

An Examination of Customer Perceptions of Online Food Delivery Platforms in the Klang Valley, Malaysia

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Abstract

Online Food Ordering applications is a digital platform primarily use in the food delivery industry to provide convenience by allow customer to browse and place order within few minutes. These apps provide wide range options and improve the overall user experience. This study aims to investigating the factors of customer perspective towards online food applications in Klang Valley, Malaysia. By leveraging the latest mobile technology, these platforms enable consumer enjoy their favourite's food without leaving their workplace or homes. This study conducted by sending an online questionnaire to people who working in Klang Valley area had purchase meal through online food delivery applications. A total of 418 respondents were collected for analysis. The literature review indicates that price, information quality, time saving, and perceived usefulness have significantly influence customer perspective towards online food applications. Several recommendations for future

research are also provided so that the potential areas of improvements could be further investigated.

Keywords: Customer Perspective, Online Food Applications, Price, Information Quality, Time Saving Orientations, Perceived Usefulness, Klang Valley, Malaysia

Introduction

The novel coronavirus (COVID-19) is recognized as one of the most rapid infectious diseases which originated in Wuhan, China. Without a doubt, this had a worldwide impact, including in Malaysia. Most of the business unable to operate as usual due to the seriousness of the impact, even the retail sector in Malaysia (Hossin, 2020). Due to the coronavirus pandemic, people must be maintaining a social distance from others (Lim, 2021).

Online Food delivery applications (OFDA) have revolutionized the way of the consumer order meals, especially during movement restrictions of the COVID-19 pandemic. Due to the novel coronavirus in 2019, the usage of OFDA services among the fastest growing sector of mobile applications. (Kumar, 2021). These platforms allow consumer order their meal and delivered to their doorsteps. The rise fast-paced lifestyles of people have emergence of the thriving industry such as food delivery services, with Malaysia being no exception.

These services are providing a diverse food choices and convenience, enable customer to explore numerous restaurants through a single tap on their mobile devices (Kapoor, 2018). In Malaysia, online food delivery platforms have a widespread popularity, where online ordering systems have become key element of the food and beverage (F&B) industry. These platforms have driven its expansion and transforming customer business interactions.

In Malaysia, food delivery platforms such as Foodpanda, Shopee Food, and GrabFood is the dominate market, serving millions of customers daily (Hakimi, 2025). These platforms offer the customer convenience to place orders using their smartphones and ensuring the food will be delivered immediately to their locations (Prabowo, 2019). The Klang Valley is rapidly growing urban area in Malaysia serve as a fast-paced lifestyles and a high population density (Azhari, 2024). As urbanization and modern work demands are increasing, people are finding convenient solutions for their daily needs especially food. The platforms have become more popularity allowed consumer place food order and deliver to their doorstep without dining out. (Tiep, 2023).

Online food ordering defines as process of pickup, take away, or delivery order from local restaurant and other culinary providers through mobile applications and websites. The growing using online food delivery applications is becoming popularity, especially among the younger generation, as transforming the traditional method of food delivery and pickup. Due to their user-friendly design, customers tend to use food ordering applications rather than traditional website ordering methods. These applications allow customers to place an order anytime and monitor their delivery status at his door step.

The objective of this research is to analyse the factors influencing customers' perspectives towards Online Food Delivery Applications (OFDA). The study aims to develop a better understanding of food ordering mobile applications that offer convenience and ease of use for consumers. Understanding customers' needs and preferences is essential for businesses to enhance their service quality. Therefore, this research focuses on examining customer perspectives towards online food applications in Klang Valley, Malaysia.

Background of the Study

The data is forecast that by 2026, online food delivery market in Malaysia will expand and reaching a market value more than USD 319.1 million. This growth is driven by increase people's awareness and per capita income. Although smartphone usage in Malaysian is lower than China, Malaysian remains actively engaged in mobile commerce. This growing reliance on mobile commerce is encouraging people shift from traditional offline food purchased to online food delivery platforms, which easier to access a variety food choice (Allah Pitchay, 2022).

Online food delivery system is recognised as platforms only can use smartphones to placing orders. These applications can monitor the delivery system, processing payment and track order volume, but not involved food preparation. Thus, using of online food delivery applications can minimize overcrowding and reduce waiting times of customer in dining area, which can enhanced restaurant operational efficiency and contributed more hygienic dining environment.

In Malaysia, most of the food delivery company has providing delivery service through online food delivery applications includes GrabFood, FoodPanda, DeliverEat, and Dahmakan. According the data from Google Play Stores is showed that Foodpanda Malaysia applications has been installing nearly more than 10 million times, indicates a growing willingness users are adopt these platforms (Allah Pitchay, 2022).

This growing demand has continued emergence of various food delivery service as consumers seek faster, more convenient ways to access food, especially given the fast-paced nature of modern life. As a results, online food delivery applications become a convenient option for people who a busy during a day. (Allah Pitchay, 2022).

Problem Statement

Global Corona virus (COVID-19) pandemics have significantly affected daily life across all sector of global society. Due to stay at home or lengthy curfews, many households cannot go to grocery shopping and purchased the food items to prepare meals (Filimonau, 2022). To ensure health and safety, Malaysian federal government implemented the Movement Control Order (MCO) as a nationwide lockdown. These restrictions limited physical movement and reduce access food purchasing options. As a result, many people will towards online food delivery applications as an alternative to obtain meals safely and convenience (Chung, 2022).

In recent years, online food applications become an essential part of the food and beverage (F&B) industry, providing customer convenience to order meals from various restaurants with a single tap on their smartphones. The platforms such as Foodpanda, Grab Food and Shopee Food have transformed the way of business operate, especially in urban areas such as Klang

Valley, Malaysia. However, these platforms growing adoption will face the several challenges that affect customer perspective and satisfaction.

Online food delivery often facing price fluctuations demand, especially during special occasions and peak hours (Puri, 2025). The fluctuations are driven by dynamic pricing where adjust delivery fees based on real time factors such as weekend or holidays (De Oliveira, 2022). This create challenges for businesses to maintaining competitive pricing while fulfil customer expectations. Increased demand on peak hours or seasonal period may higher food prices, longer waiting times, and additional delivery fees, which will lead customer dissatisfaction.

At the same time, business will face pressure to balance pricing strategies in order to remain competitors without losing customer. As a result, restaurant will try to lowering or discount prices of the food to increase order volume. However, this strategy is only a short-term solution and does not a sustainable long-term strategy for profitability (Sandland, 2024).

One of the biggest problems is transit food between preparation and arrival at the customer's location. The time taken between food preparation and delivery often reduce food quality lose their optimal freshness and temperature (Sandland, 2024). In several cases, the actual delivery time exceed the estimated arrival time will presented in the application was leading consumer dissatisfaction. For examples, the applications showing a estimated delivered time in 30 minutes, while the food was delivered 21 minutes past the expected delivery time rather than the estimated time (Lefebvre, 2024).

Besides that, online food applications often extended delivery time by batching multiple orders into a single trip to optimize operations. This means food spends more time in transit after picked by the driver which will negative impact freshness meals delivered to customers. Some driver will manually consolidate to maximize their earnings. As a result, the first order picked up may last delivered will lead the problems of stale or cold food and negative influence customer experience (Sandland, 2024). Therefore, the purpose of this study is investigating the factors that influence customer perspectives toward OFDA in Klang Valley, Malaysia.

Significant of The Study

This study offers meaningful insights into customers' perceptions of online food delivery applications within Klang Valley, Malaysia. It highlights that factors such as information quality, pricing, time-saving orientation, and perceived usefulness play a crucial role in shaping customer attitudes and usage behaviour. In highly urbanised regions like Klang Valley, where fast-paced lifestyles dominate, consumers increasingly prioritise convenience and efficiency in their daily activities. As noted by Pitchay (2022), these attributes significantly influence the adoption and continued use of digital food platforms, as customers seek reliable, cost-effective, and time-efficient solutions to meet their dining needs. Consequently, understanding these factors is essential for service providers aiming to enhance user satisfaction and remain competitive in the growing online food delivery market.

The grounded of technology acceptance model (TAM) is focusing on factors influence customer perspective and use of food delivery applications. By applying this theoretical framework, the study highlighted these variables how customer perspective aligns with the consumer behavior, providing deeper understanding of the model's relevance in the online food delivery context (Wang, 2025). On the other hands, previous studies have found that factors are significant influence on use food delivery applications (Candra, 2021).

Moreover, this theoretical advancement opens up new avenues for future research (Chakraborty, 2022). Expanding the model with additional dimensions may further enrich understanding of how food delivery platforms influence customers' access to services through smartphone applications in meeting their daily food needs. The insights derived from this study can therefore serve as a valuable reference point for scholars investigating similar domains.

In terms of contribution, this study not only extends existing literature on online food delivery by integrating key determinants such as information quality, pricing, time-saving orientation, and perceived usefulness, but also contextualises these factors within a highly urbanised setting like Klang Valley. It offers empirical evidence that strengthens the understanding of consumer behaviour in digital service environments, particularly within emerging markets. Practically, the findings provide actionable implications for platform providers and food service operators to enhance user experience, optimise pricing strategies, and improve service efficiency. Additionally, the study contributes methodologically by offering a structured framework that future researchers can adopt or refine when examining technology-driven consumption patterns in similar contexts.

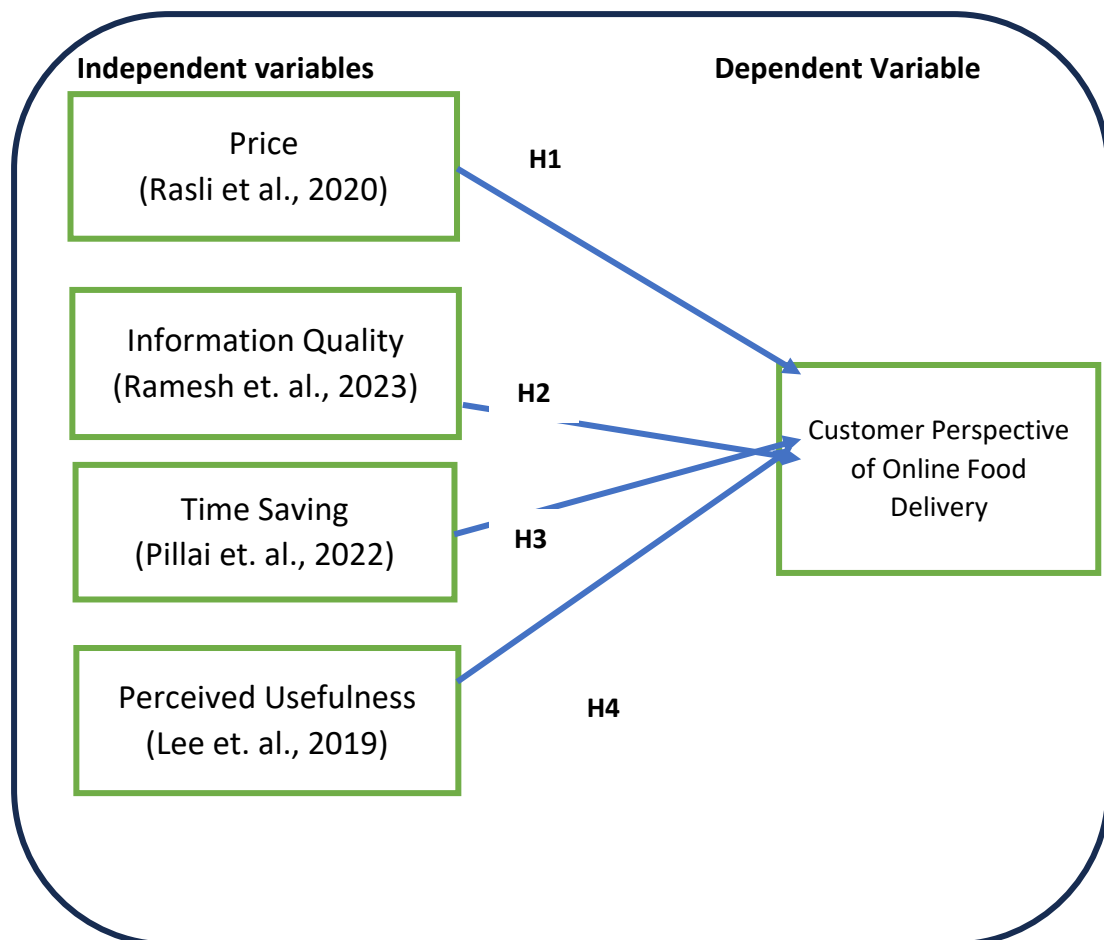
Research Objectives

- RO1** : To identify the relationship between prices and customer' perspective towards online food delivery platforms in Klang Valley, Malaysia.
- RO2** : To identify the relationship between time saving and customers' perspective towards online food delivery platforms in Klang Valley, Malaysia.
- RO3** : To identify the relationship between information quality and customers' perspective towards online food delivery platforms in Klang Valley, Malaysia.
- RO4** : To identify the relationship between perceived usefulness and customers' perspective towards online food delivery platforms in Klang Valley, Malaysia.

Research Questions

- RQ1** : What is the relationship between prices and customer' perspective towards online food delivery platforms in Klang Valley, Malaysia.
- RQ2** : What is the relationship between time saving and customers' perspective towards online food delivery platforms in Klang Valley, Malaysia.
- RQ3** : What is the relationship between information quality and customers' perspective towards online food delivery platforms in Klang Valley, Malaysia.
- RQ4** : What is the relationship between perceived usefulness and customers' perspective towards online food delivery platforms in Klang Valley, Malaysia.

Conceptual Framework



Population and Sampling Method

Research populations refer to the main focus on fundamental concepts of population in scientific query (Willie, 2024). It can define as the target population as a subset of the target populations to the research topic. A sample which is a subset from a larger population can be adopt in statistical testing can be make inferences and draw conclusion about the characteristics of the entire group. This can help to minimize sampling bias and ensures the results can generalized to the broader populations.

The metro area population of Klang Valley in 2024 is approximately 88,1600. The sample size for study was using Raosoft calculator online sample size, which estimated the minimum of 418 respondents based on a 95% of confidence level and a 5% of margin of error. The research was focuses on target respondents in Klang Valley who frequency use online food delivery applications. Hence, there are total 418 of questionnaires will be distributed to the respondents in Klang Valley, Malaysia.

Sampling is a statistical method used to choose a subset of individual from a larger population for research studies. It can differentiate by two categories such as probability sampling and non-probability sampling. Probability sampling which is random selection allows researchers to draw statistical conclusions from a whole population. Non-probability sampling is straightforward method for researchers who are required minimal

planning and convenience. In addition, this will study will adopted non-probability sampling allow the researcher to target select people from the population. This is because the method is easier to conduct for researchers without constrained by physical geography.

Demographic Profile

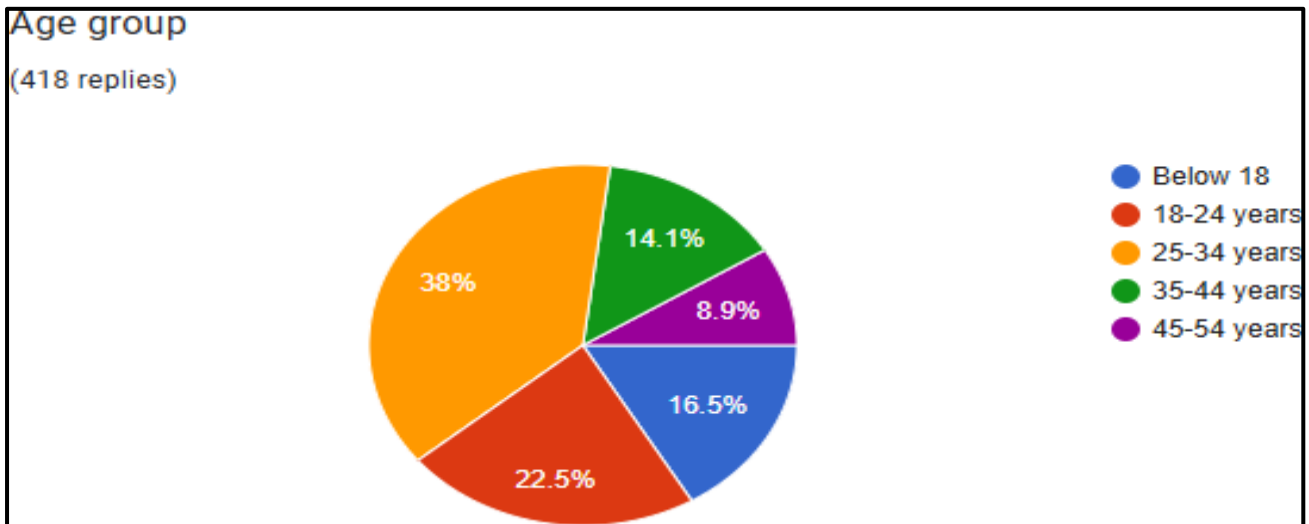


Figure 4.4 Demographic Profile – Age Group Result

Table 4.4
Demographic Profile-Age Group Data

Frequency	Age				
			Percent	Valid Percent	Cumulative Percent
Valid	18-24 years	94	22.5	22.5	22.5
	25-34 years	159	38.0	38.0	60.5
	35-44 years	59	14.1	14.1	74.6
	45-54 years	37	8.9	8.9	83.5
	Below 18	69	16.5	16.5	100.0
	Total	418	100.0	100.0	

Based on the figure 4.4 and table 4.4, most respondents 159 (38%) were between ages of 25 to 34. This is followed by the age between 18-24 years with 94 respondents (22.5%) and below 18 years with 69 (16.5% respondents). The respondents between 35 to 44 years are 59 (14.1%), while smallest segment between 45 to 54 years are 37 respondents (8.9). This indicates that the primary of respondents are young adults, especially those between 25 to 34 years old, who are more engaged with online food applications.

Descriptive Analysis of Price (IV 1)

Table 4.11

Price (IV1) Reliability Statistics Result

Reliability Statistics	
Cronbach's Alpha	N of Items
.840	5

Based on the table 4.11, the reliability statistics result shows the alpha value 0.840. This value 0.840 falls within the range 0.80 to 0.90 is showing very good of the reliability for the 5 items which measuring price. Therefore, this result reflects that the items used to measure the price variable have a good level of reliability.

Table 4.12

Price (IV1) Item Statistics Results

	Item Statistics		
Mean		Std. Deviation	N
1. I can save money by using prices from different online food delivery service application	3.51	.775	418
2. I like to search for cheap food deals in online food delivery service application	3.77	.960	418
3. Online food delivery service application offers better value for my money	3.73	1.034	418
4. Mobile food order apps are reasonably priced	3.76	.962	418
5. Healthy foods available in OFD apps are affordable	3.59	1.021	418

Descriptive Analysis of Quality (IV 2)

Table 4.13

Information quality (IV2) Reliability Statistics Result

Reliability Statistics	
Cronbach's Alpha	N of Items
.811	5

Based on the table 4.13, the reliability statistics results show the alpha value of 0.811. The value 0.811 falls within the range 0.80 to 0.90 is showing very good of the reliability for the 5 items which measuring information quality. Therefore, this result reflects that the items used to measure the price variable have a very good level of reliability.

Table 4.14

Information quality (IV2) Item Statistics Result

Item Statistics			
Mean		Std. Deviation	N
6. I find that OFD provides me with up to date information related to restaurant, food and discount	3.72	.911	418
7. I enjoy using OFD because it gives me believable information	3.84	.944	418
8. I think that OFD app provides information at the right of detail that I need	3.81	.949	418
9. I feel that information in OFD app is in an appropriate format	3.68	.993	418
10. The information from online reviews provided in mobile food order apps was relevant to my needs	3.83	1.025	418

Descriptive Analysis of Time Saving Orientations (IV 3)

Table 4.15

Time saving (IV3) Reliability Statistics Result

Reliability Statistics	
Cronbach's Alpha	N of Items
.823	5

Based on the table 4.15, the reliability statistics results show the alpha value of 0.823. This value 0.823 falls within the range 0.80 to 0.90 is showing very good of the reliability for the 5 items which measuring time saving orientations. Therefore, this result reflects that the items used to measure the price variable have a very good level of reliability.

Table 4.16

Time saving (IV3) Item Statistics Result

Mean	Item Statistics		
		Std. Deviation	N
11. I can easily find things that I need in OFD application	3.93	.801	418
12. I find that OFD has informative button to help me	3.74	.975	418
13. I can complete a transaction quickly	4.08	1.003	418
14. I feel that OFD application in terms of design and position are well organized	3.84	1.054	418
15. mobile food order apps would be useful for ordering and receiving delivery food	3.94	1.050	418

Descriptive Analysis of Perceived Usefulness (IV 4)

Table 4.17

Perceived usefulness (IV4) Reliability Statistics Result

Reliability Statistics	
Cronbach's Alpha	N of Items
.836	5

Based on the table 4.17, the reliability statistics result shows the alpha value of 0.836. This value 0.836 falls within the range 0.80 to 0.90 is showing very good of the reliability for the 5 items which measuring perceived usefulness. Therefore, this result reflects that the items used to measure the price variable have a very good level of reliability.

Table 4.18

Perceived Usefulness (IV4) Item Statistics Result

	Item Statistics		
Mean		Std. Deviation	N
16. I believe that using an online food delivery service application is very useful in the purchasing process of food	4.07	.814	418
17. I believe that using an online food delivery service application helps me accomplish things more quickly in the purchasing process of food	4.07	.888	418
18. I believe that I can save time by using an online food delivery service application in the purchasing process	3.97	.986	418
19. It is important for me that the purchase of food is done as quickly as possible using an online food delivery service application	3.96	1.033	418
20. Food delivery app provides service with less waiting	3.98	1.033	418

Descriptive Analysis of Customer Perspective (DV)

Table 4.19

Customer Perspective (DV) Reliability Statistics Result

Reliability Statistics	
Cronbach's Alpha	N of Items
.867	5

Based on the table 4.19, the reliability statistics results show the alpha value of 0.867. This value 0.867 falls within the range 0.80 to 0.90 is showing very good of the reliability for the 5 items which measuring customer perspective. Therefore, this result reflects that the items used to measure the price variable have a very good level of reliability.

Table 4.20
Customer Perspective (DV) Item Statistics Result

Mean	Item Statistics		
		Std. Deviation	N
21. I am generally pleased with mobile food order apps.	4.09	.779	418
22. I am very satisfied with mobile food order apps.	4.22	.786	418
23. I am happy with mobile food order apps.	4.28	.823	418
24. I am satisfied with the way that mobile food order apps have carried out transactions.	4.29	.877	418
25. Overall, I was satisfied with mobile food order apps	4.28	.928	418

Table 4.25
Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1.819	.277		6.559	<.001		
	IV1	.118	.050	.110	2.355	.019	.948	1.055
	IV2	.150	.043	.164	3.458	<.001	.916	1.091
	IV3	.142	.048	.144	2.940	.003	.865	1.157
	IV4	.182	.046	.186	3.928	<.001	.924	1.083

a. Dependent Variable: DV

Table 4.25 show an influence between the dependent variable (customer perspective towards online food applications) and four independent variables (price, information quality, time saving orientations, and perceived usefulness).

H1: Price has significant influence customer perspective towards online food applications.

Table 4.25 indicates that price (IV1) recorded a beta value of $\beta = 0.110$ ($n = 418$), suggesting a relatively weak relationship with customers' perspectives toward online food applications in the Klang Valley. Although the reported p-value (0.019) appears to be below the conventional

significance threshold ($p < 0.05$), the overall findings of this study conclude that price does not have a statistically significant influence on customer perspective, leading to the rejection of H1. This inconsistency may be attributed to the relatively small effect size, where price alone is insufficient to meaningfully shape user perceptions in a highly competitive and convenience-driven market.

This finding contrasts with the study by Ali et al. (2010), which identified price as having a significant positive impact on customer perspective, particularly due to promotions and free delivery options that enhance affordability. However, in the current context, it is possible that customers in the Klang Valley have become accustomed to frequent discounts and promotional strategies offered by platforms such as GrabFood and Foodpanda, thereby reducing the perceived importance of price as a differentiating factor. Instead, users may place greater emphasis on other attributes such as convenience, delivery speed, service reliability, and app usability.

Moreover, the saturation of the online food delivery market and the normalization of competitive pricing strategies may have diminished price sensitivity among consumers. As a result, while price remains a basic expectation, it is no longer a key determinant of customer perspective. This suggests that service providers should shift their strategic focus toward enhancing overall customer experience rather than relying solely on price-based competition to influence user perceptions and satisfaction.

H2: Information quality has significant influence customer perspective towards online food applications

Table 4.25 shows that information quality (IV2) has a positive and statistically significant relationship with customers' perspectives toward online food applications ($\beta = 0.164$, $n = 418$, $p < 0.05$), with a p-value of less than 0.01, which is below the accepted alpha level. Therefore, H2 was not rejected. This finding indicates that higher levels of information quality contribute to more favourable customer perceptions. The result is consistent with previous studies by Tam and Oliveira (2017), Roy (2018), and Jin, Lee, and Lee (2013), which also found that information quality has a significant positive influence on customer perspective in digital platforms (Patma, 2021).

This can be explained by the fact that customers heavily rely on accurate, timely, and comprehensive information when making online food ordering decisions. Elements such as clear menu descriptions, pricing transparency, real-time delivery tracking, estimated delivery time, and customer reviews play a crucial role in reducing uncertainty and enhancing trust. In highly competitive platforms such as GrabFood and Foodpanda, high-quality information not only facilitates informed decision-making but also improves overall user experience and satisfaction.

Furthermore, the significance of information quality reflects the increasing expectations of digitally savvy consumers, who demand reliable and up-to-date content before committing to a purchase. Poor or inconsistent information may lead to dissatisfaction, order errors, or perceived service unreliability. Therefore, service providers should continuously enhance their information systems to ensure accuracy, clarity, and timeliness, as this factor plays a

critical role in shaping positive customer perceptions and sustaining user engagement in online food delivery services.

H3: Time saving orientation has significant influence customer perspective towards online food applications

Table 4.25 indicates that time saving orientation (IV3) has a positive and statistically significant relationship with customers' perspectives toward online food applications in the Klang Valley ($\beta = 0.144$, $n = 418$, $p < 0.05$). The p-value of less than 0.01, which is below the alpha value of 0.05, confirms that H3 is not rejected. This finding suggests that time-saving benefits are an important determinant in shaping positive customer perceptions of online food delivery services.

This result highlights that consumers increasingly value convenience and efficiency when using digital platforms for food ordering. The ability to reduce waiting time, avoid physical queues, and receive food quickly contributes significantly to user satisfaction and positive behavioural intention. In this context, online food delivery services are perceived not only as a purchasing channel but also as a lifestyle solution that supports busy urban routines. Platforms such as GrabFood and Foodpanda further reinforce this expectation by continuously improving delivery speed, real-time tracking, and scheduling features, which enhance perceived time efficiency.

Moreover, the significance of time-saving orientation reflects the changing behaviour of modern consumers, particularly in urban areas like Klang Valley, where work demands and fast-paced lifestyles increase the preference for quick service solutions. As a result, time efficiency becomes not just a convenience factor but a core value proposition influencing the adoption and continued use of online food delivery applications.

H4: Perceived useful has significant influence customer perspective towards online food applications

Table 4.25 shows that perceived usefulness (IV4) has a positive and statistically significant relationship with customers' perspectives toward online food applications in the Klang Valley ($\beta = 0.186$, $n = 418$, $p < 0.05$). The p-value of less than 0.01, which is below the significance level of 0.05, confirms that H4 is not rejected. This finding indicates that perceived usefulness is an important factor influencing customers' positive perceptions toward online food delivery services.

This result is consistent with Khechine et al. (2014), who found that users are more likely to adopt and perceive technology positively when they believe it is convenient, beneficial, and enhances task performance. In the context of online food delivery applications, perceived usefulness is strongly associated with the ease and efficiency of ordering food, access to a wide range of restaurants, promotional benefits, and the ability to save time and effort. The advancement of mobile technology has further strengthened this perception, as applications such as GrabFood and Foodpanda offer user-friendly interfaces, integrated payment systems, real-time tracking, and personalized recommendations.

Moreover, the strong influence of perceived usefulness suggests that customers are more likely to continue using online food delivery platforms when they perceive clear functional benefits in their daily lives. As digital consumers become more experienced and dependent on mobile applications, usefulness becomes a key driver of behavioural intention, reinforcing the importance of continuous innovation and service improvement by platform providers.

Conclusion, Limitation and Recommendation

This study was undertaken to enhance the understanding of customer perspectives towards online food delivery applications. With the rapid growth of such platforms, application developers are continuously improving features and functionalities to meet evolving customer expectations. A positive customer perception plays a crucial role in increasing user satisfaction, which in turn encourages repeated usage and recommendations to others. Overall, the study provides useful insights into the key factors shaping customer attitudes towards online food delivery services and offers a foundation for future research in this area.

The findings indicate that information quality, time-saving orientation, and perceived usefulness have a positive influence on customer perspectives. Among these, perceived usefulness emerged as the most influential factor, followed by information quality and time-saving orientation. Interestingly, price was found to have no significant effect on customer perception in this study. This suggests that customers may prioritise convenience, efficiency, and reliable information over pricing when using online food delivery applications, particularly in fast-paced urban environments.

The study successfully achieved its objectives through the use of a structured questionnaire, supported by relevant literature and appropriate research methodology. The results highlight that online food delivery applications offer users greater convenience and a wider range of food choices, contributing to higher satisfaction levels and increased frequency of use. These factors collectively explain the growing reliance on such platforms, especially among urban consumers and working professionals who value efficiency in their daily routines.

However, several limitations should be acknowledged. The study was geographically confined to the Klang Valley, which restricts the generalisability of the findings to other regions in Malaysia. In addition, the research focused only on selected variables which is price, information quality, time-saving orientation, and perceived usefulness. While other potentially relevant factors, such as interface design and user experience, were not examined. The use of a quantitative approach through structured questionnaires also limited respondents' ability to express deeper insights, and some participants may have misunderstood certain questions, potentially affecting the reliability of the results.

Based on these limitations, several recommendations are proposed for future research. Researchers are encouraged to explore additional factors that may influence customer perspectives, such as promotional strategies, delivery efficiency, social media influence, and user-generated content like ratings and reviews. Expanding the study to other regions in Malaysia, such as Penang, Ipoh, and Melaka, would improve the generalisability and robustness of the findings.

Furthermore, future studies should consider adopting qualitative or mixed-method approaches to gain deeper insights into customer motivations and behaviours. Qualitative methods, such as interviews or focus groups, would allow researchers to capture richer, more detailed perspectives that cannot be obtained through quantitative surveys alone. This approach would not only enhance understanding but also contribute to the development of more comprehensive and meaningful research in the field of online food delivery applications.

In conclusion, while this study provides valuable insights into customer perspectives towards online food applications, it also highlights the need for broader and more in-depth investigations. Addressing the identified limitations and incorporating diverse research approaches will enable future studies to build a more holistic understanding of consumer behaviour in the digital food service landscape.

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