

E-PROCEEDING HOTWEC 6.0

THE GAME ON 2022:

THE FUTURE IS
BRIGHT

FHPK, UMK

E-PROCEEDING HoTWeC 6.0

**THE GAME ON 2022:
THE FUTURE IS BRIGHT**

**FACUTLY OF HOSPIATLITY, TOURISM AND WELLNESS,
UNIVERSITI MALAYSIA KELANTAN**

Copyright: Faculty of Hospitality, Tourism and Wellness, UMK, 2022

All rights reserved. No part of this publication may be reproduced, stored in production transmitted in any form, whether electronic, mechanical, photocopying, recording or otherwise, without having permission from the Faculty of Hospitality, Tourism and Wellness Universiti Malaysia Kelantan.

Published by: Faculty of Hospitality, Tourism and Wellness Universiti Malaysia Kelantan
Kampung Kota, Pengkalan Chepa Karung Berkunci 36 16100 Kota Bharu, Kelantan

e ISBN 978-967-0021-47-8



Editors

Aifa Rozaini Mohd Radzol, PhD

Ataul Karim Patwary, PhD

Nurul Aziah Binti Ahmad

Nik Alif Amri Bin Nik Hashim, PhD

Factors Influencing Customer Perceived Value to Use Food Delivery Apps in Klang Valley, Malaysia

Norhazlida Zakaria, Norhafizah Rubai, Norhaslina Nordin, Muhammad Saiful Syazwan Shahri & *Nor Maizana Mat Nawi

Faculty of Hospitality Tourism and Wellness, Universiti Malaysia Kelantan

Corresponding email: maizana.mn@umk.edu.my

ABSTRACT

This study examines factors influencing the customer to use food delivery apps in Klang Valley and to find the relationship between convenience, trustworthiness and price on customer perceived value. A survey was conducted using a questionnaire, involving 275 respondents who use food delivery apps. Descriptive and correlation analyses were used to analyse the data obtained. A structured questionnaire will be collected using a Google Form and questionnaire. The data collected will be analysed using Statistical Packages for Social Science Version 12.0 (SPSS Version 12.0) systems, based on descriptive statistics and correlation analysis. In conclusion, all of the independent variables, which are convenience, trustworthiness, and price, that have been studied in this study have a relationship with the dependent variable, customer perceived value, in the use of food delivery apps.

Keywords: *food delivery, customer perceived value, convenience, trustworthiness, price*

INTRODUCTION

Food delivery refers to a company, store or restaurant that uses a courier or runner service to deliver food to customers (Viktor,2021). The food delivery orders are executed through mobile apps, websites, or telephone. Customers who use food delivery app services searched for a favourite restaurant, chose available items, and provided their delivery address (Alom et al., 2019). As a result of advances in modern technology. The development of internet providers and increasing penetration of smartphones have driven the growth of various food delivery apps such as Food Panda, Swiggy, Zomato, and Uber Eats (Ken, 2018).

According to Baidur and Macário (2013), food delivery apps have existed in India since the 1890s, with services like Mumbai dabbawallas. However, the growth of the various online food delivery services in India came about in the 2010s with the emergence of Food Panda, Swiggy, and Domino. Food delivery apps have grown rapidly proliferated, and the competitive dynamics of the food delivery app market have reached its global development (Jeong S, 2016). Besides, the idea of food delivery apps has spread from the United Kingdom (UK) to the United States (US), and food delivery has become a new business model worldwide.

Malaysia also has many consumers using food delivery apps service (Abirami D, 2021). According to Spykerman (2013), the internet penetration rate in Malaysia is 67%. In 2014, the Malaysian 100% home delivery market was worth RM253 million and was expected to grow at 11% per year (Rezaei S, 2017). Online food delivery services have hit essential cities in Malaysia since 2017, such as the Klang Valley, Penang, Melaka, Kuching, Ipoh, and Johor Bahru. There are various food ordering platforms on the market, including FoodPanda, Uber Eats, Grab food, Honestbee, Dahmakan, DeliverEat, Running Man Delivery, Food Ninja and LalaFood. Consumers prefer online food delivery services because of their convenience, trustworthiness, and price (Albatat A. et al., 2019).

This study aims to examine the relationship between food delivery apps towards customer perceived value. This study was also conducted to analyse the independent variables regarding convenience, trustworthiness, and price in food delivery services. There are three objectives of this research:

1. To examine the relationship between convenience and customer perceived value on food delivery apps in Klang Valley, Malaysia.
2. To examine the relationship between trustworthiness and customer perceived value on food delivery apps in Klang Valley, Malaysia.
3. To examine the relationship between price and customer perceived value on food delivery apps in Klang Valley, Malaysia.

Significance of the study

Researcher

The research paper helped the researcher understand and understand the known relationship between convenience, trustworthiness and price towards customer perceived value in Klang Valley. In addition, this study assisted in identifying factors influencing food delivery apps that impact customer perceived value, referring to a few previous studies that have focused on this topic. By relating to this research issue, the researcher may be able to provide the greatest solution or suggestion to solve the problem.

Food Service Industry

The owners may be providing better planning to increase their sales and improve their marketing strategy with the advanced technology in the food industry, which uses food delivery apps to encourage customers to place orders through the apps quickly. In addition, with improvements in online systems in the food service industry which use marketing, sales and others, the owner and customers could improve their skills to use the current facilities, making it simple to make reservations to use the food delivery apps provided. The food service industry's operator was able to respond to consumer expectations and establish an attempt to identify customer perceived value in Klang Valley by achieving customer perceived value. This study also assisted the industry and hospitality players in increasing their sales.

Future Customer

The users understood the known relationship between convenience, trustworthiness and price towards customer perceived value in Klang Valley. The researcher used this knowledge in this study to give some kindness to online food delivery apps organization, especially in Malaysia, because through this study, they were assisted get a lot of information to manage good service for customer satisfaction. This might assist the owner in increasing the quality of customer service, which in turn attracts a large number of users to try out the facilities given access through the app's information.

LITERATURE REVIEW

Food Delivery Apps in Malaysia

The foodservice business improved positively as consumer sophistication and income increased, contributing to a rise in Malaysia's food service sales (Euromonitor, 2010). Per the world Retail and Consumer Study, (2004), street stalls or kiosks dominated in terms of transactions, thanks to the recognition of hawker stalls and food stalls, which are found in both urban and rural areas. The food delivery industry is growing and has a good potential in Malaysia and globally now (Alom et al., 2020). Taste, presentation, textures, colour, warmth, portion size, and entrée complexity are all factors in food attraction. Dietary considerations are becoming increasingly significant in food quality, whether it's low-fat, low-carbohydrate, vegetarian, or vegan meals (Siguaw and Enz, 1999).

Food panda, headquartered in Berlin, Germany, is a global online platform for food delivery (Hassan,2020). In other parts of the world, they are known as "hello food.". Ralf Wenzel, Rohit Chadda, Ben Bauer, and Felix Plog established the food panda group in 2012, and it has expanded since. The services work like Grab food, allowing customers to order menus prepared by any restaurant near the delivery location. Food panda is the first app for

food delivery service in Malaysia since 2012, according to Pang (2017), followed by Deliver Eat, Honest bee, Dahmakan, and others. These apps are aggressive in their attempts to provide users with food delivery services. Customers' orders could be easily determined by observing a mobile application or website. According to Maimaiti, Zhao, Jia, Ru, and Zhu (2018), online food delivery is more convenient and user-friendly than the previous approach. Convenience, a more straightforward menu to organize, and significant savings are the benefits of online purchasing and the causes of the expansion of the food delivery app industry (Gloria, 2015)

Convenience

Convenience is the key motivator in their decision regarding how they spend their time and also their money (Parkard, J et al., 2018). Convenience represents a guarantee to access and use top-quality mobile applications (Liu et al., 2017). For example, net food delivery apps' social media platform gives consumers more alternatives and convenience by allowing them to purchase from a large variety of restaurants with just one click of their smartphone. (Hirschberg et al., 2016). Das (2018) discovered that the most attractive elements are doorstep delivery and convenience, and this is because user convenience would prioritize service quality (Chen et al., 2011).

According to He et al. (2019), a significant food delivery app's benefit comes from food options (VFCs). Cho and Park (2001); Cho et al. (2019), when utilizing food delivery apps, customers may choose between different kinds of food and pick out several vendors at various prices. Customers will get to choose from various flavours from a list of food businesses offered within the e-commerce area at any point (Jayadevan et al., 2019). As a result, consumers choose food delivery apps due to the ordering procedure's efficiency, quickness, and easiness (Verma et al., 2009). Convenience may be a significant success factor for online businesses, according to (Jiang et al., 2013). Every day, consumers can choose from many food suppliers represented on the internet at any time and from any location and to enticed to use food delivery apps frequently due to their convenience (Thamaraiselvan et al., 2019).

Trustworthiness

Trust is additionally characterized as customers' contemplations, sentiments, feelings, or practices once they feel they will rely on the provider (Patrick, 2002; Woon, Kee, Hwee, Lee, & Cheng, 2015; Sinaga et al., 2019). According to Al-Msallam and Alhaddad (2016), trust can directly increase consumer loyalty. When compared to other performance characteristics such as convenience and price, the food delivery app's trustworthiness was perhaps the essential factor for the food delivery apps, as it influences customer behaviours, customer perceived value, and purpose to use the service again (Cho, Bonn, & Li, 2018). As a result, trustworthiness benefits technical acceptability, which leads to consumer loyalty (Winnie, 2014).

According to past literature, user-trustworthiness toward mobile apps increases their decision-making for online shopping, resulting in stronger loyalty to utilizing mobile apps (Nilashi et al., 2015). Trustworthiness was the most effective result for a respondent; they are concerned about the services, trust in the merchandise and services, and the up-to-date equipment to feel comfortable when using the benefit of the food delivery apps within the previous researcher (Azizul et al., 2019). Consumers who lack trust could even be hesitant to online shopping or avoid making transactions online altogether (Isa et al., 2016).

Thus, trust is crucial for both the seller and the patron when conducting an internet transaction (Isa et al., 2016). Cho, Bonn, and Li (2018) came to the same conclusion, stating that trust is essential in influencing the perceived value of food delivery apps. To develop trust in food delivery apps, companies must focus on source credibility, webpage structure, safety, and online payments, among other things (Kedah et al., 2015). " User-trustworthiness can play a crucial role in higher cognitive operation for online shopping, as well as increased loyalty for mobile apps," says the researcher (Cho, Bonn, & Li, 2018).

Price

Price is the amount of cash asked in payment for receiving a decent or service, as well as the sum of the qualities that customers trade for its benefits of getting the product or services (Kotler & Armstrong, 2012; El Husseiny, 2018). The quality (monetary or none) a customer should give forward by exchanging goods or commodities is called price, ; a few of the important crucial elements impacting customers' satisfaction is the value-oriented (PSO), which mainly includes promotions and deals offered by merchants (Nagle et al., 2016; Sabilillah et al., 2021). Price is an essential factor in a customer's purchasing decision (Ali, Amin, & Cobanoglu, 2016; Chiang & Jang, 2007; Ryu & Han, 2010).

According to Ray, A., Dhir, A., Bala, P. K., and Kaur (2019), customers will have better experiences if given coupons, discounts, offers, and other monetary discounts. Their study has revealed that the economic incentives engagement mechanism would be ready to improve the reuse intention of the customer on the mobile food delivery apps. Azizul et al. (2019) have also discovered that food prices best impact the customer perceived value. Other studies have also found that monetary incentives like discounts and special promotions are crucial factors in customer satisfaction with food delivery apps (Ali Abdallah Alalwan, 2020; Kalimuthu & Sabari Ajay, 2020).

The recognition of food delivery apps is fast growing due to a range of perks, including food delivery to customers' doorsteps, a variety of payment choices, and appealing promotions, bonuses, and discount coupons are just a few of the features that consumers can search through virtual retail stores to locate the most straightforward deal (Market Watch, 2019). Morganti et al. (2014) said price, product quality, and repair quality influenced customer satisfaction and decision-making. Price-conscious and value-conscious consumers were defined by Jin and Gu Suh (2005). Price is a vital customer factor in other hospitality contexts, including tour operators (Talwar et al., 2020a, Talwar et al., 2020b; Lien et al., 2015; Agag and El-Masry, 2016). One of the reasons why business owners are apprehensive about subcontracting distribution to third-party online shipping companies is customers' willingness to pay delivery fees (See-Kwong et al., 2017).

Customer Perceived Value

Perceived value is the dependent variable that refers to a customer's perception of a product's services or desirability, especially compared to a competitor's product (Carol, 2020). Customer perceived value refers to "a consumer's overall assessment of the utility of a product based on their perceptions of what is received and what is given" (Zethaml, 2016). According to Carol (2020), perceived value is measured by the price the public is willing to pay for a good or service (Carol M., 2020). Perceived value explains the customer's satisfaction with a service such as a food delivery service. According to Fernandez G et al. (2018), perceived value is an equity theory; it expresses the proportion between provider revenue and consumer input. In this study, researchers agree that the price of certain goods and services influences the value of consumers who use food delivery services.

Research Hypothesis

In this study, the three hypotheses tested are:

- H₁** There is a significant relationship between the convenience of food delivery apps and customer perceived value at Klang Valley
- H₂** There is a significant relationship between the trustworthiness of food delivery apps and customer perceived value at Klang Valley
- H₃** There is a significant relationship between the price of food delivery apps and customer perceived value at Klang Valley

Research Framework

Figure 1 below shows the research framework used for this study.

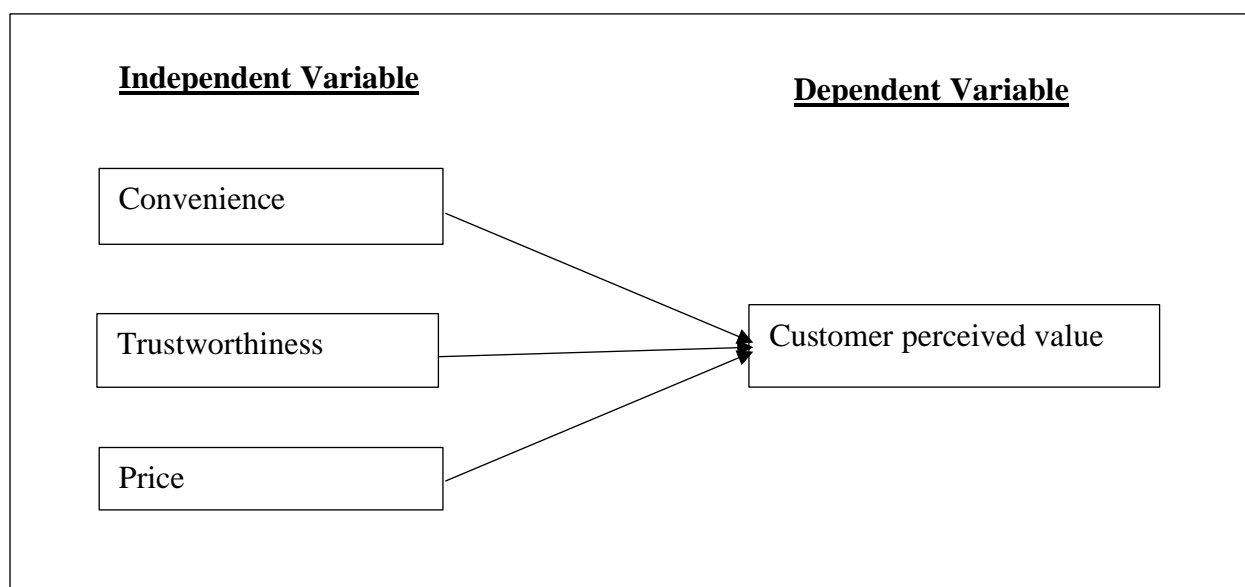


Figure 13: Research Framework

METHODOLOGY

Research Design

The research used a quantitative method to gain data through a questionnaire. The questionnaire was designed in English. There were three sections to the questionnaire: Section A, Section B, and Section C. Section A consists of demographic profile questions such as gender, age, ethnicity, marital status and time a week used food delivery services. Sections B and C on independent variables and dependent variables included 20 items with five-point Likert-scale ranging from 1=strongly disagree to 5=strongly agree. The questions were adopted from previous studies (Vincent et al., (2017), Dr Ahmad AlBattat (2019), Rodney Lim (2021), and Mahmud Hamid (2021)) by measuring customer perceived value to use food delivery apps which include convenience, trustworthiness and price. Therefore, the instrument is considered reliable.

Data Collection

Pilot testing was conducted with 30 respondents in Klang Valley to test the reliability of the study before conducting fieldwork. The fieldwork was then proceeded by distributing questionnaires randomly to 384 target respondents who use food delivery apps in Klang Valley upon consent from respondents. Respondents were required to answer all questions according to the five-point Likert scale. After all, the questionnaire is answered by the respondent; the data is collected. Researchers collected the questionnaires personally from the respondents to secure the information obtained. The final collected questionnaires reported 71.9% of response rate with a total of 276 usable questionnaires.

Sampling

This study was conducted by using simple random sampling as a sampling method to collect the data. It is the simplest form and carrying out without any biasness (Malhotra, 2017). The purpose of simple random sampling is to select the individual sample as the representative of the population. In brief, the sample size would be 384 persons based on the rule of thumb proposed by George& M (2017).

Data Analysis

SPSS statistic version 26.0 was used to analyse the quantitative data collected from the respondent. Frequency analysis is used to analyse the data on respondents' demographic profiles. Descriptive analysis was employed to identify and examine customer perceived value on food delivery apps. Person's Correlation was adopted to examine the relationship between convenience, trustworthiness and price on customer perceived value in the use of food delivery apps. Findings with a p-value of less than the conventional value of 0.05 were regarded as statistically significant, and the hypotheses can be accepted.

FINDINGS

Result of Frequency Analysis

Table 50: Frequency Analysis

Characteristic	Frequency	Percentage
Gender		
Male	93	33.7
Female	183	66.3
Status Marital		
Single	204	73.9
Married	72	26.1
Ethnicity		
Malay	151	54.7
Chinese	45	16.3
Indian	38	13.8
Other	42	15.2
Age		
Below 20	42	15.2
20-29	164	59.4
30-39	39	14.1
40-49	26	9.4
50 and above	5	1.8
How many times per week did you order food from a delivery service?		
1-4 times	174	63.0

5-7 times	86	31.2
More than 7 times	16	5.8

Table 1 shows the characterization of respondents. 93 out of 276 respondents are male, representing 33.7%, while 183 respondents are female, representing 66.3%. 73.9% of the respondents were single, and only 26.1% were married. The majority of the respondents were Malay which is 54.7%. While for the Chinese respondents only 16.3%, 13.8% of the respondents were Indian and the other 15.2%. 15.2% aged below 20 years old, 59.4% of the respondents aged between 20 to 29 years old, 14.1% of the respondents aged between 30 to 39 years old, 9.4% of the respondents aged between 40 to 49 years old and only 1.8% of the respondents were aged 50 years old and above. In addition, 63.0% of the respondents used the delivery app food service 1 to 4 times a week, 31.2% of the respondents used the delivery app 5 to 7 times weekly, while 5.8% of respondents used it more than seven times weekly.

Result of Descriptive Analysis

Table 51: Descriptive Analysis

Variable	Items	Mean Scored	Standard Deviation
Convenience	Using the food delivery apps would be convenient for me.	4.30	1.004
	The food delivery apps would allow me to order food from any place.	4.25	1.019
	Food delivery apps would allow me to order food any time.	4.31	0.983
	I would find it easy to become skilful at navigating through online food delivery services web pages.	4.21	0.946
	I would find interaction through online food delivery services web pages clear and understandable that.	4.20	0.998
	Trustworthiness	I trust the food delivery apps.	4.13
The information provided by the food delivery apps is reliable.		4.14	0.991
I felt secure in ordering food through the food delivery apps.		4.12	0.994
Using food delivery apps presents the information in an appropriate format.		4.21	0.956
Using food delivery apps provides information at the right level of detail.		4.19	0.985
Price	When I order food through the delivery apps the food is reasonably priced.	4.14	1.077
	When I order food through the food delivery apps, the food is a good product for the price.	3.95	1.002
	I like to search for cheap food deals in different online food retailer's websites.	4.28	1.015
	When I order food through the delivery apps, the food is economical.	4.10	0.986
	Online food retailer offers better value for my money.	4.22	0.945

Customer Perceived Value	Using a food delivery apps is worthy for me to devote my time and efforts.	4.34	0.960
	Compared with conventional food purchasing ways, it is wise to use the food delivery apps.	4.11	0.889
	I feel I am getting good food product with a reasonable price when I use the food delivery apps.	4.20	0.975
	I feel relaxed in receiving delivery service of online purchase.	4.21	0.961

“Convenience” scored the highest (mean = 4.25, SD = 4.404), indicating that convenience determined customer perceived value since respondents agreed with most of the items. Respondents agreed that using the food delivery apps would be convenient for me (mean = 4.30, SD = 1.004). The respondents agreed that the food delivery apps would allow me to order food from any place (mean = 4.25, SD = 1.019), and food delivery apps would allow me to order food at any time (mean = 4.31, SD = 0.983). Meanwhile, I would find it easy to become skilful at navigating through online food delivery services web pages (mean = 4.21, SD = 0.946), and I would find interaction through online food delivery services web pages clear and understandable, scoring the lowest (mean = 4.20, SD = 0.998).

“Trustworthiness” scored second (mean = 4.16, SD = 4.395). Respondents agreed using food delivery apps presents the information in an appropriate format and scored the highest (mean = 4.21, SD = 0.956). The respondents agreed that using food delivery apps provides information at the right level of detail (mean = 4.19, SD = 0.985) and information provided by the food delivery apps is reliable (mean = 4.14, SD = 0.991). Meanwhile, I trusted the food delivery apps (mean = 4.13, SD = 1.063), and I felt secure in ordering food through the food delivery apps that were the lowest (mean = 4.12, SD = 0.994).

“Price” scored the lowest among the variables (mean = 4.14, SD = 4.294). Specifically, respondents slightly agreed that when I order food through the delivery apps, the food is reasonably priced (mean = 4.14, SD = 1.077), and when I order food through the food delivery apps, the food is a good product for the price scored the lowest (mean = 3.95, SD = 1.002). Next, the respondent agreed that I like to search for cheap food deals on different online food retailer’s websites and scored the highest (mean = 4.28, SD = 1.015). Respondent agreed that when I order food through the delivery apps, the food is economical (mean = 4.10, SD = 0.986), and Online food retailer offers better value for my money (mean = 4.22, SD = 0.945).

The dependent variable – customer perceived value scored (mean = 4.22, SD = 4.124). Respondents strongly agreed that Using a food delivery app is worth for me to devote my time and efforts scored the highest (mean = 4.34, SD = 0.960), and the lowest score was compared with conventional food purchasing ways. It is wise to use the food delivery apps (mean = 4.11, SD = 0.889). I feel I am getting good food products at a reasonable price when I use the food delivery apps (mean = 4.20, SD = 0.975), and I feel relaxed in receiving delivery service of online purchase (mean = 4.21, SD = 0.961).

Result of Reliability Analysis

Table 4 below shows the result of the reliability analysis

Table 52: Reliability Analysis

Variables	Number of Item	Cronbach Alpha
Convenience	5	0.934
Trustworthiness	5	0.928
Price	5	0.907
Customer Perceived Value	5	0.923

Table 4 shows the reliability analysis of the three variables of customer perceived value. The reliability Cronbach's alpha coefficient value for convenience (0.934), trustworthiness (0.928) and price (0.907) is scored highest, which indicates a very excellent level of reliability. However, customer perceived value also gained (0.923), which indicates questionable.

Result of Pearson Correlation Analysis

Table 4 shows the result of the Pearson correlation analysis

Table 53: Pearson Correlation Analysis

Hypothesis	P. Value	Result (Supported / Not Supported)
H₁ : There is a significant relationship between the convenience of food delivery apps and customer perceived value at Klang Valley.	0.889	H ₁ is supported
H₂ : There is a significant relationship between the trustworthiness of food delivery apps and customer perceived value at Klang Valley.	0.869	H ₂ is supported
H₃ : There is a significant relationship between the price of food delivery apps and customer perceived value at Klang Valley.	0.854	H ₃ is supported

Table 3 indicates that convenience and customer perceived value 0.889, which indicated a strong linear relationship. Following trustworthiness and customer perceived value showed 0.869, indicating also a strong linear relationship. Meanwhile, price and customer perceived value 0.854, indicating the same strong linear relationship. All three variables positively correlated to customer perceived value and were significant since $p < 0.09$.

H₁: There is a significant relationship between the convenience of food delivery apps and customer perceived value at Klang Valley.

The current study is similar to previous research that mentioned clients prefer online ordering since it gives them more control and convenience, which leads to increased satisfaction (Jeneefa & Rajalakshmy, 2020). The convenience of online shopping might lower non-monetary costs such as time, energy, and effort spent purchasing goods or services (Zeithaml, 1988).

H₂: There is a significant relationship between the trustworthiness of food delivery apps and customer perceived value at Klang Valley.

Previous research supports this assumption from Zhang et.al (2016). The growing practice of manipulating online material threatens the value of online sites by compromising their trustworthiness as a source of essential product and service decision-making. The relationship of confidence and loyalty between consumers and their influencers was observed to have a positive impact on the durability of the relationships between followers and influencers, sales, and brand recognition (Munnuka et al, 2016).

H₃: There is a significant relationship between the price of food delivery apps and customer perceived value at Klang Valley.

Here is evidence from previous studies to recalibrate the above statement. According to El-Adly & Eid (2015), customers perceive value as a multidimensional construct focusing only on cost, price, or money. Taxes and different contracts can see as capacities with numerous information sources; the result is a current or future price (Cho et al., 2019)

DISCUSSION AND RECOMMENDATION

Several challenges and limitations faced in the study and to be highlighted for future research purposes. The limitation of the study the limitation encountered in pursuing this study is time constraints because the time given for finishing this study is short. Furthermore, limitations for

this study also make it difficult to find the right time to initially distribute group discussion with the current problem of Covid-19, but also get the proper response from our group members.

Next limitation in this study is the problem for researchers to complete the study as soon as possible and to wait longer to collect information from the respondent. The required number of responders is 384, but the time given is limited because some respondents did not respond or cooperate in answering the questions. Therefore, our group members worked hard to spread the questionnaires through all social media platforms and too many contacts to suffice the required number of respondents.

There are numerous suggestions for future studies that researchers can investigate. Although methodologically challenging, longer-term studies that sought to answer the research question "What is the relationship between the convenience, trustworthiness, and price of food delivery apps and customer perceived value?" would be highly beneficial. The end of this study will benefit the customer's perceived value to use food delivery apps in Klang Valley, Malaysia. According to M. Cho, A. Bonn, J. Li (2019), another recent study emphasized the significance of improving a vital set of smartphone app performance criteria able to represent 'convenience,' 'design,' and 'trustworthiness' in order to improve user-friendliness. Three factors influence customers to use a food delivery app: convenience, trustworthiness and price. As a result, if all customer expectations for this application are met, they will continue to use it, influencing other customers to do the same.

CONCLUSION

This final chapter has had the entire decision and mentions the findings of factors influencing the value of customer perception to use food delivery applications in Klang Valley, Malaysia. Once the data was collected, the study's objectives were met, the research questions were answered, and the hypotheses were validated and accepted in this study based on an analysis of 276 usable questionnaires. Ultimately, the relationships between convenience, trustworthiness, and price on food delivery apps in Klang Valley are incredibly positive and strong. The relationship between convenience and food delivery app was positively significant, the highest compared to trustworthiness and price. Even though the significant relationship between price on food delivery app was lowest, but the result was also being the positive strong relationship. The study successfully found that more than half of respondents regarded convenience as the most important factor influencing customers' perceived value of using food delivery apps. At the same time, price played the least important role in determining the influence customers' perceived value of using food delivery apps.

REFERENCES

- Azizul, J., Albattat, A., Ahmad Shahrman, I., & Irfan, K. F. (2019). The relationship between food delivery apps attributes towards customer perceived value among young working adults in Shah Alam. *International Journal of Scientific and Technology Research*, 8(11), 2478–2482.
- Bates, S., Bates, S., Reeve, B., & Trevena, H. (2020). A narrative review of online food delivery in Australia: Challenges and opportunities for public health nutrition policy. *Public Health Nutrition*, 5. <https://doi.org/10.1017/S1368980020000701>
- Cho, M., Bonn, M. A., & Li, J. (Justin). (2019). Differences in perceptions about food delivery apps between single-person and multi-person households. *International Journal of Hospitality Management*, 77(June), 108–116. <https://doi.org/10.1016/j.ijhm.2018.06.019>
- Cho, M., Bonn, M. A., & Li, J. J. (2019). Differences in perceptions about food delivery apps between singleperson and multi-person households. *International Journal of Hospitality Management*, 77, 108-116 <https://doi.org/10.1016/j.jretconser.2016.12.013>

- El-Adly, M. I. (2019). Modelling the relationship between hotel perceived value, customer satisfaction, and customer loyalty. *Journal of Retailing and Consumer Services*, 50(xxxx), 322–332. <https://doi.org/10.1016/j.jretconser.2018.07.007>
- J.M. (2016, May). *Credibility of a peer endorser and advertising effectiveness*. https://www.researchgate.net/publication/303291275_Credibility_of_a_peer_endorser_and_advertising_effectiveness. Retrieved May 2016, from https://www.researchgate.net/publication/303291275_Credibility_of_a_peer_endorser_and_advertising_effectiveness
- He, Z., Han, G., Cheng, T. C. E., Fan, B., & Dong, J. (2019). Evolutionary food quality and location strategies for restaurants in competitive online-to-offline food ordering and delivery markets: An agent-based approach. *International Journal of Production Economics*, 215, 61–72. <https://doi.org/10.1016/j.ijpe.2018.05.008>
- Johns, Nick, Pine, Ray (2002). Consumer behaviour in the food service industry: A review. *International Journal of Hospitality Management* 21(2) 119-134.
- Ling, G. M., Tiep, H. S., & Er, N. Z. (2021). Customer Satisfaction towards Mobile Food Delivery Apps during Covid-19 Pandemic. *GATR Journal of Management and Marketing Review*, 6(3), 191–201. [https://doi.org/10.35609/jmmr.2021.6.3\(5\)](https://doi.org/10.35609/jmmr.2021.6.3(5))
- T.Lau, D. Ng (2019). Online Food Delivery Services: Making Food Delivery the New Normal. *Journal of Marketing Advances and Practices* 1:(17).
- Yeo, V. C. S., Goh, S. K., & Rezaei, S. (2017). Consumer experiences, attitude and behavioral intention toward online food delivery (OFD) services. *Journal of Retailing and Consumer Services*, 35(July 2016), 150–162.
- Zhao, Y., & Bacao, F. (2020). What factors determining customer continuingly using food delivery apps during 2019 novel coronavirus pandemic period? *International Journal of Hospitality Management*, 91(March), 102683. <https://doi.org/10.1016/j.ijhm.2020.102683>

The influence of service quality towards Airbnb customer satisfaction in Klang Valley, Malaysia

Muhammad Syazwan Awang Hussin, Norsabrina Badrul Hisham, Norsyafiqah Nasaruddin, Norsyahira Yahya, &*Nor Maizana Binti Mat Nawi

*Faculty of Hospitality, Tourism and Wellness, Universiti Malaysia Kelantan
Corresponding email: maizana.mn@umk.edu.my*

ABSTRACT

The study examines customer satisfaction towards Airbnb in Klang Valley and finds out the relationship between reliability, assurance, tangible responsiveness and empathy on customer satisfaction with Airbnb. Descriptive and correlation analysis were used to analyse the data obtained. Finding revealed that the five variables are significantly related to customer satisfaction with tangible showed the strongest relationship while reliability was the weakest relationship on customer satisfaction. The results are in line with previous research whereby assurance, responsiveness and empathy are essential determinants affecting customer satisfaction. Implications and recommendations were provided for future researchers in line with the study.

Keywords: customer satisfaction, assurance, tangible, reliability, responsiveness and empathy

INTRODUCTION

The accommodation industry is a crucial component of tourism. (AJ Veal et al., 2015). Tourists desire to receive a local cultural experience that they cannot get from superficial tour packages. Hence homestay has always been considered immersive tourism rather than merely visiting a destination (N.A. Ahmed et al., 2014), (Sin, 2009). One of the accommodations nowadays is Airbnb trends has growth in Malaysia. Over the previous decade, the sharing economy has become increasingly important globally. Since its launch in 2008, Airbnb significantly impacted the hotel business (Ert et al., 2016; Oskam & Boswijk, 2016). Airbnb now operates in over 5,600,000 places worldwide (Brian Chesky, 2021), with over 1 billion tourists staying in Airbnb accommodations in 2021, about 22% more than Hilton Worldwide (Price Waterhouse Coopers, 2021).

Malaysia is where the progressive spread of internet booking is a trend in the tourism industry (Bhatiasevi & Yoopetch, 2015). Travellers from 78 countries have used Airbnb to book rooms in Malaysia, according to Razli et al. (2017). The population of Malaysia is 147 million people (Malaysia Department of Statistics, 2021). In 2010, about 20% of all international visitors were under the age of 20. Malaysia's National Youth Development Policy, passed in 1997, applies to people aged 15 to 40. (2020) Azhar et al.

Airbnb rental platform is a brand that has emerged in recent years due to technological advancements that have disrupted the old way of people reserving accommodations. Airbnb is often regarded as the most successful peer-to-peer model for the two hotel businesses, owing to its excellent reputation worldwide. (S. Q. Liu and A. S. Matilla, Int. J. 2017). With around 32,000 daily listings, Airbnb climbed by over 137% in Malaysia throughout the year, making it the most in the Asian region (The Star Online, 2018).

Popular tourist destinations such as Kuala Lumpur, Penang, Port Dickson, and Ipoh all have Airbnb. (2020, Al Sadat Zyed et al.) Airbnb is a service provider. Service quality is a critical aspect of an organization's success since it is highly linked to customer happiness, especially in the service business. Service quality is described as how well a service meets a customer's satisfaction and criteria, demonstrating the term's versatility, which is highly reliant on the context (Alom et al., 2019). In a market where competition is fierce, service quality is one of the most critical requirements for hoteliers to preserve their competitive advantage and acquire

consumers' trust (Chen and Chen, 2014). Since the 1980s, various scholars have been interested in analysing service quality because of its importance to organisational effectiveness (Greenrooms, 1982; Zeithaml et al., 1993). This study aims to provide insight into customer satisfaction with Airbnb in Klang Valley. Those study findings are important since Airbnb is growing in the cities. However, this study emphasizes the determinants influencing customer satisfaction to Airbnb in the scope of selected areas in Kuala Lumpur. There are five objectives of this research:

1. To examine the relationship between reliability and customer satisfaction Airbnb service quality
2. To examine the relationship assurance and customer satisfaction on Airbnb service quality
3. To examine the relationship between tangible and customer satisfaction on Airbnb service quality
4. To examine the relationship between empathy and customer satisfaction on Airbnb service quality.
5. To examine the relationship between responsiveness and customer satisfaction on Airbnb service quality.

Significance of the Study

Researcher

The paper helped the researchers explore and discover critical aspects on how reliability, assurance, tangible, responsiveness and empathy determine customer satisfaction on Airbnb in Klang Valley, Kuala Lumpur that past research have not discovered. Future scholars may provide ideas and assumptions to fix this challenge by referring to this research issue.

Hospitality industry

The research paper provides insights into the industry on customer satisfaction with Airbnb in Kuala Lumpur. The hospitality manager will change service quality to further strengthen and improve service quality of reliability, assurance, tangible, responsiveness and empathy to more strategic and good.

To future customer

Customers have complete control over their data, which they may access at any time and from any location. The increased internet usage to shop, research, and make purchases emphasizes the importance of speed and connectivity in consumer satisfaction and service expectations. Consumers are growing savvier, with the gap between the skilled seller and the knowledgeable buyer narrowing. Hotel visitors return to the same hotel and suggest it to others, depending on their degree of happiness, resulting in a rise in revenue for the hotel. As a result, any study should focus on service quality, as practically all businesses strive to improve their service quality to increase customer satisfaction.

LITERATURE REVIEW

Overview of accommodation Industry in Malaysia

Any tourism product's key component is accommodation (AJ Veal et al., 2015). The quality of available lodging is a central deciding element in choosing a trip. While typical lodgings such as hotels provide a consistent experience regardless of location, a Homestay gives individualized services with an authentic local touch (Gunasekaran N, 2012). Homestay is a type of tourism that allows visitors to better understand the destination's culture and lifestyle (Biswakarma, 2015). According to Beard (2014), various arguments are utilized to highlight the importance of customer satisfaction since a satisfied client has a higher probability of repurchasing. According to Radder and Yi (2006), guesthouses are cheaper than hotels. The services of a guesthouse include a kitchen, a sitting room and washing and drying facilities (Malhotra, 2014). One of the accommodations nowadays is Airbnb trends has growth in Malaysia. Airbnb (Guttentag, 2015) is one of the most well-known and much-debated examples

of this phenomenon, with over 3 million listings in 65,000 cities across 191 countries, facilitating an average of 500,000 stays per night and having been used by over 150 million guests since its founding in 2008. Trustworthy persons to be allowed permission to book (Karlsson et al., 2017). Indeed, depending on their location and apartment type, Airbnb hosts can make a lot of money by renting out a shared room, a private room, or their entire apartment for a few days, weeks, or even months (Jung et al., 2016). The ability of hosts to generate income is dependent on how much demand they can attract at a given price. Trust is, therefore, essential in order to convert an interested user's attention into a concrete booking request (Gebbia, 2016; Hawlitschek, Teubner, and Weinhardt, 2016).

Assurance

Assurance of service quality is described as whether or not the service providers have awareness and civility when providing faith and self-belief services to their potential clients (Bharwana et al., 2013). Competence, courtesy, credibility, and security are the four components of assurance (Bharwana et al., 2013). According to Francois (2012), assurance relates to how service providers may create trust and confidence in their clients while providing services. To increase overall customer satisfaction in the Airbnb industry, service providers must have a variety of skills, including providing courteous service, having a broad range of relevant knowledge about Airbnb, and the ability to make guests feel safe and secure while staying in the Airbnb (Ahmad et al., 2018). As a result, manager Airbnb must provide proper training to all service providers to ensure their credibility and believability to entice guests to return. (Eshetie et al., 2016). When using Airbnb's many services, customers must feel safe and secure and want to feel safe during their stay (Anwar & Louis, 2017). Staff at Airbnb must be consistently pleasant and friendly with customers. The Airbnb provides a safe environment to stay in; Airbnb also keeps customers up to date on service quality (Bayad Jamal Ali, 2021).

Tangible

Tangibility, according to (Abdullah et al., 2017), refers to the cleanliness of the rooms, restaurants, and other locations, as well as the clean and proper uniforms worn by personnel, the use of disposable gloves, and so on. The look of physical factors such as the apparatus and facilities given by a service firm are characterized as tangibility of service excellence. It also refers to the service providers' appearance when serving potential customers (Alhkami & Alarussi, 2016). The visual appearance of the customer service workers is also considered tangibility (Mukhles Al 24 Ababneh, 2016). In reality, Airbnb managers must nurture tangible service quality traits to ensure that the dimension of tangibility enables them to meet or even surpass clients' expectations (Rao & Sahu, 2013). The AIRBNB features modern-looking equipment, clean and comfy rooms, a swimming pool, sauna, health club, and fire safety facilities and instructions, to name a few practical examples (Bayad Jamal Ali et al.). Because service providers commonly use tangibles to reinforce their reputation, provide consistency, and convey quality to clients, most businesses combine tangibles with other tangibles to build a service quality strategy for the company (Anwar & Balcioglu). In fact, people living in urban areas (UK) are more likely to produce higher quantities of food waste than people living in rural areas (India) but mostly kids had to generate minimum food waste. Focusing on socio-economic status and standards of living, it was found that highly educated individuals with higher disposable income as well as higher income families waste more than poorer households. In contrast, other researchers found little or no correlation between income and food waste (Secondi et al., 2015). People living in urban areas have great jobs, and high incomes that tend to be indifferent and also have an attitude of extravagant buying. Instead, people living in rural areas are more concerned and have awareness about food waste which helps them to produce less food waste.

Reliability

The ability of service providers to provide and deliver the proper and appropriate services promptly is referred to as service quality reliability (Bharwana, Bashir & Mohsin, 2013). According to Bucak (2014), reliability is also known as trustworthiness, and it indicates the trustworthy and correct services that a services organization provides to its potential clients. The definition of reliability is the stability of measurement instruments; different measurements produce the same results (Janet mc coll- Kennedy & Ursula Schneider, 2000). The Airbnb policies must be improved to ensure that service providers can consistently provide the promised service to potential clients while visiting the Airbnb (Wang'ombe & Ngige, 2016). In reality, reliability is linked to customer satisfaction because it is an efficient strategy to boost customer happiness when service providers are dependable in providing relevant solutions constantly (Eshetic et al., 2016).

Responsiveness

The responsiveness of a service provider to rapidly assist its potential customers demonstrates the responsiveness of service quality (Alhkami & Alarussi, 2016). It is an important factor that will negatively impact customer satisfaction because most customers prefer quick service over sluggish service (Virgillito, 2016). In general, responsiveness focuses on how service providers enable customers' complaints and problems to be resolved quickly (Chamber 2014). In the Airbnb industry, service providers should always be found and available to provide personalized or individualized attention to each guest as much as possible; they should also be required to have enough knowledge and abilities to provide relevant information to guest whenever they are needed. (Ahmad & Papastathopoulos). Responsiveness is one of the most important service quality factors closely associated with service providers because they can tell whether a service company succeeds or fails when solving a customer's problem or query.

Empathy

Empathy is paying close attention to consumers to provide compassionate and distinctive service (MM Kobiruzzaman, 2015). Accessibility, communication, and understanding of the clients are three different components of empathy in service quality (Lovelock & Wirtz, 2011). Service providers develop their attempts to recognize consumers' requests and requirements is related to customer comprehension (Jasinskas, Streimikiene, Svagzdiene & Simanavicius, 2016). Then, the manager of Airbnb should organize specific courses for their service providers to ensure that they can improve their communication skills when dealing with clients (Rau & Sahu, 2013). As a result, discovered that to achieve high customer satisfaction, hotels must strategically choose their location, train their service providers to deliver an effective communication process, and ensure they are well-equipped to understand and fulfil the customers' needs and wants.

Customer satisfaction

Customer satisfaction is sometimes regarded as a critical issue that every organisation, particularly those in the service industry, should carefully consider because it indicates an effective strategy for improving service quality and sustaining customer loyalty in today's highly competitive analysis (Awwad, 2012; Alhkami & Alarussi, 2016). In today's sector, winning entails more than just creating goods; it also entails providing more excellent value to target customers than competitors. Customer feedback on the satisfaction they obtain from consuming the products will determine if a business provides quality services or not. Because better levels of quality lead to increased consumer satisfaction (Kotler & Keller, 2009).

Research Hypothesis

The literature review highlighted that independent variables like attitude and value of awareness do affect household food waste in Malaysia. Therefore, the study planned to examine 114 the level of effect among these variables. Based on the literature discussed, the hypotheses of this study were summarized in the following manner:

- H₁** There is significant relationship between Assurance and customer satisfaction.
- H₂** There is significant relationship between reliability and customer satisfaction.
- H₃** There is significant relationship between responsiveness and customer satisfaction.
- H₄** There is significant relationship between tangible and customer satisfaction.
- H₅** There is significant relationship between empathy and customer satisfaction.

Research Framework

Figure 1 below shows the research framework used for this study

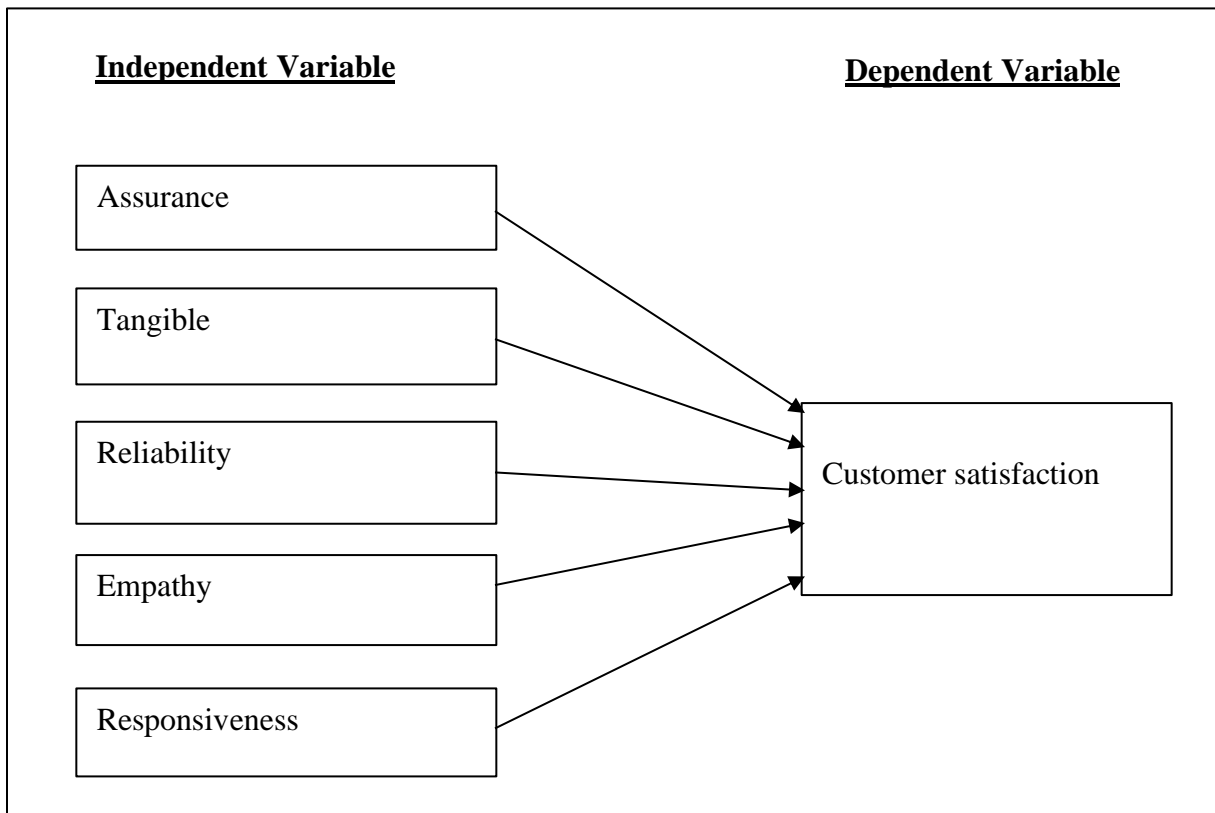


Figure 1: Research Framework adopted from Bayad Jamal Ali et.al (2021)

METHODOLOGY

Research Design

In this research, the survey will conduct by online internet survey. The advantages of internet online survey are cost saving, easy editing/ analysis, faster transmission time and access to unique populations (Kevin B.wright, 2006). The questionnaire contains a demographic section with multiple choices answers. The respondents must have to choose the determiniant choices. On the google form, several sections are related to the impact on individuals and companies, Factors, and so on that need to be answered by the selected Airbnb customers. The google form has one to five options for answers. The first is firmly disagree until five, which is strongly agree. The selected employee only needs to choose one answer. The questions given are straightforward to understand, and concise.

Data Collection

The researcher will collect this study using a questionnaire and secondary data. A questionnaire is a set of questions or prompts used to gather information from a respondent (Kumar, Talib & Ramayah, 2013). The survey will be divided into three sections: section a, section B, and section C. All information will be given to Airbnb customers in Malaysia. The respondents will be given the questionnaire in English and Malay. Before distributing the questionnaire, the researcher would go throughout Kuala Lumpur collecting data by first obtaining consent from the target respondent. The data will be collected after the respondent has completed all 25 questions on the questionnaire.

Sampling

In this study, a non-probability sampling technique which is convenience sampling, was selected due to the current situation. Convenience sampling is a technique where samples are selected from the population as it is conveniently available (Khalid et al., 2012). Respondents in the target group are Malaysians who use Airbnb. The questionnaire was designed using Google Forms and distributed across social media, namely WhatsApp, Instagram, Twitter, and Facebook. By using Google Forms and social media, researchers can get more respondents.

Data Analysis

The quantitative data collected from respondents were analysed using SPSS version 26.0. The data on the demographic profile of respondents is being analysed using frequency analysis. Customer satisfaction with Airbnb service quality was identified and examined using descriptive analysis, and Pearson's Correlation was used to investigate the relationship between food reliability, assurance, palpability, empathy, and responsiveness to customer happiness on Airbnb service quality. Findings with a p-value less than or equal to 0.05 were considered statistically significant, and the hypotheses were accepted.

FINDINGS

Result of Frequency Analysis

Table 1: Demographic Respondent

Respondent profile	Classification	Frequency n=365	Percentage (%)
Gender	Female	222	60.8
	Male	143	39.2
Age	Below 20	43	11.8
	21-30	308	84.4
	31-40	12	3.3
	Above 40	2	0.5
Race	Malay	336	92.1
	Chinese	15	4.1
	Indian	12	3.3
	Other	2	0.5
Status	Student	249	68.2
	Employee	100	27.4
	Unemployed	16	4.4
Income	Below RM1000	275	75.3
	RM1001-RM2000	63	17.3
	RM2001-RM3000	27	7.4

Table 1 shows the characterization of respondents. 143 out of 365 respondents are male, represented 39.2%, while 143 respondents are female, representing 60.8%. Next, 11.89% of the respondents are below 20 years old, 84.4% of the respondents are between 21 to 30 years old, 3.3% of the respondents are between 31 to 40 years old, and only 0.5% of the respondents were aged 40 years old and above. The most famous race of respondents is Malay with 92.1%, followed by Chinese with 4.1%, Indian with 3.3% and others with 0.5%. 68.2% of the total respondents were student students remaining represented by both employees and non-employees. In addition, most respondents earned below RM1,000 monthly 75.3%, followed by the income of RM1001-RM2,000 with 17.3%, and RM2,001-RM3,000 with 7.4%.

Result of Descriptive Analysis

Table 2: Descriptive Analysis

Variables	Statement	n	mean	SD
Assurance	The property and its facilities have operating hours convenient to all their guest.	36 5	5.8521	1.02712
	It is easy to access to the property (transportation, car parking area, etc).	36 5	5.7205	1.06840
	Staff at the Airbnb are consistently courteous and friendly with customer.	36 5	5.7041	1.02180
	Airbnb area providing a safe and secure place.	36 5	5.6795	1.07863
	The capability of service providers to provide and deliver the relevant and correct service within a promised way	36 5	5.7699	1.06217
Tangible	The atmosphere and equipment are comfortable and appropriate for purpose to stay (beds, chair, room, etc, comfortable, clean and tranquil)	36 5	5.8521	1.02712
	The equipment of the property works properly without causing breakdowns.	36 5	5.7205	1.06840
	The Airbnb host provides the services.	36 5	5.7041	1.02180
	The Airbnb host provides the services at the time it promises to do so.	36 5	5.6795	1.07863
	Food and beverage served are hygienic. Adequate and sufficient. (Soap, shampoo, towel etc).	36 5	5.7699	1.06217
Reliability	Staff of the hotel able to provide service as promised.	36 5	5.5863	1.07485
	Staff of the hotel are dependable in handling customers' service problem.	36 5	5.5260	1.14475

Empathy	The hotel keeps customers informed of the performance of service.	36 5	5.4411	1.24696
	The service providers enable to consistently deliver a promised to its potential guests while visiting the Airbnb.	36 5	5.5562	1.09957
	The service providers are trustworthy to provide relevant responses consistently	36 5	5.5671	1.11632
	The Airbnb gives its customers individualized attention.	36 5	5.6438	1.05312
	Staff of the Airbnb understand the specific needs of them customers.	36 5	5.6521	1.04673
	Staff of the Airbnb have customers' best interest at heart.	36 5	5.6000	1.05299
	Staff understand customer need or try to understand it	36 5	5.6164	1.05391
	Staff is very cooperative to provide customer the request service.	36 5	5.6877	1.00054
Responsiveness	Staff at the Airbnb are ready to respond to customers' requests.	36 5	5.7315	1.06607
	Staff at the Airbnb are always willing to help customers.	36 5	5.7233	1.06783
	Staff is never being too busy to respond customer queries.	36 5	5.4767	1.15198
	Staff treat all customers equally regardless of whether they know someone in the Airbnb	36 5	5.6000	1.14546
	Does your service provider is willing to resolve your complaint?	36 5	5.6438	1.06608
Customer satisfaction	Your overall experience as a Guest?	36 5	5.6959	1.02341
	Customer satisfaction refers to a person's satisfaction with a product, a service, or a supplier	36 5	5.7589	1.02279
	Service quality is an important element of customer satisfaction.	36 5	5.7808	1.09503
	Customer satisfaction is taken as a yardstick for measuring the quality of service and providing excellent Customer service that decides the	36 5	5.08082	1.06464

effectiveness of delivery process			
Customer satisfaction has significant implications for the economic performance of firms	365	5.8137	1.03421

Table 2 shows the mean and standard deviation for 32 statements under five independent variables under the dependent variable based on the survey involving 365 respondents. The highest mean value for the effects of assurance and tangible was obtained by question 1 with 5.8521. The respondents agreed that the property and its facilities have operating hours convenient to all their guests for assurance. The atmosphere and equipment are comfortable and appropriate for the purpose of staying (beds, chairs, room, comfortable, clean and tranquil) for tangible. The lowest mean value of assurance and tangible was question 4 with 5.6795, where the respondents agreed that the Airbnb area provides a safe and secure place and the Airbnb host provides the services at the time it promises to do so.

As for types of reliability, the highest mean value was obtained by question 1 with 5.5863, where the respondents agreed that the Staff of the hotel is able to provide service as promised. The lowest mean value belongs to question 3 with 5.4411, where the respondents agreed that the hotel keeps customers informed of service performance. Meanwhile, the highest mean value for empathy was obtained by question 5 with 5.6877, where the respondents agreed and they know that the staff is very cooperative in providing the customer with the requested service taking. The lowest mean value belongs to question 6 with 5.600, where the respondents agreed that staff of the Airbnb have customers' best interest at heart. While for responsiveness, the highest mean value was obtained by question 1 with 5.7315, where the respondent agreed that Staff at Airbnb is ready to respond to customers' requests. Next, the highest mean value for the dependent variable of customer satisfaction on Airbnb service quality was obtained by question 5 with 5.8137, where the respondents agreed that Customer satisfaction has significant implications for the economic performance of firms. The lowest mean value belongs to question 4 with 5.08082, where the respondents agreed that customer satisfaction is a yardstick for measuring the quality of service and providing excellent Customer service that decides the effectiveness of the service delivery process.

Pearson's correlation between Assurances, tangible, reliability, empathy and responsiveness on customer satisfaction on Airbnb service quality.

Result of Reliability Analysis

The below shows the result of the reliability analysis

Table 3: Reliability Analysis

Variable	Number of items	Cronbach Alpha
Reliability	6	0.950
Assurance	6	0.942
Tangibles	6	0.941
Empathy	6	0.940
Responsiveness	6	0.941
Customer satisfaction	6	0.944

Following the pilot reliability test, the usable questionnaires, which include the selected 365 respondents, will be subjected to a real reliability test. Table 4.4 shows the reliability analysis of the five service quality variables toward Airbnb customer satisfaction. The reliability Cronbach's alpha coefficient value for reliability was 0.950, indicating excellent reliability. While reliability Cronbach's alpha coefficient value for assurance is 0.942 and for tangibles 0.941 indicates good, customer satisfaction toward Airbnb gained only 0.944, which indicates questionable.

Result of Pearson Correlation Analysis

The below shows the Pearson Correlation Analysis

Table 4: Pearson Correlation Analysis

Hypothesis	Significant (p-value)	Decision
H ₁ : There is significant relationship between assurance and customer satisfaction on Airbnb service quality in Lembah Klang.	3.3167	H ₁ is supported.
H ₂ : There is significant relationship between tangible and customer satisfaction on Airbnb service quality in Lembah Klang.	2.8544	H ₂ is supported
H ₃ : There is significant relationship between reliability and customer satisfaction on Airbnb service quality in Lembah Klang.	1.2192	H ₃ is supported
H ₄ : There is significant relationship between empathy and customer satisfaction on Airbnb service quality in Lembah Klang.	6.5893	H ₄ is supported
H ₅ : There is significant relationship between responsiveness and customer satisfaction on Airbnb service quality in Lembah Klang.	6.5893	H ₅ is supported

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

DISCUSSION AND RECOMMENDATION

The study experienced some specific issues and limits, which the influence of service quality on Airbnb customer satisfaction in Klang Valley, Malaysia, will highlight for future research. Respondents' survey responses cast doubt on the truth, resulting in incorrect findings that service quality should eliminate from the study. Future research is encouraged to be more creative and original in gathering respondents' data using qualitative methods such as in-depth interviews to obtain more reliable and detailed data. Second, due to eliminating unsuitable data, researchers confront restrictions in the accuracy of interpretive data. The researchers alone covered five determinants in this study. However, other crucial criteria may play a part in deciding the researcher's propensity to revisit consumers who were left behind. As a result, future researchers should perform additional research into other characteristics such as location, atmosphere, and proper facilities to accurately identify a customer's propensity to return to Airbnb. Customers may have varied opinions based on customer satisfaction; thus, future studies should examine new ones to perform surveys. A comparative study for Airbnb in different states in Malaysia might be undertaken by widening the sampling framework to include Kuala Lumpur and Selangor as a benchmark of customer revisit intentions.

CONCLUSION

This research examines the factors of service quality that influence customer satisfaction with Airbnb in the Klang Valley. The findings revealed that reliability, certainty, responsiveness, and empathy moderately affect customer satisfaction with Airbnb. Although most respondents agreed that tangibility was the most important factor in service quality when it came to Airbnb customer satisfaction, service quality discovered that the relationship between tangible and customer satisfaction is significantly weaker now that customers expect Airbnb to be more than just a place to work. Due to its popularity among millennials and locals, the study found that even though the factors are still far from achieving their optimum level, customers will return to Airbnb in Klang Valley in Kuala Lumpur. As a result, the study's goals have been completed.

References

- Bayad Ali, B. G. (2021). Hotel Service Quality: The Impact of Service Quality on Customer Satisfaction in Hospitality. *Research Gate*.
- Caruana, A. (2000). Service quality and satisfaction: The moderating role of value. *European Journal of Marketing* , 1338-1353.
- Caruana, A. (2000). Service quality and satisfaction: The moderating role of value. *European Journal of Marketing* , 1338-1353.
- Chrysa Agapitou, A. L. (2020). Airbnb Is Customers' Choice: Empirical Findings from a Survey. *Web 2.0 in Tourism and Hospitality Industries*.
- Gyódi, K. (2021). Airbnb and hotels during COVID-19. *University of Warsaw*.
- Izyanti Awang Razli, S. A. (2017). Airbnb: An Overview of a New Platform for Peer to Peer Accommodation in Malaysia. *Journal of Computational and Theoretical Nanoscience*, 7829-7832.
- Jadon Jacob, Q. W. (n.d.). Price-Setting Behavior in a Tourism Sharing Economy Accommodation Market: A Hedonic Price Analysis of AirBnB Hosts in the Caribbean. *University Library of Munich, Germany*.
- Kai Ding, W. C. (2020). Employing structural topic modeling to explore perceived service quality attributes in Airbnb accommodation. *International Journal of Hospitality Management*.
- Martin Terre Blanche, M. J. (2007). Research in Practice: Applied Methods for the Social Sciences.
- Mazlina Mahdzar, M. H. (2021). Factors Affecting Airbnb Booking Intention among. *Faculty of Hotel and Tourism Management*,.
- Ngozwana, N. (2018). Ethical Dilemmas in Qualitative Research Methodology: Researcher's Reflections. *International Journal of Educational Methodology*.
- Nguyen Hue Minh, N. T. (2015). Service Quality and Customer Satisfaction: A Case Study of Hotel Industry in Vietnam.
- Nikolaos Stylos, L. N. (2017). Service quality, satisfaction, and customer loyalty in Airbnb accommodation in Thailand. *International Journal of Tourism Research*, 693-704.
- Pantelic, V. (2017). Factors influencing hotel selection: Decision making process. *BBA (Hons.)*, *International Hospitality Management*.
- Rafał Nagaj, a. B. (2020). Security Measures as a Factor in the Competitiveness. *Journal of Risk and Financial*.
- Rohaizah Abd. Latifa, S. d. (2019). An Empirical Study on AIRBnB Accommodation Services and Customer Decision Making. *International Journal of Innovation, Creativity and Change*.
- Thoo Ai Chin, T. M. (2021). Enhancing Consumer Repurchase Intention towards Airbnb.
- Timm Teubner, F. H. (2017). Price Determinants on Airbnb: How Reputation Pays Off in the Sharing Economy. *Journal of Self-Governance and Management Economics* .
- Ukessays. (2018). Quality Assurance Systems in the Hotel Industry.

- Wei, Y. K. (2019). The Impact of Service Quality on Customer Satisfaction of a. *Journal of Arts & Social Sciences*.
- Wen, N. P. (2015). GUESTHOUSE CUSTOMER SATISFACTION ANALYSIS. *Faculty of Cognitive Sciences and Human Development*.

The Effect Of Online Restaurant Menus On Consumers' Purchase Intentions In Klang Valley Malaysia

Muhammad Wahiduzzaman Bin Mohamad Azaimmi, Nur Adibah Binti Zainual Abidin, Nur Adauiah Binti Mohd Yosri, Nur Aliya Farhana Binti Ramli & Nor Maizana Binti Mat Nawi*

*Faculty of Hospitality, Tourism and Wellness, Universiti Malaysia Kelantan
Corresponding email: maizana.mn@umk.edu.my*

ABSTRACT

The study investigates the impact of online restaurant menus on consumers' purchase intentions in Klang Valley, Malaysia, to determine the relationship between menu visual appeal, menu informativeness, and food desire on consumers' purchase intentions. The online restaurant menus faced problems during COVID-19 and associated with the customers purchased. Hence, there are strong indications that digital or online menus will be around long after the pandemic ends, for the simple reason that many customers enjoy using them. The study's objectives are to examine the effect of menu visual appeal, menu informativeness and desire for food on consumers' purchase intentions. A questionnaire-based survey of 279 people who had previously used online menus at Klang Valley restaurants was conducted. The data were analysed using descriptive and correlation analysis. The findings demonstrate that the three variables are highly related to consumers' purchase intention, with the most vital relationships being visual menu appeal, menu informativeness, and desire for food. Following the findings, future researchers were given implications and recommendations. The implications of this research study supplied all of the necessary facts, particularly on how visual menu appeal, menu informativeness, and desire for food influence consumers' purchase intentions. This research may also help future consumers better understand the elements that influence their purchase intention.

Keywords: Klang Valley, consumers' purchase intentions, menu visual appeal, menu informativeness, desire for food

INTRODUCTION

In 2020, the coronavirus (COVID-19) was declared a pandemic, causing significant economic damage worldwide. As a result of the pandemic, policymakers all around the world have encouraged individuals to restrict their face-to-face interactions. People heard demands from the news and social media daily such as social distancing, self-quarantining, and isolation. For example, after the White House advised individuals to avoid mass gatherings and personal interactions to aid limit COVID-19 transmissions, most Americans (approximately 9 out of 10) stayed at home (Balz and Guskin, 2020).

Most restaurants were required to halt dine-in services during the first wave of the pandemic, which began in mid-March 2020, and only takeout, drive-thru, or delivery services were allowed. According to studies conducted by the National Restaurants Association (2020), the restaurant business lost more than \$120 billion in sales by May 2020, and 8 million people were put off or furloughed. According to estimates, the pandemic might cost up to \$240 billion by the end of the year (National Restaurant Association, 2020). Even though restaurants in every state were eventually authorized to reopen, restaurant owners still needed vital health information to reduce the chance of COVID-19 spreading.

Restaurant menus on the internet are frequently an afterthought. However, they are more significant than you may believe (Katherine Pendrill, 25 June 2021). An online restaurant menu is a list of various foods and beverages that are displayed on the owners' websites. It didn't simply look at foods and drinks; the information was presented in various ways, including pictures, titles, and formats. At the time of publication, all pricing and information were correct. Most people used to choose where to eat by looking at the menu in the window of any restaurant or asking a friend for a recommendation.

Online food delivery is defined as "the process by which food ordered online is prepared and delivered to the consumer" (Li et al., 2020). Food safety and hygiene are a challenge for online food delivery services because food delivered through online food delivery services can be contaminated due to the addition of delivery processes to the traditional restaurant business model (Alom et al., 2019). Additional concerns with online food ordering services include temperature control, packaging, and appropriate food containers during the delivery process (Maimaiti et al., 2018). As a result, customers who use online food delivery may have a higher food safety risk perception because they cannot observe the restaurants' and employees' hygiene in person, which may affect online restaurant menus on consumers' purchase intentions. This study aims to provide insight into online restaurant menus on consumers' purchase intention in Klang valley. The findings of this study are essential since online restaurant menus are growing since covid-19 starts. However, this study emphasizes the determinants influencing consumers' purchase intention to online restaurant menus in the Klang Valley.

There are three objectives of this research:

1. To examine the effect of menus' visual appeal on consumers' purchase intentions in Klang Valley, Malaysia.
2. To examine the effect of menus and menu informativeness on consumers' purchase intentions in Klang Valley, Malaysia.
3. To examine the effect of menus and the desire for food on consumers' purchase intentions in Klang Valley, Malaysia.

SIGNIFICANCE OF THE STUDY

Researcher

The research paper assisted the researchers in exploring and discovering critical aspects of how visual menu appeal, menu informativeness, and consumer purchase intention in online restaurant menus in Klang valley that previous research had not discovered. By referring to the title of this research paper, future researchers will most likely be able to define what is required.

Food and Beverage Industry

In the Klang Valley, the study paper offers insights into consumer purchase intentions for online restaurant menus. Operators and marketers will be able to adapt to consumer intention and match customer demand. The sector will be able to obtain competitive advantages through better decision-making, resulting in increased profit.

LITERATURE REVIEW

Customer purchase Intention

Purchase intent is an important factor for consumers to consider when evaluating a product. Purchase intention, according to a previous study, refers to a customer's intention to buy a product or service. To put it another way, purchase intention refers to the likelihood of a consumer purchasing a product after considering it. Customers who have motives to buy a given product are said to have purchase intention. Acquire intention, according to Morwitz (2012), according to Morwitz (2012), acquire intention is a sort of consumer behavior that appears in reaction to objects that suggest a person's desire to purchase something.

Menu visual appeal, menu informativeness, and food desire are all factors that strongly influence customer buy intent. In a prior study, a menu's aesthetic appeal and informativeness were proven to have a significant impact on client purchase intent. In a restaurant, bar, or hotel, a digital menu is displayed on a screen rather than printed on paper (Scott Schulfer, 2021). Menus describe the characteristics of the cuisine served in a restaurant, and each menu has its description. Menus are a powerful marketing tool that can affect consumers' purchasing decisions and their enjoyment of the meal served.

Menu visual appeal

Menu visual appeal relates to menu selection, graphics, and background colours that help to improve the overall appearance of menus on the website and in other smartphone applications (Van van Heijden, Verhagen, & Creemers, 2003). In contrast, the visual appeal of the food on the menu is just as significant as the tasting experience. Using design in plating raises the dining experience above just eating and enjoying it to a work of art and artistry. Form, texture, and colour are used to tell the story to create emotions and feelings (McCall and Lynn, 2008). Although many of these efforts have been successful in raising consumers' purchasing intentions and behaviours, little study has been done on how menus' aesthetic appeal and informativeness have influenced consumers' intermediate states and purchase intentions (Hou et al., 2017).

Tonkin et al. (2019), the appeal of menus influenced how consumers felt about their purchased food. According to Choi et al. (2010), menus can psychologically engage consumers' senses when they make food choices. Much of the research on this topic has focused on using the visual appeal of menus to increase revenue from food purchases (i.e., Brewer & Seby, 2021). Menu visual appeal has been linked to perceived food quality because menus serve as a benchmark for establishing customers' expectations for their dining experience (Lin et al., 2015). Verma et al. (1999) discovered that diners from certain cultures prefer more visual stimulation in their menus than others to encourage them to purchase a menu item.

Menu informativeness

The informativeness of menus has also been investigated and used to increase revenue from food purchases (Brewer & Seby, 2021). While the visuals on menus are essential in piquing customers' curiosity and intention to purchase (Wyer et al., 2008), the descriptions of meals on menus can also influence customers' purchase behaviour (Peters & Remaud, 2020). According to Tuorila et al. (1994), how menus present information can influence an individual's willingness to try new foods.

Several studies have found that customers expect a menu with nutritional information, ingredients, and food preparation methods (Mills and Thomas, 2008; Peters and Remaud, 2020). According to other research, detailed descriptions of menu items influence customers' food choices and increase restaurant sales (McCall and Lynn, 2008). (Wansink and colleagues, 2001) The researcher examined that an online restaurant menu that attracts consumers to buy online restaurant menus should have descriptive names, ingredients, and food preparation methods for the current study.

Desire for food

The term "desire for food" refers to a strong desire to consume food (Pelchat et al., 2004). Hunger, seeing images of food in the media, and watching others eat all influence the desire to eat food (Burger et al., 2011). Furthermore, hunger can sometimes contribute to negative emotions, but once satisfied, people feel better (McCormack and Lindquist, 2019). When people are stressed, they eat to try to alleviate their feelings (Cardi et al., 2015; Van Strien and Ouwens, 2007), and higher food intake occurs in response to negative emotions (Van Strien and Ouwens, 2007).

Food craving is another term for the desire for food. A problematic term for food addictions is "food craving." *Physiol Behav.* 2016, Rogers PJ, Brunstrom JM. Appetite and energy balancing. However, food craving can also refer to a desire for a specific food. Not yet going to the store, but already imagining how the food's appearance, taste, and attractiveness exaggerates the feeling of desire for the food. Wageningen Academic Publishers, Wageningen, 2014.

Research Hypothesis

The literature review highlighted that the independent variables like menu visual appeal, menu informativeness, and desire for food affect the online restaurant menus in Klang valley. Based

on the literature discussed, the hypotheses of this study were summarized in the following manner:

- H₁** There is a significant relationship between menu visual appeal and purchase intention.
- H₂** There is a significant relationship between menu informativeness and customers' purchase intention.
- H₃** There is a significant relationship between the desire for food and customers' purchase intention.

Research Framework

Figure 1 below shows the research framework used for this study.

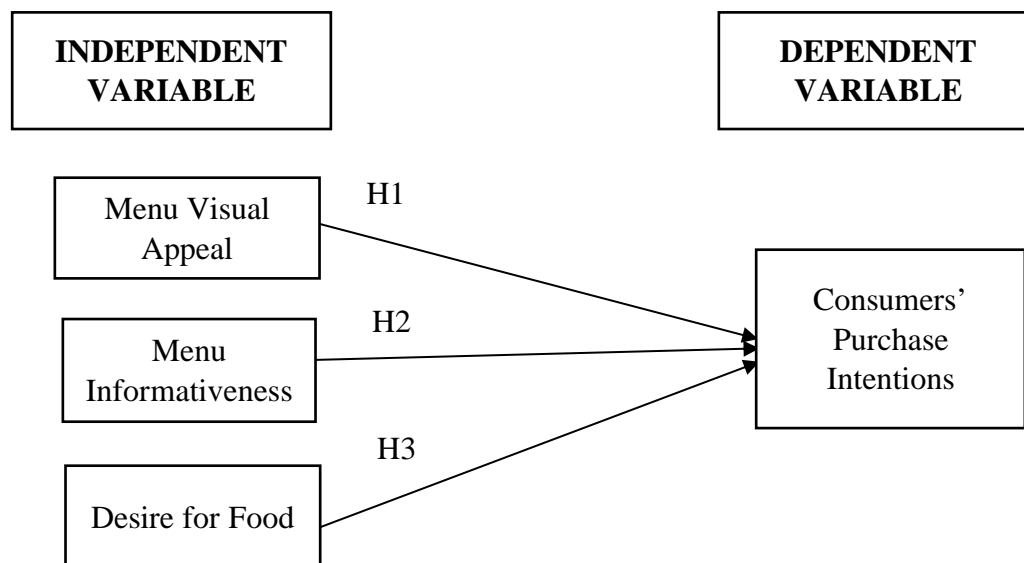


Figure 1.1: Conceptual Framework
Source: Framework adopted from Yusof (2016)

METHODOLOGY

Research Design

A questionnaire is used in this study to collect data in a quantitative method. The questionnaire is available in two languages, which are English and Malay. The survey had three sections with a total of 25 questions. Five multiple-choice questions were included in the first segment, which is a demographic profile. Twenty items with menu visual appeal, menu informativeness, and desire for food on consumers' purchase intentions in Klang Valley, Malaysia were included in the second and third sections on independent and dependent variables. The questionnaire uses a 6-point Likert scale for simplicity and ease of administration. The Likert scale ranges from 1 to 6, with 1 representing "Strongly Disagree" and 6 representing "Strongly Agree." The questions were adapted from previous research (P. Brewer and A.G. Sebby) that measured consumers' purchase intentions in the Klang Valley, Malaysia. They included visual menu appeal, menu informativeness, and desire for food. As a result, the instrument is regarded as trustworthy.

Data Collection

Before fieldwork, pilot testing was undertaken with 30 respondents in the Klang Valley to ensure the study's reliability. The fieldwork was subsequently conducted by randomly distributing questionnaires to 384 target respondents who consented to return to Klang Valley restaurants. Respondents were expected to use the six-point Likert scale to answer all questions. The data is collected once the respondent has completed all of the questionnaires. To protect the information obtained, researchers personally collected questionnaires from respondents. The final questionnaires revealed a 72.6 % response rate with a total of 279 usable questionnaires.

Sampling

The data for this study were collected using convenience sampling as a sample method. The goal of convenience sampling is to find individuals who live nearby and are willing to participate in the study. In brief, the sample size would be 384 persons based on the rule of thumb proposed by Krejcie & Morgan (1970).

Data Analysis

The quantitative data collected from respondents were analysed using SPSS version 24.0. The data on the demographic profiles of the respondents are being analysed using frequency analysis. Descriptive analysis was used to identify and investigate consumers' purchase intentions in Klang Valley restaurants, and Pearson's Correlation was used to investigate the relationship between menu visual appeal, menu informativeness, and desire for food in consumers' purchase intentions in Klang Valley restaurants. Findings with a p-value less than or equal to 0.05 were considered statistically significant, and the hypotheses could be accepted.

FINDINGS

Result of Frequency Analysis

Table 1

Demographic Profile (n=279).

Characteristics	Frequency	Percentage (%)
Gender		
Male	71	25.2
Female	211	74.8
Marital Status		
Single	235	83.3
Married	47	16.7
Religion		
Muslim	266	94.3
Christian	4	1.4
Buddha	8	2.8
Other	4	1.4
Ethnic		
Malay	262	92.2
Chinese	8	2.8
Indian	9	3.2
Other	3	1.1
Age		
18-20	227	80.5
20-29	18	6.4
30-39	6	2.1
40-49	1	0.4
50 and above	30	10.6

Elaboration: The characteristics of respondents are gender, marital status, religion, ethnicity, and age.

Result of Descriptive Analysis

Table 2

Mean, Standard deviation (SD) of items and variables (n=279).

Variable	Items	Mean Score	Standard Deviation
Menu Visual Appeal	The way this restaurant displays its online menu is attractive	5.0645	0.95367
	The online menu is visually appealing	5.1254	0.89886
	This online menu has a nice look and feel to it	4.9427	1.05101
	This online menu's design appeals to me	5.0717	0.99381
	This online menu's graphics appeal to me	5.1075	0.97223
Menu Informativeness	This restaurant's online menu is well presented and helpful	5.0323	0.98680
	The food on the menu is well described	4.9355	1.02283
	The menu lists all of the ingredients as well as the procedures used to prepare the cuisine	4.7204	1.34939
	The menu gives potential diners a complete image of the cuisine available	4.8925	1.07083
	The menu gives me enough information to determine whether the cuisine on offer is appropriate for my appetite	4.9211	1.12567
Desire For Food	The menu made my mouth water	5.0609	0.9994
	The menu whetted my appetite	5.0753	0.97342
	I feel hungry after looking the restaurants menu	4.9498	1.09166
	I felt compelled to grab and eat the meal when I saw the menu	4.9749	1.05398
	When I viewed the menu, I had and overwhelming desire to eat everything	4.8674	1.15381

Result of Reliability Analysis

Table 3

Variable	Number of Items	Cronbach Alpha
Menu Visual Appeal	5	0.921
Menu Informativeness	5	0.935
Desire For Food	5	0.935

Elaboration: Menu visual appeal is lowest than menu informativeness and desire for food, according to Cronbach Alpha.

Result of Pearson Correlation Analysis

Table 4

Pearson's Correlation between menu visual appeal, menu informativeness and desire for food on consumers' purchase intentions.

Hypothesis	P-Value	Result (Supported/Not Supported)
H₁ : There is significant relationship between menu visual appeal and customers' purchase intentions	0.821	H1 is supported
H₂ : There is a significant relationship between menu informativeness, and customers' purchase intentions	0.831	H2 is supported
H₃ : There is significant relationship between the desire for food and customers' purchase intentions	0.867	H3 is supported

Elaboration: All three hypothesis are supported for the P-Value.

DISCUSSION & RECOMMENDATION

Recapitulation of the Findings

Menu Visual Appeal

RO1 To examine the effect of the menu's visual appeal on consumers' purchase intentions in Klang Valley, Malaysia.

RQ1 What is the relationship between menu visual appeals and consumer purchase intentions in Klang Valley, Malaysia?

H1 There is a significant relationship between menu visual appeal and customer purchase intention in Klang Valley, Malaysia.

The Pearson's Correlation value (r-value) of menu visual appeal on customer purchase intention is strong (0.821), whereby the p-value is 0.000 ($p < 0.05$). This indicates that visual menu appeal is significant and positively related to customer purchase intention but is the lowest among the three variables. The average mean score for menu visual appeal is the highest reported at 5.0624. The respondents agreed that the menu's visual appeal is authentic and stimulates purchase incentives. Therefore, menu visual appeal facilities customers to choose their favourite food to purchase. Thus, the hypothesis is accepted whereby the relationship between menu visual appeal and customer purchase intention in Klang Valley is significant. As a result, the findings have met the first research objective, answered the first research question, and fully supported the first research hypothesis.

Menu Informativeness

RO2 To examine the effect of menus and menu informativeness on consumer's purchase intentions in Klang Valley, Malaysia

RQ2 What is the relationship between online restaurant menus and menu informativeness in Klang Valley, Malaysia?

H2 There is a significant relationship between menu informativeness and customer purchase intention in Klang Valley, Malaysia

The Pearson's Correlation value (r-value) of menu informativeness is 0.831, indicating a positive, strong relationship in determining customer purchase intention in Klang Valley, Malaysia. Since the p-value is less than 0.05 (0.000), the relationship between menu informativeness and customer purchase intention is significant, supporting the study's hypothesis. On the other hand, the average means for menu informativeness is the lowest reported at 4.9004.

The menu is borrowing techniques from the retailing industry that make items stand out as if to say, "Buy me." (David V. Pavesic, 2009). Proper menu informativeness can direct the diner's attention to specific items and increase the likelihood that those items will be ordered. It made researchers realize that menu informativeness is key to business success. As a result, the findings have met the second research objective, answered the second question, and fully supported the second research hypothesis.

Desire for Food

- RO3 To examine the effect of menus and the desire for food on consumers' purchase intention in Klang Valley, Malaysia
- RQ3 What are the relationships between online restaurant menus and the desire for food in Klang Valley, Malaysia?
- H3 There is a significant relationship between the desire for food and customer purchase intention in Klang Valley, Malaysia

Pearson's Correlation value (r-value) was reported at 0.867, which indicates a positive, strong relationship. Meanwhile, the p-value is below 0.05 (0.000), showing a significant relationship between the desire for food and customer purchase intention. Hence the hypothesis is accepted. The average mean score for the desire for food is 4.9857. The desire to taste the food is a customer's behaviour to decide whether to buy or not. As a result, the findings have met the third research objective, answered the third research question, and fully supported the third research hypothesis.

Implication of the Study

The purpose of this study was to look at the factors that influence the effect of online restaurant menus on consumers' purchase intentions in Malaysia's Klang Valley. The food and beverage business, and future clients of Klang Valley restaurants were among those who benefited from the consumers' purchase intentions in Klang Valley, Malaysia. The researcher will concentrate on the relationship between the dependent variable, which is consumers' purchase intentions, and the independent variables, which include menu visual appeal, menu informativeness, and desire for food, throughout this study. Throughout this study, the researcher will concentrate on the relationship between the dependent variable, which is consumers' purchase intentions, and the independent variables, which include menu visual appeal, menu informativeness, and desire for food.

Firstly, for the new researcher or entrepreneur interested in this topic, this research study supplied all of the necessary facts, particularly on how visual menu appeal, menu informativeness, and desire for food influence consumers' purchase intention. This information will help the researcher determine what factors impact consumers' purchase intentions in Klang Valley, Malaysia. Furthermore, this research enabled the new researcher to identify crucial variables that have yet to be examined but can influence the consumers' purchase intention. Due to the findings of this study, future researchers may be able to select research findings that have a higher chance of being efficient in this research area. In fact, by referring to this research report, future researchers may develop an instinct for conducting research. Additionally, this research report could serve as a model for future literature reviews.

Second, the food and beverage industry benefits from this research because it provides information on the factors that influence the effect of online restaurant menus on consumers' purchase intention in Klang Valley, Malaysia. By responding to customer expectations about

menu visual appeal, menu informativeness, and the desire for food, restaurant operators can determine the effect of an online restaurant menu on consumers' purchase intention. As a result, restaurant operators must perform significant research about consumers' purchase intention, especially those who frequently return to restaurants, to completely satisfy the consumer's desire. As a result, the food and beverage industries can gain competitive advantages and profit by making more intelligent decisions.

Finally, by influencing online restaurant menus' effect on consumers' purchase intention in Klang Valley, Malaysia, the analysis of these findings benefits future customers. This research may also help future consumers better understand the elements that influence their purchase intention. This study explains the factors to consider when consumers plan to return to a restaurant to determine what factors influenced their intention. Because the true purchasing intention of the restaurant is proven in this research, future consumers will know what they want when they browse online restaurant menus.

Limitation of the Study

Several challenges and limitations were encountered in this research study, which should be highlighted for future research purposes. Firstly, researchers have faced challenges, such as time constraints, insufficient respondents, accessibilities, and communication barriers. The questionnaire was open to anyone with experience using online food delivery services. Besides, respondents are also limited to only those who used online food delivery or about online food delivery.

Secondly, the primary data for the study was collected via an online questionnaire; however, researchers were unable to determine the truthfulness of the respondent while answering the questionnaire using this method. This eventually led to invalid findings that had to be excluded from the study. This questionnaire may also be answered by others if distributed outside Malaysia if they have external contacts and may exceed the target respondents studied by the researcher.

After that, aside from the three independent variables (visual menu appeal, menu informativeness, and desire for food) that were included in the study, there was still a slew of additional factors that could influence consumer purchase intention. However, because the researchers only have a limited amount of time to explore more variables, this study primarily focuses on three primary independent variables. It comprises food characteristics, food prices, and the ease with which food may be purchased.

Finally, this study is limited to those with previous experience with online food delivery in the Klang Valley. As a result, the study's findings may not be representative of the entire community, particularly customers from other states in Malaysia who may not share the same views on their consumers' purchasing intentions.

Recommendations for Future Research

Some of the challenges and limitations encountered in the study and some recommendations will be highlighted for future research purposes. In this study, the researchers only made coverage in the Klang Valley that may influence customers' purchase intentions of online restaurant menus. Future research should consider the survey's location, as customers from different states in Malaysia may have different opinions due to differences in demographic profiles. This is because some places will not be affected to buy after seeing the online restaurant menu ads. This is because they have been exposed to online restaurant menu ads.

Furthermore, another study is proposed to study specifically on adults, one of the restaurant's regular customers. This is because this group often does not have time to cook at home due to busy work and lack of time. The advancement of technology and the problem of preparing online restaurants provides a solution faced by today's adults. Moreover, this study only focused on the consumer's point of view. Future research may examine these factors from a restaurant perspective to better understand the impact of online restaurant menus on customers' buying intentions. This is because restaurants play an essential role in ensuring the best service to customers primarily through online restaurants.

CONCLUSION

The purpose of this study was to look at the factors that influence the effect of online restaurant menus on consumers' purchase intentions in Klang Valley, Malaysia. The findings revealed that the three variables are substantially related to consumers' purchase intentions, with visual menu appeal, menu informativeness, and desire for food having the strongest relationships. Although most respondents felt that their desire for food influenced their restaurant's purchase intentions the most, it was discovered that the relationship between menu visual appeal and menu informativeness has a substantial impact on consumers' purchase intentions. According to the study findings, consumers will buy through the online menu in Klang Valley restaurants based on the study variables, which include menu visual appeal, menu informativeness, and demand for food. As a result, the research objectives were achieved.

REFERENCES

- Crossman, A. (2020, August 27). *Convenience samples for research*. ThoughtCo. <https://www.thoughtco.com/convenience-sampling-3026726>.
- Chong, K. L. (2021). Factors affecting the consumers' embracement of a manual self-ordering system (order chit) in restaurants. *Journal of Foodservice Business Research*, 1–23.
- Chinomona, R., & Sandada, M. (2013). Customer satisfaction, trust, and loyalty as predictors of customer intention to re-purchase South African retailing industry. *Mediterranean Journal of Social Sciences*.
- Chen, Kai-Jung; Yeh, Tsu-Ming; Pai, Fan-Yun; Chen, Der-Fa (2018). *Integrating Refined Kano Model and QFD for Service Quality Improvement in Healthy Fast-Food Chain Restaurants*. *International Journal of Environmental Research and Public Health*, 15(7), 1310–. doi:10.3390/ijerph15071310
- Cutajar, M. (2019). MAEL 101 Quantitative Research Methods [Powerpoint Presentation]. Institute for Education.
- Chin, M. (2002, August 20). *Aesthetic what does it mean and how you can find your aesthetic*. Buro247. <https://www.buro247.my/culture/buro-loves/aesthetic-what-does-it-actually-mean-and-how-you-c.html>
- Dedeoğlu, B. B., & Boğan, E. (2021). The motivations of visiting upscale restaurants during the covid-19 pandemic: The role of risk perception and trust in government. *International Journal of Hospitality Management*, 95, 102905.
- De Vaus, D. A. (2001). *Research design in social research*. Sage.
- Durai, A. (2020, October 19). *Klang valley eateries bracing for a tough two weeks under CMCO*. The star. <https://www.thestar.com.my/food/food-news/2020/10/19/klang-valley-eateries-bracing-for-a-tough-few-weeks-under-cmco>.
- Definitions are available for quantitative research distributed by different authors*. (2018, December). Bobby. <https://studybayhelp.co.uk/blog/definitions-designed-for-quantitative-research/?ref=1d10f08780852c55>
- Forster, J. J. (2001). Sample surveys: Nonprobability sampling. *International Encyclopaedia of the Social & Behavioural Sciences*, 13467–13470.
- Kevan W. Lamm, A. J. L. (2019). Using Non-Probability sampling methods in agricultural and extension education research. *Journal of International Agricultural and Extension Education*, Volume 26(Issue 1), 52–59. <https://doi.org/10.5191/jiaee.2019.26105>
- Kwan, F. (2021, August 20). *Too risky to reopen for dine-in, say Klang valley eateries*. freemalaysiatoday. <https://www.freemalaysiatoday.com/category/nation/2021/08/20/too-risky-to-reopen-for-dine-in-say-klang-valley-eateries/>

- Lim, S. C. (2020). Foodservice Waging War Against Covid-19 Crisis and The Opportunity. *Journal of Tourism, Hospitality and Environment Management*, 5 (19), 41-49.
- Lam, A. (2019, April). *Using nonprobability sampling methods in agricultural and extension education research*. *Journal of International Agricultural and Extension Education*. https://www.researchgate.net/publication/347117405_Using_Non-Probability_Sampling_Methods_in_Agricultural_and_Extension_Education_Research
- Li, C., Miroso, M., & Bremer, P. (2020). Review of online food delivery platforms and their impacts on sustainability. *Sustainability*, 12(14), 5528.
- Margaret, R. (2018, October). *SPSS (statistical package for the Social Science)*. What's. TechTarget. <https://whatis.techtarget.com/definition/SPSS-Statistical-Package-for-the-Social-Sciences>.
- Memon, S. U., Pawase, V. R., Pavase, T. R., & Soomro, M. A. (2021). Investigation of covid-19 impact on the food and beverages industry: China and India perspective. *Foods*, 10(5), 1069.
- McCall, M., & Lynn, A. (2008). The effects of restaurant menu item descriptions on perceptions of quality, Price, and purchase intention. *Journal of Foodservice Business Research*, 11(4), 439–445.
- Morwitz, V. (2012, January). *Consumers' purchase intentions and their behavior*. *Foundations and Trends in Marketing* 7(3):181–230.
- Papies, E. K., van Stekelenburg, A., Smeets, M. A. M., Zandstra, E. H., & Dijksterhuis, G. B. (2022). Situating desire: Situational cues affect desire for food through eating simulations. *Appetite*, 168, 105679. doi:10.1016/j.appet.2021.105679
- Rozekhi, N. A., Hussin, S., & Noor, A. M. (2016). Attributable e-commerce toward purchase intention: Online search of a food product. *The SIJ Transactions on Advances in Space Research & Earth Exploration*, 4(1), 6–12
- Ruhizat, S. binti, Rahimi, S. N., Ngali, N. binti, & Rahmat, N. binti. (2021). The influence of menu description on customer purchase intention. *International Journal of Academic Research in Business and Social Sciences*, 11(13).
- Shukla, S. (2020, June). *CONCEPT OF POPULATION AND SAMPLE*. How to Write a Research Paper, Indore, M. P., India.
- Said Pace, D. D. (2021). PROBABILITY AND NON-PROBABILITY SAMPLING. *AN ENTRY POINT FOR UNDERGRADUATE RESEARCHERS*, Vol.9(ISSN 2056–3639), pp.1-15, <https://www.eajournals.org/wp-content/uploads/Probability-and-Non-Probability-Sampling-an-entry-point-for-undergraduate-researchers.pdf>
- Taherdoost, H. (2016). Sampling methods in research methodology: how to choose a sampling technique for research. *International Journal of Academic Research in Management*, 5(2), 10.
- Thomas Neise, P. V. M. F. (2021, July). Rapid responding to the COVID-19 crisis: Assessing the resilience in the german restaurant and bar industry. *International Journal of Hospitality Management*, Volume 96,(102960). <https://doi.org/10.1016/j.ijhm.2021.102960>
- Vehovar, V., Toepoel, V., & Steinmetz, S. (2016). Non-probability sampling. In C. Wolf, D. Joye, T. W. Smith, & Y.-c. Fu (Eds.), *The Sage handbook of survey methods* (pp. 329-345). <https://doi.org/https://dx.doi.org/10.4135/9781473957893.n22>
- Viktor. (2021, August 26). *The food delivery business model – a complete guide*. Productmint. <https://productmint.com/the-food-delivery-business-model-a-complete-guide/>
- Wei, C. (V., Chen, H., & Lee, Y. M. (2021). Factors influencing customers dine-out intention during COVID-19 reopening period: The moderating role of country-of-origin effect. *International Journal of Hospitality Management*, 95, 102894.
- Wong, S.-L., Hsu, C.-C., & Chen, H.-S. (2018). To buy or not to buy? consumer attitudes and purchase intentions for Suboptimal Food. *International Journal of Environmental Research and Public Health*, 15(7), 1431.

Yusof, A. (2021, September 8). *Klang valley COVID-19 restrictions to be eased from Sep 10 as it enters phase 2 of the national recovery plan.* channelnewsasia. <https://www.channelnewsasia.com/asia/malaysia-covid-19-restrictions-klang-valley-eased-phase-2-national-recovery-plan-2164331>