5.3 Normative Pressures

According to Dimaggio & Powell (1983) , shed light that the normative pressures can direct social actors who have not embraced the innovation to feel conflict or , in other words, discomfort when with peers whose approval they care for have embraced the innovation. Subsequently, Flanagin, (2000) posited that social actors tend to imitate an action if they guess that other actors in the social network have engaged in similar action. Food merchants think that in the event of not following the developing business model then known as delivery service they are going to lose ground and avoid bettering their business outcomes.

2.5.4 Technology Acceptance Model

The other theory concerning the acceptance of information technology is the Technology Acceptance Model [TAM], which was advanced by Davis (1989). Subsequently, Davis (1989) showed that the level people weigh the use or non-use of an application depends with how they think will enhance the execution of their tasks. Therefore the study uses a variable called perceived usefulness. In this part, the paper presents the analysis of the variable of perceived ease of use. According to the earlier empirical research on other contexts, personally held beliefs which are part of the TAM, particularly perceived usefulness and perceived ease of use are significant determinants of intention to use e-commerce (Henderson & Divett, 2003); e-payments (Chin & Ahmad, 2015); wireless internet (Lu *et al*., , 2003); online consumer behavior (Koufaris, , 2002); and and e-learning (Park, 2009), and mobile payment services (Nguyen, Cao, Dang, & Nguyen, 2016).

3. Research Methodology

3.1 Research Design

A research design simply refers to a procedural guide that is developed by the researcher in order to eliminate the research questions or hypothesis statements that have been arrived at (Kumar *et al*., 2013). The structure of research design determines how data is collected and therefore impacts on the findings. Furthermore, the research design decides all other features of any study and they consist of variables, hypothesis, experiment, technique, and statistical analysis (Creswell & Creswell, 2018).

This research employed a quantitative research approach to examine factors that affect restaurant owners in applying for food delivery services in Batu Pahat Johor Malaysia. Quantitative research is mainly structures and based on facts and figures, thus makes uses of data to express peoples' ideas enabling a large number of data to be collected, sorted and computed into analysis reports. Students used questionnaires to solicit information and the samples were taken randomly from users of OFD services and vendors using OFD services in Batu Pahat, Johor, Malaysia. The analyses of the collected data involved reliability analysis, descriptive measurement, normality test and correlation analysis with the use of the SPSS software system.

3.2 Research Process

Thus, problems were first discerned and based on them the title was selected. The research questions were used to derive at the research objectives. There are two objectives of the present study. The first research questions are as follows: What effects does food delivery service has on the restaurant business? The second research question is to direct its efforts at determining the antecedents towards owners seeking online food delivery services.

The literature review looked into factors such as coercive, mimetic, normative, perceived usefulness, and perceived ease of use (Figure 2). This study also employed secondary data sources in printed form in the form of books, articles, journals, reports and newspaper and electronic form in the form of the internet, Journals and previous research papers. Another type of data will be Primary Data which will be gathered by administering a Questionnaire Survey. Before the actual data is gathered for this research, this study will develop a questionnaire and adapt it for administering data gathering from the respondents through Google Forms. The demographic questions were asked verbally to the participants and response data collected and analyzed using the Statistical Package for Social Scientist (SPSS) software at the end of each data collection session.

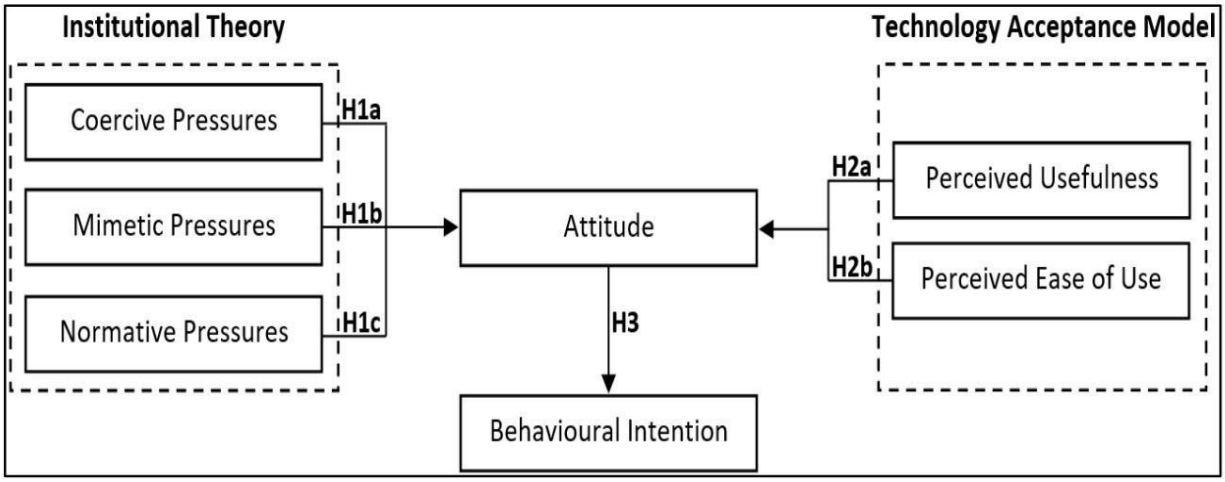

Figure 2 *Proposed Conceptual Framework*

3.3 Population

A population is understood as a definite set of people or things. The intended audience of the research is the restaurant owners located in Batu Pahat of Johor, Malaysia. The reason of choosing this area is that it is an urban capital city with a high population of roughly 503,400 people and according to the estimation, people are living there up to 2023. This allows the researchers to arrive at a general conclusion concerning the factors that determine the behavioural intention of restaurant owners in Batu Pahat, Johor, Malaysia.

3.3.1 Sampling Method

A sample is a smaller group taken from the population with intention of being used in the research (Ahmad *et al*., 2023). This means that in every respect the units chosen from the population as a sample must include all different forms of characteristics of all the various segments of the population (Shukla, 2020). In general, data collection in this study means the process of getting data related to existence of variables within a given framework. Data were collected using self-completed questionnaires only at the population level. Convenience sampling was selected because participants are easy to obtain, costs less money and time than other samples, and there is a simplicity than other sampling approaches. In addition, convenience sampling is useful when it is used to set a hypothesis or the aim of a research study.

While convenience sampling may have its drawbacks, there are ways by which the reliability of this quite popular and easy method can be enhanced. The population for this study consists of restaurant owners in Batu Pahat, Johor, Malaysia. In data collection, the researcher developed a Google Form and the participants were contacted by e-mail and the most popular social networks – Facebook, WhatsApp, Messenger, and Telegram. In this study, data collection by means of questionnaires will take three months. This survey will take three months or until enough responses have been garner. Moreover, as has been already mentioned, surveys are not physically assigned because of lack of time and customer urgency.

3.3.2 Sample Size

Andrade (2020) defined sample size as the number of participants or observations included in a study. It is an important aspect of a research design because it influences the validity and reliability of the result. It is crucial to correctly determine the sample size for a research project because the only outcome obtained serves as a genuine and valid representative of the population under consideration, will allow for a meaningful conclusion that can be generalized to a larger population. Andrade (2020) further emphasizes that a larger sample size will help to create more precision and validity in the result. This is because a larger sample size produces a larger number of data points and diminishes the influence of random variability, resulting in more dependable and robust conclusions. Therefore, in this research, 150 sets of questionnaires will be distributed to restaurant owners located in Batu Pahat, Johor, Malaysia.

3.4 Primary Data Collection Method

Primary data refers to the information obtained by researchers from first-hand sources or via primary research methods such as questionnaires, observations, interviews, surveys and focus groups, etc (Ajayi, 2023). Data collection is essential for statistical analysis because it has an immediate impact on the results and may result in incorrect outputs. Data collection, as defined by Kabir (2016), is a systematic process that involves obtaining and measuring both independent and dependent variables to ensure that the assessment of outcomes, hypotheses, and research questions can be answered.

Data directly relevant to the subject of the study is currently being collected with the goal of gathering all participants' opinions, feelings, attitudes, and behaviours. All respondents will be given a series of standardized questions. In this study, the researcher also adapted a questionnaire to collect primary data on the factors influencing the behavioural intention to apply for OFD services and distributed it to restaurant owners in Batu Pahat, Johor, Malaysia.

3.4.1 Secondary Data Collection Method

Boslaugh (2007) defined secondary data as the dataset does not gather, collected, or obtained by the author himself, in fact it is a dataset that gathered by other individual. Secondary data refers to pre-existing data that is being considered for potential reuse in addressing new research topics that were not the original purpose of collecting the data (Martins *et al.*, 2018). In addition, Ajayi (2023), stated in his research that secondary data refers to data that is obtained by a party unrelated to the research study, for a different purpose and at a previous point in time. In this research, the researchers found and read many sources such as articles, books, and data sets to investigate the factors influencing the behavioral intention to apply for OFD services among restaurant owners located in Batu Pahat, Johor, Malaysia.

3.5 Research Instrumentation

Table 1 *Five Points Likert Scale*

Satisfaction	Likelihood	Level of concern
1. Very Dissatisfied	1. Very unlikely	1. Very unconcerned
2. Dissatisfied	2. Unlikely	2. Unconcerned
3. Neither dissatisfied nor satisfied	3. Neutral	3. Neutral
4. Satisfied	4. Likely	4. Concerned
5. Very satisfied	5. Very likely	5. Very concerned
Agreement	**Frequency**	**Awareness**
1. Strongly disagree	1. Never	1. Very unaware
2. Disagree	2. Rarely	2. Unaware
3. Neither agree nor disagree	3. Sometimes	3. Neither aware nor unaware
4. Agree	4. Often	4. Aware
5. Strongly agree	5. Always	5. Very aware
Familiarity	**Quality**	**Importance**
1. Very unfamiliar	1. Very poor	1. Very unimportant
2. Unfamiliar	2. Poor	2. Unimportant
3. Somewhat familiar	3. Acceptable	3. Neutral
4. Familiar	4. Good	4. Important
5. Very familiar	5. Very good	5. Very important

As shown in Table 1, the questionnaire uses a five-point Likert scale to measure responses for parts A and B, as well as the remaining sub-sections.

Table 2 : *Information that Will Be Asked in The Questionnaires*

Construct	Definition	Test Item	References
Coercive Pressure (CP)	A certain condition in which business environment, particularly customers, forces managers of SMEs in the food business to adopt an online delivery service.	3 (three) items	(Dimaggio & Powell, 1983); (Teo et al., 2003)
Mimetic Pressure (MP)	A certain condition in which successful competitor forces managers of SMEs in the food business to adopt an online delivery service.	3 (three) items	
Normative Pressure (NP)	A certain condition in which a large number of food business forces managers of SMEs in the food business to adopt an online delivery service.	4 (four) items	
Perceived Usefulness (PU)	The level of managers of SMEs in the food business who feel that online delivery service is useful.	3 (three) items	(Davis, 1989);(Nguyen et al., 2016)
Perceived Ease of Use (PEU)	The level of managers of SMEs in the food business who feel that online delivery service is easy to use.	5 (five) items	
Attitude (AT)	Managers' feeling of desiring of SMEs in the food business in using an online delivery service.	4 (four) items	(Park, 2009); (Jan et al., 2012)
Behavioural Intention (BI)	Managers' motivation of SMEs in the food business in using an online delivery service.	3 (three) items	

Table 2 shows how the questionnaire is divided into three sections. Part A contains demographic information, while Part B contains factors that influence the behavioral intention to apply for OFD services, including subsections on coercive pressure, mimetic pressure, normative pressure, perceived usefulness, and perceived ease of use.

3.6 Data Analysis Method

The population for this study is registered food merchants who use the Foodpanda service via the Foodpanda app. According to Foodpanda's official website, (https://www.foodpanda.my/), the company has been actively operating in Malaysia as an intermediary online food delivery platform since 2012, with an estimated 11,000 registered vendors across the country. In other words, the total population is approximately 11,000 managers of SMEs in the food industry. The obtained data is then analysed using the statistical approach PLS-SEM. As a result, Ghozali (2008), proposed a technique for determining how many samples are in PLS-SEM that uses five to ten times the indicators of overall latent variables. At this point, the researcher aimed to get at least 150 respondents in Batu Pahat, Johor, Malaysia.

Meanwhile, the research sampling method used in this study is a non-probability sampling method known as judgement sampling. The research questionnaire was distributed to food merchant managers in Batu Pahat, Johor, via an online questionnaire. That city is classified as a major city in Johor, Malaysia, where the province is experiencing strong economic growth.

3.6.1 Statistical Analysis

In analysing the research framework, the author used Microsoft Excel and Statistical Package for the Social Sciences (SPSS). Its flexibility and its comparatively high statistical power make the SPSS method particularly adequate for applications that aim at prediction or theory building and confirmatory theory testing. Then, the researcher followed a two-step process that involves separate assessments of the measurement models and the structural model (Hair *et al*., 2011). First, because the research's measurement models are reflective, they should be evaluated for reliability and validity. The reliability test is based on the composite reliability score as well as the indicator loading factor.

3.7 Limitation of Study

The purpose of this study was to examine the factors that influence the behavioural intentions of restaurant owners in Batu Pahat, Johor, Malaysia. Nonetheless, the sample size used in this study is insufficient in terms of quantity, resulting in inaccuracy and insufficient correlation between attitude factors (independent variables) and behavioural intention (dependent variable). The reason for such insufficient findings is a lack of human and economic resources, making it difficult to collect data from a larger population of respondents. Furthermore, the scope of this study is limited to restaurant owners and consumers in Batu Pahat, Johor, Malaysia only. If the study subjects were only peoples living in Batu Pahat, Johor, Malaysia, the ability to obtain more precise and reliable results may be limited. Due to the small sample size, this study is only for reference.

Furthermore, surveys may be inaccurate and produce biased results because official institutions rarely verify self-reported data. Determining whether questionnaire answers are correct is difficult because respondents may provide answers based on selective memories, exaggeration, or emotion. This limitation will serve as a foundation for future research in the relevant context. Future researchers on this topic should use a larger population sample to better understand the factors that influence behavioral intention to apply for OFD services in a broader context. Furthermore, researchers must consider the effects of cultural and socioeconomic factors, which will influence restaurant owners' future decision trends and policies.

4. Data Analysis and Findings

The researcher distributed 200 questionnaires to appropriate respondents in Batu Pahat, Johor. Nevertheless, only 180 people were reached and handed in the questionnaires, resulting in a response rate of 90%. The response rate is shown in Table 3below.

Table 3 *Demographic and Response Rate*

Details	Description
Total population in the district	503,400
Expected sample size	200
Questionnaire distributed	200
Questionnaire returned	180

4.1 Demographic Profile

4.1.1 Type of Food Business

Figure 3 shows that the predominant category of respondents is managing restaurants, with 39.4% or 71 respondents, establishing it as the most prevalent type of food enterprise. Cafés are the second largest group, including 31.1% or 56 of the respondents. Food trucks constitute 15.6% or 28 respondents of the business type, whilst home-based food enterprises are the least common, accounting for 13.9% or 25 respondents of the sample. In addition, all participants indicated that they operate their food companies in Batu Pahat, resulting in a uniform distribution of locations. This signifies that the study is geographically concentrated and solely examines the food industry dynamics in Batu Pahat. This is also a mandatory question that the researcher proposes to ensure that the data are relevant to the study.

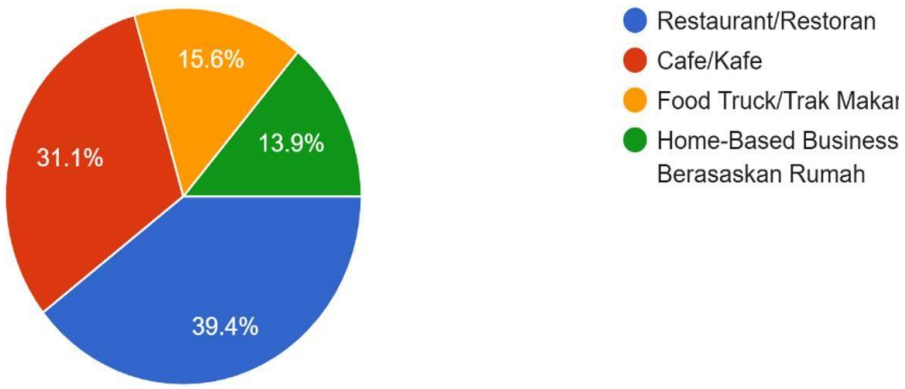

Figure 3 *Type of Food Business*

4.1.2 Business Establishment Period

Figure 4 shows the period of business operations, which indicates that 42.8% or 77 respondents indicated that they had founded their enterprises within the past year, signifying a lot of new participants in the food industry. Enterprises in operation for under five years constituted 21.1% or 38 respondents, whilst 36.1% or 65 respondents have been established for a decade or longer, indicating a blend of emerging and well-established companies.

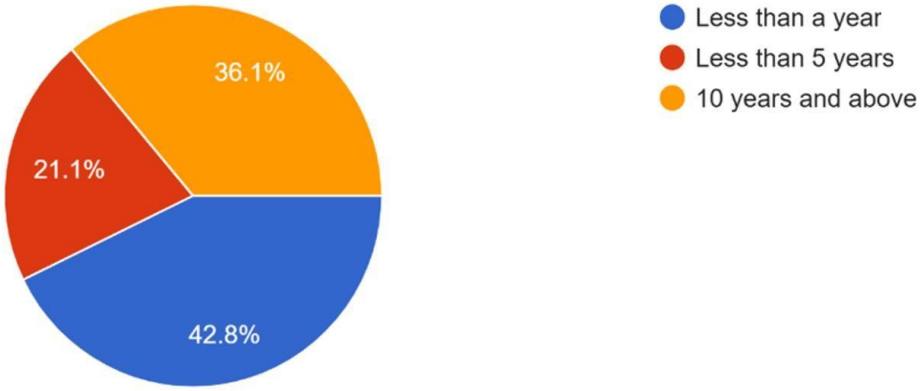

Figure 4 *Business Establishment Period*

4.1.3 Monthly Income

Figure 5 shows the distribution of monthly income levels among businesses. The most significant proportion is 57.2%, or 103 respondents, who earn below RM10,000 monthly, while 26.7% or 48 respondents report incomes below RM5,000. Only 16.1%, or 29 respondents, reported that their businesses have monthly earnings of RM10,000 or above. The chart highlights that most businesses are concentrated in the lower-income categories, with relatively few achieving higher income levels.

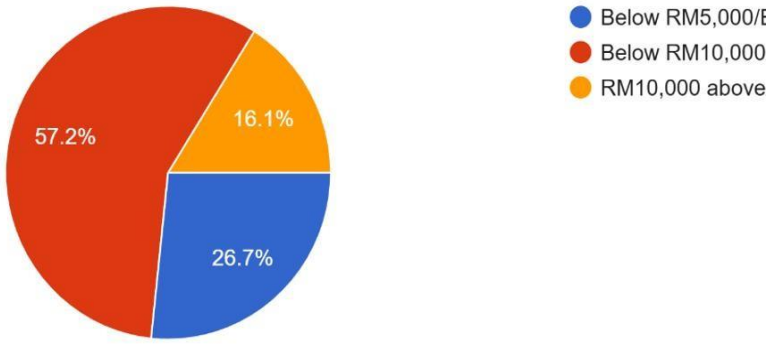

Figure 5 *Monthly Income*

4.2 Cronbach's Alpha Test

Table 4 indicates that all variables exhibited satisfactory Cronbach's alpha values. Cronbach's alpha was utilized to assess the consistency and reliability of the variables. The study assessed the reliability of the constructs based on composite reliability, which should exceed 0.70. According to Hair *et al*., 2011, indicator reliability is based on indicator loadings that should be higher than 0.70. All variables show strong alignment; however, for coercive pressure, Cronbach's alpha was 0.632, or 63.2%, which falls slightly below the common threshold of 0.70. This may indicate that certain items are somewhat correlated but not precisely aligned.

However, according to Ursachi *et al*., (2015) and Taber., (2017), alpha values between 0.6 and 0.7 are acceptable, while values of 0.8 or higher indicate good reliability. Consequently, coercive pressure will continue to be incorporated into the subsequent analysis in conjunction with the other variables. These findings enhance the credibility of the gathered data and endorse the use of the variables in future research and interpretation. The study's conclusions are further supported by precise measurement of the constructs, hence enhancing overall validity and reliability.

Table 4 *Cronbach's Alpha Test*

	Cronbach's Alpha	N-item in scale	Indicator
Independent variable			
Coercive pressure	0.632	2	Questionable
Mimetic pressure	0.837	6	Good
Nornative pressure	0.791	4	Acceptable
Technologu acceptance model (TAM)	0.739	5	Acceptable
Dependent variable			
Behavioral intention to apply food delivery services	0.678	4	Questionable

4.3 Attitude of The Restaurant Owners that Affect Their Behavioural Intention

To determine the attitude towards the behavioral intention of the owner's decision to apply for food delivery services, the researcher has identified 4 factors that contribute to the statistics that evaluate the purpose of this objective. The first factor is coercive pressure, followed by mimetic, normative, and the technology acceptance model (TAM). The mean and the standard deviation of each factor will be determined using Table 5 below.

Table 5 *Descriptive Estimate of Mean Score Value*

Mean score	Interpretation
1.00 – 1.80	Extremely low
1.81 – 2.60	Low
2.61 – 3.40	Moderate
3.41 – 4.20	High
4.21 – 5.00	Extremely high

4.4 Analysis of Respondents' Responses from Questionnaires

This section presents responses from company owners in Batu Pahat regarding survey questions on the variables influencing their attitudes toward their intention to apply food delivery services. Coercive pressure represents the influence exerted by societal punishments that may be imposed if one fails to operate in accordance with laws and regulations. Mimetic pressure refers to the compulsion to emulate the actions of others or to conform to their behaviors. The third aspect is normative pressure, which refers to the tendency to imitate what others do. This may pertain to contemporary values or the societal values of the era. The final aspect, the Technology Acceptance Model (TAM), refers to the information system theory that expresses how consumers accept and utilize technology. In this scenario, it concerns the perceive of use and the perceive of usefulness of the technology. Respondents were given particular questions to investigate their tendency for the factors, and the answers were given using linear scales as shown in Table 6 below.

Table 6 *Likert-type Scale Response*

Scale	Explanation
1	Strongly Disagree
2	Disagree
3	Neutral
4	Agree
5	Strongly agree

4.4.1 Coercive Pressures

The overall mean score for coercive pressure is 2.47 (SD = 1.383), indicating a low influence of coercive factors on the adoption of food delivery services. Specifically, the item related to contractual obligations or franchise requirements has a mean of 2.52 (SD = 1.356), reflecting a slightly higher but still low level of agreement. This suggests that such obligations exert minimal pressure on businesses to adopt food delivery services. The item regarding government mandates shows the lowest mean of 2.42 (SD = 1.410), indicating that regulatory requirements play an even smaller role in influencing adoption decisions. These findings highlight that contractual or regulatory coercive pressures are not significant motivators for businesses to implement food delivery services. Instead, businesses may rely more on other factors, such as customer expectations or competitive considerations.

4.4.2 Mimetic Pressures

The overall mean score for mimetic pressure is 3.35, indicating a moderate influence on the adoption of food delivery services. Items reflecting peer inspiration (mean = 3.38), emulating successful businesses (mean = 3.28), viewing delivery services as an industry standard (mean = 3.28), and observing local competitors offering delivery services (mean = 3.33) all show moderate levels of agreement. These findings suggest that while businesses are somewhat influenced by their peers, competitors, and industry trends, these factors are not the primary drivers of adoption. The strongest influences come from customer expectations (mean = 3.41) and the perceived need to remain competitive in the market (mean = 3.43), both categorized as high. This indicates that businesses are most motivated to adopt food delivery services to meet evolving customer demands and maintain their competitive edge.

4.4.3 Normative Pressures

The overall mean score for normative pressure is 3.26, with a standard variation of 1.365, indicating a moderate influence of industry norms and expectations on the adoption of food delivery services. Items reflecting the perception of food delivery services as a widespread industry trend (mean = 3.23), a standard expectation in the food and beverage industry (mean = 3.28), and concerns about appearing outdated without offering delivery services (mean = 3.22) all fall into the moderate category. These results suggest that businesses recognize the growing normalization of food delivery services within the industry.

The item related to the convenience of food delivery services for businesses has the highest mean (3.29, SD = 1.396), further emphasizing its perceived value. However, while normative pressures are moderate overall, the relatively high standard deviations across items indicate variability in how businesses perceive and respond to these industry norms. These findings suggest that, although industry expectations and trends are important considerations, they may not be the sole drivers of adoption.

4.4.4 Technology Acceptance Model (TAM)

The overall mean score for the Technology Acceptance Model (TAM) is 3.22 (SD = 1.295), indicating a moderate level of acceptance and readiness among businesses to adopt food delivery services. Items reflecting the desire to utilize delivery services to expand business opportunities (mean = 3.14), the ability to reach new potential customers (mean = 3.22), and confidence in staff handling incoming orders (mean = 3.14) all show moderate agreement, highlighting a general but not overwhelming openness to the use of food delivery platforms.

The highest-rated items include the perception that food delivery services improve operational efficiency (mean = 3.31) and the ease of understanding and navigating delivery platform interfaces (mean = 3.28). These

findings suggest that while businesses recognize the technology's practical benefits and user-friendly nature, other factors may moderate their enthusiasm. Overall, TAM-related factors reflect a balanced but cautious acceptance, with businesses acknowledging both the opportunities and challenges associated with food delivery services.

4.4.5 Pearson Correlation

Coercive pressure shows moderate positive correlations with all other factors, suggesting a consistent relationship across constructs. This includes Mimetic (r = 0.30 to 0.47), Normative (r = 0.38 to 0.47), and TAM factors (r = 0.37 to 0.47). These notable relationships indicate that coercive forces, including regulatory or authoritative effects, consistently relate to institutional pressures and the technology acceptance model. Mimetic components display significant inter-correlations (r = 0.39 to 0.55), demonstrating substantial internal consistency within this construct. They demonstrate modest positive associations with Normative (r = 0.39 to 0.58), Coercive (r = 0.30 to 0.47), and TAM variables (r = 0.36 to 0.46). This indicates that mimetic pressures strongly relate to each other and moderately to other constructs, highlighting their shared variance within the construct and external relationships. Normative factors display moderate positive correlations with Mimetic (r = 0.39 to 0.58), Coercive (r = 0.38 to 0.47), and TAM factors (r = 0.35 to 0.48) and are strongly interrelated (r = 0.46 to 0.58).

The central role of normative pressures, such as professional norms and social expectations, in linking institutional pressures with technology acceptance is underscored by these findings. This indicates that normative factors exhibit a strong relationship among themselves and moderate correlations with other factors, indicating alignment with other constructs. TAM factors demonstrate moderate inter-correlations (r = 0.25 to 0.53) and significant positive correlations with Coercive (r = 0.37 to 0.47), Mimetic (r = 0.36 to 0.46), and Normative factors (r = 0.35 to 0.48). This suggests that TAM factors show moderate correlations with other constructs, reflecting their role in connecting institutional pressures to the technology acceptance model.

Table 7 *Pearson Correlation*

Correlations

	1.Coercive	2.Coercive	1.Mimetic	2.Mimetic	3.Mimetic	4.Mimetic	5.Mimetic	6.Mimetic	1.Normative	2.Normative	3.Normative	4.Normative	1.TAM	2.TAM	3.TAM	4.TAM	5.TAM
1.Coercive	1.00																
2.Coercive	.47**	1.00															
1.Mimetic	.30**	.33**	1.00														
2.Mimetic	.44**	.38**	.40**	1.00													
3.Mimetic	.30**	.37**	.48**	.39**	1.00												
4.Mimetic	.39**	.40**	.54**	.31**	.49**	1.00											
5.Mimetic	.38**	.37**	.45**	.50**	.40**	.50**	1.00										
6.Mimetic	.31**	.41**	.54**	.48**	.49**	.48**	.55**	1.00									
1.Normative	.38**	.47**	.44**	.46**	.40**	.43**	.51**	.60**	1.00								
2.Normative	.43**	.37**	.44**	.37**	.39**	.45**	.49**	.47**	.46**	1.00							
3.Normative	.40**	.38**	.41**	.48**	.46**	.52**	.55**	.43**	.46**	.51**	1.00						
4.Normative	.49**	.48**	.47**	.47**	.45**	.48**	.54**	.58**	.58**	.47**	.47**	1.00					
1.TAM	.45**	.44**	.45**	.36**	.39**	.45**	.48**	.50**	.46**	.47**	.47**	.48**	1.00				
2.TAM	.37**	.34**	.49**	.44**	.45**	.47**	.54**	.48**	.48**	.43**	.46**	.46**	.37**	1.00			
3.TAM	.37**	.24**	.42**	.35**	.37**	.38**	.42**	.42**	.39**	.43**	.39**	.46**	.36**	.37**	1.00		
4.TAM	.45**	.37**	.42**	.46**	.33**	.38**	.44**	.42**	.46**	.47**	.42**	.41**	.35**	.42**	.25**	1.00	
5.TAM	.41**	.37**	.39**	.49**	.41**	.45**	.54**	.43**	.43**	.53**	.51**	.49**	.38**	.38**	.40**	.47**	1.00

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

5. Conclusion

The study underscores the pivotal factors influencing the adoption of online food delivery (OFD) services by restaurant owners in Batu Pahat, Johor, with mimetic pressures and TAM-related factors identified as key drivers. It provides actionable insights for restaurant operators, food delivery service providers, and policymakers, emphasizing the importance of adapting to customer expectations and enhancing technological usability. Despite limitations such as sample size and regional focus, the research contributes to theoretical and practical understanding, offering a foundation for future exploration into OFD adoption dynamics and broader technology integration in the industry.

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Conflict of Interest

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

Authors Contribution

The authors confirm contribution to the paper as follows: ***study conception and design****: Ibrahim Othman, Indera Syahrul Mat Radzuan ;* ***data collection****: Ibrahim Othman;* ***analysis and interpretation of results****: Ibrahim Othman and Indera Syahrul Mat Radzuan;* ***draft manuscript preparation****: Ibrahim Othman, Indera Syahrul Mat Radzuan, Zarina Shamsudin, and Nur Yuhanis Ismon. All authors reviewed the results and approved the final version of the manuscript*

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