



**CUSTOMER CONTINUOUS PURCHASE INTENTION
TOWARDS FOOD DELIVERY APPS (GRAB FOOD)**

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**DIPLOMA IN INTERNATIONAL BUSINESS
DEPARTMENT**

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DECLARATION OF THE ORIGINALITY

I the undersigned solemnly declare that the project report ‘Customer Continuous Purchase Intention Toward Grab Food App at Pangsapuri Jaya TTDI Jaya’ is based on our work carried out during the course of our study under the supervision of Mrs Khasniza binti Abd Karim.

I assert the statements made and conclusions drawn are an outcome of our research work. I further certify that:

- I. The work contained in the original and has been done by us under the general supervision of my supervisor.
- II. The work has not been submitted to any other Institution for any other degree/diploma/certificate in this Polytechnic or any other Polytechnic of Sultan Salahuddin Abdul Aziz Shah or abroad.
- III. We have followed the guidelines provided by the polytechnic in writing the report.
- IV. Whenever we have used materials (data, theoretical analysis, and text) from other sources, we have given due credit to them in the text of the report and giving their details in the references.

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Nobody has been more important to us in the pursuit of this project than the members of our family. I would like to our parents whose love and guidance are with us in whatever we pursue. They are the ultimate role models. Most importantly, thank to our teammate that has been cooperate to make this happen through thick and thin and provide unending inspiration. The most important is, we want to thank to our classmate which is DPI5A that has been shared their knowledge and helped each other to make this happen.

LETTER OF TRANSMITTAL

22 March 2020

Dr. Murugadas a/l Ramdas
Lecturer of Business Project
Department of Commerce
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Subject: Submission of the report on “Customer Continuous Purchase Intention Toward Food Delivery app (Grab Food) at Pangsapuri Jaya TTDI Jaya”

Dear Dr.Murugadas,

With due respect, we would like to present to you our research paper “Customer Continuous Purchase Intention Toward Food Delivery App (Grab Food) at Pangsapuri Jaya TTDI Jaya” which has been completed as our Business Project. The purpose of this report was to conduct a basic research to discover between Social Influence, Trust, and Perceived Risk which effect customer continuous purchase intention. It was a learning experience as we had the opportunity to utilize the advanced tools and techniques introduced to us throughout the Business Project course.

We tried our best to use the guidelines and counselling provided by you to make this report as informative as possible. Therefore, we hope that you would accept the research paper and our gratitude for allowing us to work on this intellectually inspire paper. Thank you.

Sincerely yours,
Farah Natasha Binti Hisham
Muhammad Taquiuddin Kamarzaman
Muhammad Zarif Alfian Bin Zainudin
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Diploma in International Business

LETTER OF AUTHORIZATION

Farah Natasha Binti Hisham,
2B-04-17 Jaya Apartment,
Jalan Ilham U2/14, Taman
TTDI Jaya, 40150, Shah Alam,
Selangor.

22 March 2020

Re: Letter of authorization of Customer Continuous Purchase Intention toward Food Delivery apps (Grab Food App).

To whom concern:

I hereby Farah Natasha binti Hisham ask the authorization to process any and all documents in my name, and sign on my behalf.

The authorization is valid for 5 months from March 2020 to

August 2020

. Signature,

FARAH NATASHA BINTI HISHAM

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LIST OF ABBREVIATIONS

SPSS Statistical Packages for the Social Science

ABSTRACT

Customer Purchase Intention Using Food Delivery Apps (Grab Food)

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Abstract - Food delivery is a courier services that brings great food from the local restaurant, straight to the doorsteps of hungry customers. In Malaysia nowadays, there is a lot of hesitation and fraud happened when it comes to online purchasing. However, people still purchase goods from the online apps on food delivery services. The main purpose of this project is to identify the influence factors and determine the significant relationship of social influence, trust and perceived risk that influence the customer purchase intention of Grab Food Delivery services at Pangsapuri Jaya, TTDI Jaya, Shah Alam. The purpose of literature review is to review the critical points of current knowledge including substantive findings as well as theoretical and methodological which contribute to the research topic in hand. Other than that, literature reviews also known as secondary sources, it only reports the past research and do not unveil any new or original research information. This is a descriptive study and the data gathering tool is two technological questionnaires on customer purchase intention using Food Delivery Apps that were distributed among 280 people. The analysis of research data will be performed using SPSS25 and google form software. The result from this study shows that there is a significant relationship between perceived risk and customer purchase intention with the value of r at 0.758 and mean at 4.1631

Keywords— Trust, Social Influence and Perceived Risk.

EXECUTIVE SUMMARY

The following is a proposal for a Final Year Project consisting of the Continuous Customer Purchase Intention towards Food Delivery Apps (Grab Food). Food delivery is a courier services that brings great food from the local restaurant, straight to the doorsteps of hungry customers. The food delivery services are on the rise in many developing countries. Nowadays, there is even an app for food delivery services. Customers prefer to purchase food online and have it delivered to their designated location. Sitting at their comfort zone while scrolling through their smartphone, selecting orders and wait for their food to be delivered. The bargaining power of suppliers for Grab is perceived to be the software and hardware developers of the application. In order for Grab to operate smoothly, the developers have to constantly upgrade the system to fix bugs and to improve the speed and functionality of the application with the addition of many other services. The main purpose of this project is to identify the influence factors of social influence, trust and perceived risk towards customer purchase intention of Grab Food Delivery services. Besides that, it is also to determine the most significant relationship that influence the customer purchase intention of Grab Food Delivery services.

The data collected from 280 respondents survey method through a structured questionnaire through pilot test and will be using SPSS. Descriptive analysis, reliability test, Pearson correlation test, multiple regression analysis and central tendency will be chosen as data analysis techniques. The questions and scales in questionnaires will consider to be reliable as the entire Cronbach's Alpha was more than 0.7 which is indicate as very good.

CHAPTER 1

INTRODUCTION

1.1 INTRODUCTION

This research was conducted to explore the influence factors of social influence, trust and perceived risk toward customer purchase intention of Grab Food Delivery services in Pangsapuri Jaya, TTDI Jaya. This research will begin with background, problem statement followed by research objective, research question, the scope of research, significance of research and this chapter will end with the definition of operational terms.

1.2 RESEARCH BACKGROUND

Grab is previously known as Grab Taxi, is one of the biggest start-up company in Southeast Asia. Grab was founded in 2012 by Anthony Tan and Tan Hooi Ling in Malaysia. Recognized as MyTeksi in Malaysia, Grab already available in 30 cities across Southeast Asia. Anthony Tan and Tan Hooi Ling, Harvard Business School graduates, coming up with the idea to the panel of the 2011 Harvard Business Plan Competition, which Anthony Tan admitted that Grab started because the taxi system in Malaysia was a mess and needed to do something about it. 16 April 2019, Grab announced that Grab Food app into Grab app. According to Grab, 2019 “Not over a year since they launch Grab Food, their order steadily growing by 30% on a monthly basis. Therefore, the move to integrate the Grab Food app with the Grab app will bring more value and opportunities to all who are part of the Grab Food’s ecosystem,” said Sean Goh, Country Head of Grab Malaysia.

In Malaysia, this kind of app is not new to us because we had FoodPanda delivery before this but people still willingly to buy using Grab Food app. Previous studies have shown that price is an important variable, but other variables such as product and service quality are important in the process of customers’ purchase decision (Giovanis et al., 2013). Hence, there is others factor that may influence the factor towards customer purchase.

This research seeks to advance the knowledge about the customer buying power factor that influence and give the impact on the sales on that particular company. In other words, the company can make a comparison and also improving their services in every angle of consumer perspective.

1.3 PROBLEM STATEMENT

In Malaysia nowadays, there is a lot of hesitation and fraud happened when it comes to online purchasing (any evidence? like statistics to proof the statement) Therefore, people still purchase goods from the online apps. Since there is a lot of other platform or apps on food delivery services, the market has been competitive and lately a lot of newcomers come into this platform. In other words, this will give consumer multiple choices to make but why people still buy a goods form Grab Food? There are so many studies about the customer purchase intention but most of them is too general for certain issue. The sources from (Neilson, 2014) stated that global online purchase intention rates in 2014 have doubled since 2011.

The main point of this research is to identify the influence factors of social influence, trust and perceived risk towards customer purchase intention of Grab Food Delivery services. And also to determine the most significant factors in order to make any improvement in the future.

1.4 RESEARCH OBJECTIVES

1. To identify the influence factors of social influence, trust and perceived risk toward customer purchase intention of Grab Food Delivery services.
2. To determine the significant relationship between social influence, trust and perceived risk that influence the customer purchase intention of Grab Food Delivery services.

1.5 RESEARCH QUESTIONS

1. Which is the most influential factor that influence the customer purchase intention of Grab Food Delivery services?
2. What is the most significant relationship that influence the customer purchase intention of Grab Food Delivery services?

1.6 SCOPE OF RESEARCH

Scope of this research is to figure out customer purchase intention using food delivery app Grab Food at Jaya Apartment, TTDI Jaya. This research will be done because we want to know which factors between social influences, trust and perceived risk works well towards customer purchase intention of Grab Food Delivery Services. The population of the respondent randomly selected at Jaya Apartment resident. The instrument that we use for this research is questionnaire. So, the questionnaire that will be distribute is focusing on the most influential factor that influence the customer purchase intention of Grab Food Delivery services.

1.7 SIGNIFICANCE OF RESEARCH

The determination of the most influential factors of social influences, trust and also perceived risk that influence the consumer purchase intention using Grab Food Delivery. Company need to know their target market intention using their app as a result to make a better improvement in the future.

Based on the literature review, these are the three influential factors that people use to influence customer on purchasing making. Nevertheless, this research only focusing on this three factors because we need to know which of it can give more benefit to the company in the future. Trust is a vital concept of online purchasing because it can help ease consumer uncertainties and reduce the risks associated with the buying from based vendors (McKnight, D.H., V. Choudhury, and C. Kacmar, 2002). The result of this research is useful for the business company.

As the result, the company can make a references in the future to make a better plan or strategies on how to capture their target market.

1.8 DEFINITION OF OPERATIONAL TERMS

The definition of operational terms is used to explain the variables in this research. The following are explanations for the variables in this research to provide more understanding.

1.8.1 FOOD DELIVERY

Retail food delivery is a courier service in which a restaurant, store, or independent food delivery company delivery food to a customer. An order is typically made either through a restaurant or grocer's website or phone, or through a food ordering company. The delivered items can include entrees, sides, drinks, desserts, or grocery items and are typically delivered in boxes or bags. The delivery person will normally drive a car, but in bigger cities where homes and restaurants are closer together, they may use bikes or motorized scooters. Consumers and business around the globe have been more connected than ever before with the presence of Internet (Ravikant Balkrishna Sangurde, 2019). Customer can, depending on the delivery company, choose to pay online or in person, with cash or card. A flat rate delivery fee is often charged with what the customer has bought. Tips are often customary for food delivery service.

1.8.2 PURCHASE INTENTION

The willingness of a customer to buy a certain product or a certain service is known as purchase intention. Purchase intention is dependent variable that depends on several external and internal factors. Purchase intentions are a measure of the respondent's attitude towards purchasing a product or availing a service. Purchase intention is the preference of consumer to buy the product or service. In another words, purchase intention has another aspect that the consumer will purchase a product after evaluation. Many factors affect the consumer's intention with the large external factors (Keller, 2001).

1.9 SUMMARY

This chapter contains an introduction to the research that researchers wants to do about the customer purchase intention using food delivery app Grab Food on influence factors. This chapter also contains the research background, problem statement, research objectives, research questions, scope of research, significance of research and definition of operational terms related to the customer purchase intention using food delivery app Grab Food Delivery.

CHAPTER 2

LITERATURE REVIEW

2.1 INTRODUCTION

This chapter will discuss the customers continuous online purchase intention towards Food Delivery Apps Grabfood at Jaya Apartment, TTDI Jaya in Section 13, Shah Alam. The reviews provided some study of social influence, trust and perceived risk in similar food delivery apps service which can also be used as a guideline in this study and also provided some current situation related to alternative Food delivery Apps service.

Based on the previous study by Forrester analyst, Sucharita Mulpuru, (2011) company must disclose all benefits and features of product that it will increase the customer knowledge and it's ultimately increase the customer's purchase intention. It is also a good chance for the company to set the customer.

Based on the survey held by Yi Jin Lim, Abdullah Osman, Shahrul Nizam Salahuddin*, Abdul Rahim Romle, Safizal Abdullah stated that subjective norm and perceived usefulness have significant positively influence on online purchase intention but subjective norm have insignificant influence of shopping behaviour in a negative way. Besides that, perceived usefulness also insignificantly influence online shopping behaviour. Based on the result, the high effect of purchase intention towards online shopping behaviour was consistent with previous studies.

In conclusion, customer's continuous online purchase intention to use Grabfood mainly because of the influence of trust, perceived risk and social influence.

2.2 REVIEW OF LITERATURE

The purpose of literature review is to review the critical points of current knowledge including substantive findings as well as theoretical and methodological which contribute to research topic in hand. Other than that, literature reviews also known as secondary sources, it only reports the past research and do not unveil any new or original research information.

2.3 DEPENDENT VARIABLE

2.3.1 Definition Continuous Online Purchase Intention

Continuous online purchase intention can be defined as a situation where a consumer is willing and intends to make online transactions (Pavlou, 2003). This term is used when customers willingness to search, select and purchase products via the Internet. George (2004) and similarly, Khalifa and Limayem (2003) defined internet purchasing behaviour as a process of purchasing products, services and information via the Internet, they defined this term based on earlier definition of Azjen and Fishbein (1980) on customer behaviour and intention. George (2004) stated that because of customer concerns about personal information and privacy, many consumers do not shop online. The buying behaviour of online customers is related to how customers make their decisions on what product or services to purchase online. The Internet affects customer decision-making behaviour in all three stages of pre-purchase, purchase and post purchase (Sheth and Mittal, 2004). Therefore, customer online purchase intention in the web-shopping environment will determine the power of a consumer's intention to do a purchasing behaviour via the Internet (Salisbury et al., 2001). By virtue of past works, this paper defines continuous online purchase intention as customer's willingness with intention to purchase behaviour via the Internet. Based on the research Suk Won Lee¹, Hye Jin Sung² and Hyeon Mo Jeon also stated the determinants of continuous purchase intention for food delivery software application.

2.4 INDEPENDENT VARIABLE

2.4.1 SOCIAL INFLUENCE

Subjective norm insinuates the buyers' acknowledgment that people that important to them think a particular lead should be performed or not (Raman, 2011). Mohd et al. (2011) portrayed subjective norm as the customers' feelings that a particular individual or social occasion endorse or oppose the direct of the customers. Most tend to play out a specific direct with feelings that it would make positive results. Thusly, the subjective norm will provoke the use of the actual framework. In this investigation, the effect of the subjective norm was surveyed in social influence. Davis (1989) emphasized on the significance of social influence in innovation acknowledgment. Social influence alludes to the perceived social pressure conveys a specific conduct (Park, 2009). Wang and Chou (2014) described social influence as how the overall public around can give an impact on a man's decisions.

2.4.2 TRUST

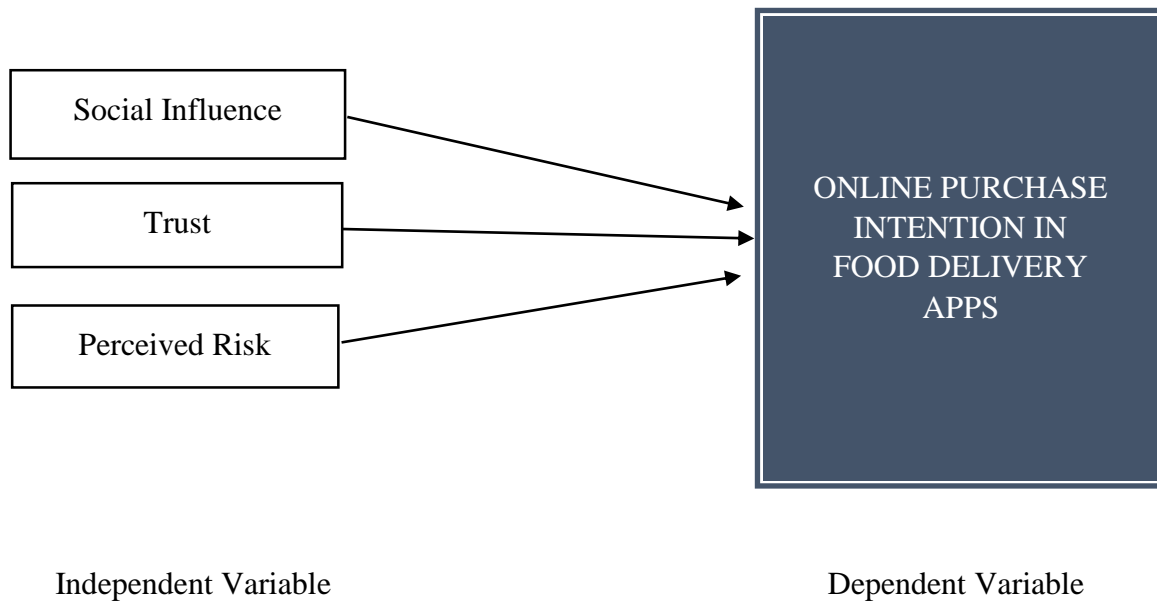
Trust is known as an important factor in the buyer-seller relationships and online purchase intention in electronic commerce (Jarvenpaa et al., 1998; Zhou et al., 2007; Naveed and Eddaoudi 2009; Yulihhasri et al. 2011; Swidi et al., 2012). In the context of e-commerce, trust includes the online consumer beliefs and expectancies of characteristics of the online seller (McKnight et al., 2002). Kraeuter (2002) identifies trust as the most significant long-term barrier for understanding the potential of e-commerce to consumers in online environment. People make important buying decisions based on their level of trust in the product, salesperson, and/or the company (Kim et al., 2008). Alternatively, trust can be defines as willingness of consumer to the possibility of loss during shopping process, according to this definition, trust can be considered as a kind of behavioural intention as well (Gefen et al., 2003). Some studies identified trust as a factor that affects attitude and risk (Jarvenpaa et al., 1999; Heijden et al.,2003; Thompson and Liu, 2007; Kim et al., 2008; Meskaran et al., 2010). Consequently, willingness to buy is influenced by attitude and risk. It is found that lack of trust generates a negative effect on willingness to online purchasing

activities. NECTEC (2006) affirmed that more than 63 percent of online users do not shop online due to lack of trust. Trust is a factor with strong direct effect on online purchase intention too (Tariq and Eddaoudi, 2009). Similarly, Heijden et al., 2003; Kim et al., 2008 and Delafrooz et al., 2011 have viewed trust as one of the antecedents of online purchase intention. In addition, only works of Heijden et al., (2003) and Delafrooz et al., 2011 revealed trust as the most significant factor influencing online purchase intention.

2.4.3 PERCEIVED RISK

The perceived risk concept was introduced by Bauer (1960). He defined it as amount of risk that is perceived by consumer in selecting or making decision in a purchasing process. Liang and Huang (1998) found that online shopping intention depends on the degree of perceived risk. Consumers generally associate a higher level of risk with non-store purchase rather than store purchase. Unlike offline consumers, online consumers are concerned with risks involved in buying on the Web such as credit card, fraud and not receiving the right products after ordering (Heijden et al., 2003). Perceived risk is known as a factor that affects online purchase intention significantly (Choi et al., 2003; Zhou et al., 2007). In addition there is a list of studies that have mentioned to risk as an important factor that is in a strong relationship with trust (Jarvenpaa et al., 1998; Thompson and Liu, 2007; Meskaran et al., 2010), they mention to a negative effect of trust on risk and risk on trust. Since risk is a factor that significantly effect on online purchase intention, trust and security, this study will consider it as factor to be included in the comprehensive model.

2.5 CONCEPTUAL FRAMEWORK



2.6 SUMMARY OF THE CHAPTER

This chapter consists of the documentation of a comprehensive review of the published and unpublished information from the secondary sources that related to factors that would influence customers online purchase intention towards Grabfood services. This chapter is able to complete by gaining useful information and references that made by other researchers to support the research topic and fill up the blank of the studies. Besides that, the other things that included in this chapter are extracted the relevant information, the dependent variable which is online purchase intention , independent variable which are social influence, trust and perceived risk.

In the next chapter, the researchers will be proceed to research methodology to ensure that the methods of study to be carried out.

CHAPTER 3

RESEARCH METHODOLOGY

3.1 INTRODUCTION

The purpose of the current study is to explore customer continuous purchase intention towards Grab Food app at Pangsapuri Jaya TTDI Jaya. This study was conducted using a quantitative method which is survey among the public. Quantitative methods use descriptive analysis as this study can describe a particular subject by taking into account various aspects and factors that need to be evaluated. According to (Mäntyneva, Heinonen & Wrange 2008; Ghauri & Grønhaug, 2005) stated that, quantitative research focuses on collecting numerical data to explain the phenomena. The data is collected through surveys and the sample size is much bigger than in qualitative research. The questions are designed in such a way that they can be handled and analysed statistically. It is suitable for use in this study because the findings of this study are the information about current events.

3.2 RESEARCH DESIGN

The design of the study provides an overview of the framework, plan or strategy that determines the study procedure. Design aspects were included the research approach, sampling method, how to collect data, techniques for processing and analysing data, and report writing. This study would be conducted by using a quantitative research approach. Quantitative research as the involvement of the use of structural questions in which the respondents options had been predetermined and a large number of respondents were involved (Burns and Bush, 2006). The survey instrument was customized to explore on the customer continuous purchase intention towards Grab Food app at Pangsapuri Jaya TTDI Jaya. This research also was done by obtaining the data collected through a reliability test and questionnaire that had been distributed to residents of Pangsapuri Jaya TTDI Jaya. Questionnaires were the popular and most effective method to collect data used by researchers. This was because the researchers knew exactly what was necessary and how to evaluate the interested variables (Sekaran,U.& Bougie, 2009).

3.3 DATA COLLECTION METHOD

Data collection is a method of gathering information from all relevant sources in order to get the best response to the research question, to test the hypothesis and to analyze the findings. Data collection methods can typically be divided into two categories: secondary data collection methods and primary data collection methods. Primary data consists of information collected for specific purposes, and primary data is also collected by surveys and analysis. Secondary data consists of information that already exists that has been gathered for some purposes. Normally we will use both primary and secondary data.

3.3.1 Primary Data

When the researcher is not able to get an answer to the research problem from secondary data, primary data is needed. Primary data can be collected through surveys and interviews, observations and experiments (Ghuri & Grønhaug, 2005). Questionnaires are provided to 280 people that are selected randomly in Pangsapuri Jaya, TTDI Jaya, Shah Alam area. This method is selected because it is cost-efficient, practical, and fast results.

3.3.2 Secondary Data

Secondary data refers to information collected by others. It must be noticed that the data might have been collected for a different purpose. Therefore, the researcher must always question the reliability of the information. Secondary data aim is to help the researcher to understand, solve and explain the research problem. Sources of secondary data are books, articles, statistics, and research reports. In some cases, the secondary data is enough to solve the research problem and no primary data is needed. (Ghuri & Grønhaug, 2005). When the researcher is not able to get an answer to the research problem from secondary data, primary data is needed.

3.4 RESEARCH INSTRUMENT

Research instrument involves questionnaire design, pilot test, and construct measurement that discusses the instrument that will be used to measure the effectiveness of social media on purchasing decision making.

3.4.1 Questionnaire Design

A questionnaire is defined as a researcher instrument that consists of a set of questions or other types of prompts that aims to collect information from a respondent. Questionnaire design refers to the design of the questions used to obtain the data needed for the survey. This research is using structured question because it is easier to administer and relatively inexpensive to analyse. The questionnaire consisting of three parts that are part 1: General question, and part 2: Independent variables (Social Influence, Trust, Perceived risk) and Dependent variables (Online Purchase Intention) and part 3: Demographic profile

Table 3.1 Social Influence, Trust, Perceived Risk and Continuous purchase intention.

Variable	Code	Items	Sources
Social influence (Independent variable)	SI1	1. People who are important to me think that I should use mobile food order apps	Venkatesh et al. (2012)
	SI2	2. People who influence my behaviour think that I should use mobile food order apps.	
	SI3	3. People whose opinions that I value prefer that I use mobile food order apps	
	SI4	4. By the recommendation of food according to the reviews about the apps	
	SI5	5. By the delivery staffs' attitude (with affection, dedication or hate) when delivering during using this services.	
	SI6	6. By the value of promotion code (I buy this because of this promotion code)	
Trust (Independent variable)	T1	1. I think that this web site usually fulfils the commitments it assumes.	Adapted from Ha and Janda (2014), Sultan et al (2002) Hassanein and Head (2007) Van der Heijden,Verhagen andCreemers(2003)
	T2	2. This website does not make false statements.	
	T3	3. I think that this website has sufficient experience in the marketing of the products and services that it offers.	
	T4	4. Most of what this website says about its products or services is true.	
	T5	5. I think that information offered by this site is sincere and honest.	
	T6	6. This store wants to be known as one who keeps his promises.	
Perceived risk (Independent variable)	PR1	1. The personal information that I provide on this website is secure.	
	PR2	2. The monetary information that I provide on this website is well protected.	
	PR3	3. This site will not use unsuitable methods to collect my personal data.	
	PR4	4. Grab Food is an important apps to get what I want on time	
	PR5	5. The use of Grab Food is less stressful for me to find transport in the night	
	PR6	6. Grab Food help me better understand about the process in ordering.	
Continuous purchase intention. (Dependent variable)	PI1	1. I will consider this site first when I want to buy products.	Adopted from Demangeot and Broderick (2016) Ha and Janda (2014), Pavlou et al. (2007), Hassanein and Head (2007), Sultan et al. (2002)
	PI2	2. I would be comfortable shopping at this site	
	PI3	3. I would recommend this site to a friend	
	PI4	4. I intend to continue using this website in the future.	
	PI5	5. I will purchase other products or services at this web site.	
	PI6	6. I would like to buy new products/services from this site	

3.4.2 Pilot Test

The pilot test has been conducted before the final survey is carried out. A pilot study is a small study of full-scale research or trial run in preparation for a comprehensive study. The benefit of the pilot study is cost-effective in terms of fewer interviews and questionnaires, the lack of personnel required and the time needed to collect and analyse data. During the full study, it is undertaken to identified potential problem areas and shortcomings in the research tools and protocol before implementation. Pilot studies are important in assessing the quality and usability of the research questions. Pilot studies give the researcher an indication of the quality of results that the researcher will most likely receive (Leedy and Ormrod, 2005). The pilot test has been distributed to 30 people randomly at the Pangsapuri Jaya, TTDI Jaya, Shah Alam area. The researcher carried out a pilot test where sets of questionnaires will be given to the respondents through a printed questionnaire. After the pilot test has being conducted and explain its consistency, 30 sets of questionnaires have been run for reliability test in order to check the reliability of the question.

3.4.3 Reliability Test

Table 3.2 Reliability Test

Variables	Cronbach's Alpha
Social Influence	0.894
Trust	0.943
Perceived Risks	0.800
Continuous Purchase Intention	0.948

The rule of thumb for the reliability test is that 0.7 or higher suggests good reliability. Based on the results in table above, Social Influence, Trust, Perceived Risks and Continuous Purchase Intention recorded excellent reliability with Cronbach 's Alpha of 0.894, 0.943, 0.800 and 0.948 respectively

3.5 SAMPLING TECHNIQUES

In order to answer the research questions, it is doubtful that researcher should be able to collect data from all cases. Thus, there is a need to select a sample. The entire set of cases from which researcher sample is drawn in called the population. Since, researchers neither have time nor the resources to analysis the entire population so they apply sampling technique to reduce the number of cases.

A sample is a finite part of a statistical population whose properties are studied to gain information about the whole (Webster, 1985). When dealing with people, it can be defined as a set of respondents (people) selected from a larger population for the purpose of a survey.

A population is a group of individual persons, objects, or items from which samples are taken for measurement for example a population of presidents or professors, books or students.

In this research we use non-probability sampling which is convenience sampling. (Accidental Sampling) is a type of non-probability or non-random sampling where members of the target population that meet certain practical criteria, such as easy accessibility, geographical proximity, availability at a given time, or the willingness to participate are included for the purpose of the study (Dörnyei, Z, 2007). It is also referred to the researching subjects of the population that are easily accessible to the researcher (S. K., & Given Lisa M., 2008)

3.6 DATA ANALYSIS

The quantitative methods used in this study include surveys. The data which have been collected will be analyzed using the Statistical Package for the Social Sciences 25 (SPSS 25) program using descriptive statistics such as mean and standard deviation to answer each of the research questions in Chapter 1. Results of the analysis will then be displayed using statistical summary tables, charts, and graphs.

3.7 SUMMARY

This chapter describes the study design, population and sampling, research instruments, data collection, and analysis procedures. This study is an evaluation study using quantitative data. The data obtained using structured questionnaire instruments were analysed using SPSS software and coded to answer the research questions discussed in Chapter 1.

CHAPTER 4

FINDINGS

4.1 INTRODUCTION

These findings are divided into several parts that are important to explain in general this study. This research consists of respondent's analysis, information and the implementation of their opinions on the customer continuous purchase intention toward Grab Food app at Pangsapuri Jaya.

This questionnaire is divided into three (3) sections. Section A contains general question information to respondents, Section B which includes all of the customer purchase intention and Section C is for respondent demographics.

Using the "Statistical Packages for the Social Science for Windows version 25" (SPSS 25.0), the exact data obtained from the collected questionnaire are then displayed in the form of tables showing the frequency, percentage and mean. The mean value is classified into 3 levels. According to Richard I. Levin and David S. Rubin, 2000, the highest of mean score is between 3.67 to 5.00, the medium is from 2.34 to 3.66 and the lowest is from 1.00 to 2.33.

4.2 RESPONSE RATE

Response rate is the 100% percentage of people who respond to your survey. In this analysis, a total of 280 questionnaires were distributed to respondents at Pangsapuri Jaya, TTDI Jaya, Shah Alam.

4.3 DEMOGRAPHIC PROFILE

Researchers had distributed 280 copies of survey questionnaire through convenience sampling and received 100% responses from respondents. There is no data outlier, thus the researcher fully utilized the 280 copies of survey questionnaire and analyse it.

Table 4.1 Demographic Profile

DEMOGRAPHIC PROFILE		FREQUENCY	PERCENTAGE %
Gender	Male	154	55.0
	Female	126	45.0
Race	Malay	139	49.6
	Chinese	63	22.5
	Indian	72	25.7
	Others	6	2.1
Age	20 below	20	7.1
	21-30	233	83.2
	31-40	21	7.5
	41-50	6	2.1
Marital Status	Single	227	81.1
	Married	45	16.1
	Divorced	5	1.8
	Widowed	3	1.1
Level of education	Doctorate/Phd	17	33.2
	Master	25	8.7
	Degree	61	31.3
	Diploma	140	26.4
	Certifacate	15	5.4
	STPM	7	2.5
	SPM	9	3.2
	SRP/PMR/PT3	6	2.1

Researcher had distributed 280 copies of survey questionnaire and had received 100 percent response from respondent. There is no data is outlier, thus the researcher fully utilized the 280 copies of survey questionnaire and analysed it.

Based on the demographic profile above, a total respondent of 280 participated in the survey questionnaire. The result of gender analysis consists of 154 male and 126 females. Percentage of male is 55%, whereas female is 45%.

Table above show the respondents' race groups. Based on the data collected, most of the respondents are Malay which amounted to 49.6% or 139 out of 280 respondents. The second highest are Chinese, which amounted to 22.5% or 63. While Indian 25.7% or 72 and the rest is other 2.1% or six respondents only.

The respondents' age groups. Based on the data collected, most of the respondents are age 21-31 which amounted to 83.2% or 233 out of 280 respondents. The second highest are age 31-40 which amounted to 7.5% or 21 out of 280 respondents. Divorced 1.8% or five people and the rest widowed 1.1% which is three people.

Table above show marital status of respondents who answered the questionnaire. The respondents are majority single, which are 227 respondents (81.1%). There are only 45 respondents (16.1%) are married.

Table above show the respondent's level of education groups. Based on the data collected, most of the respondents are diploma student which amounted to 50% or 140 out of 280 respondents. The second highest are degree student which amounted to 21.8% or 61 out of 280 respondents.

4.4 CENTRAL TENDENCIES MEASUREMENT OF CONSTRUCTS

Central tendencies measurement of construct - Central tendency is defined as “the statistical measure that identifies a single value as representative of an entire distribution.” (Gravetter FJ, Wallnau LB, 2000). It aims to provide an accurate description of the entire data. It is the single value that is most typical or representative of the collected data. The term “number crunching” is used to illustrate this aspect of data description. The mean, median and mode are the three commonly used measures of central tendency

4.4.1 Reliability and Normality Analysis

Table 4.2 : Reliability Coefficients for Each Variable (N=280)

Variables	No. of Items	Item Deleted	Cronbach's Alpha
Social Influence	6	-	0.894
Trust	6	-	0.943
Perceived Risk	6	-	0.800
Continuous Purchase Intention	6	-	0.948

The rule of thumb for the reliability test is that 0.7 or higher suggests good reliability. Based on the results in the table above, Social Influence, Trust, Perceived Risks and Continuous Purchase Intention recorded excellent reliability with Cronbach 's Alpha of 0.894, 0.943, 0.800 and 0.948 respectively.

Table 4.3 : Reliability Coefficients for Each Variable (N=280)

Variables	Skewness	Kurtosis	Distribution Statuses
Social Influence	-0.737	-0.493	Normal
Trust	-0.368	-0.522	Normal
Perceived Risk	-0.139	0.094	Normal
Continuous Purchase Intention	-0.273	-3.536	Double exponential

Table 4.3 describes the results of the normality test for the constructs in the measurement model. The results of the main assumption in the maximum likelihood Estimation (MLE) method, which is based on skewness and kurtosis, show that the data sets Social Influence, Trust and Perceived risk is normal and have skewness and kurtosis of less than +/-2 but the Continuous Purchase Intention is double exponential because Kurtosis is -3.536. The skewness ranged from -0.737 to -0.139, and the kurtosis ranged from -3.536 to -0.522.

4.4.2 Descriptive Statistic

The descriptive statistics were also calculated for each items and variable to investigate their level among the respondents. The three levels of categories according to the mean consist of low (1.00 – 2.33), medium (2.34 -3.67) and high (3.68 – 5.00) (Mohd Najib Abd Ghafar, 2003).

4.4.3 Social Influence

Table 4.4 Central Tendencies for Social Influence (N=280, Mean =3.995)

ITEM	Mean	Std. Deviation	Level
(SI1) People who important to me think that I should use mobile food order apps.	3.8536	.95226	High
(SI2) People who influence my behaviour think that i should use mobile food order apps.	3.7893	.95145	High
(SI3) People whose opinions that I value prefer that I use mobile food order apps.	3.9750	.87749	High
(SI4) By the recommendation of food according to the reviews about the apps.	4.0143	.84655	High
(SI5) By the delivery staffs' attitude (with affection, dedication or hate) when delivering during using this services	4.0536	.80366	High
(SI6) By the value of promotion code (I buy this because of this promotion code)	4.2857	.78777	High

Table 4.4 shows the central tendencies for Social Influence variable. Overall, the customer continuous purchase intention towards Grab Food app is at a high level (Mean = 3.995). The item that has the central tendencies for Social Influence highest perception is on “By the value of promotion code (I buy this because of this promotion code” (Mean = 4.2857) and lowest perception is on the “People who influence my behaviour think that I should use mobile food order apps.” (Mean = 3.7893).

4.4.4 Trust

Table 4.5 Central Tendencies for trust (N=280, Mean=4.1917)

ITEMS	Mean	Std. Deviation	Level
(T1) I think that this web site usually fulfils the commitments it assumes.	4.1429	.83448	High
(T2) This website does not make false statements.	4.1750	.82180	High
(T3) I think that this website has sufficient experience in the marketing of the products and services that it offers.	4.1857	.81285	High
(T4) Most of what this website says about its products or services is true.	4.2321	.79854	High
(T5) I think that information offered by this site is sincere and honest.	4.2286	.85377	High
(T6) This store wants to be known as one who keeps his promises.	4.1857	.84315	High

Table 4.5 shows the central tendencies for Trust variable. Overall, the customer continuous purchase intention towards Grab Food app is at a high level (Mean=4.1917). The item that has the central tendencies for Trust highest perception is on “Most of what this website says about its products or services is true” (Mean=4.2321) and lowest perception is on the “ I think that this web site usually fulfils the commitments it assumes” (Mean=4.1429).

4.4 5 Perceived Risk

Table 4.6 Central Tendencies Perceived Risk (N=280, Mean=4.1631)

ITEM	Mean	Std. Deviation	Level
(PR1) The personal information that I provide on this website is secure.	4.1536	.77227	High
(PR2) The monetary information that I provide on this website is well protected.	4.2036	.77459	High
(PR3) This site will not use unsuitable methods to collect my personal data.	4.1036	.82522	High
(PR4) Grab Food is an important apps to get what I want on time	4.1464	.86550	High
(PR5) The use of Grab Food is less stressful for me to find transport in the night	4.2071	.72336	High
(PR6) Grab Food help me better understand about the process in ordering.	4.1643	.83482	High

Table 4.6 shows the central tendencies for Perceived Risk variable. Overall, the customer continuous purchase intention towards Grab Food app is at a high level (Mean=4.1631). The item that has the central tendencies for Perceived Risk highest perception is on “The use of Grab Food is less stressful for me to find transport in the night” (Mean=4.2071) and lowest perception is on the “This site will not use unsuitable methods to collect my personal data.” (Mean=4.1036).

4.4.6 Continuous Purchase Intention

Table 4.7 Central Tendencies Continuous Purchase Intention (N=280, Mean=4.0994)

ITEM	Mean	Std. Deviation
I will consider this site first when I want to buy products.	4.0357	.87096
I would be comfortable shopping at this site	4.0786	.83015
I would recommend this site to a friend	4.1500	.77990
I intend to continue using this website in the future.	4.1107	.84150
I will purchase other products or services at this web site.	4.1214	.82928
I would like to buy new products/services from this site	4.1000	.86592

Table 4.7 shows the central tendencies for Continuous Purchase Intention variable. Overall, the customer continuous purchase intention towards Grab Food app is at a high level (Mean=4.0994). The item that has the central tendencies for Continuous Purchase Intention highest perception is on “I would recommend this site to a friend” (Mean=4.1500) and lowest perception is on the “I will consider this site first when I want to buy products.” (Mean=4.0357).

4.4 RELATIONSHIP BETWEEN SOCIAL INFLUENCE, TRUST, AND PERCEIVED RISK WITH CONTINUOUS PURCHASE INTENTION

A correlation analysis was used to find the relationship between Social Influence, Trust, and Perceived Risk with Continuous Purchase. The Pearson correlation coefficient is a measure of the strength and direction of association that exists between two variables measured. The correlation coefficient (r) is a value that measures the direction and strength of a relationship between two variables 137? (McMillan, 2012). The r value ranges from +1.00 to -1.00 and the strength of correlation are based on Chua (2013).

According to Mr. Shashank Tripathi and Dr. Devaraj Badugu (2018), the Pearson Correlation Coefficient is adopted, to measure the sense of mutual dependence of more than two variables. Here the latent variables are perceived usefulness with perceived trust and the dependent variables are Information search, Evaluation of Alternatives and Buying intention, each variable are individually treated with each other and result is obtained where the value of r shows positive correlation and p value representing ? is significant at 0.01 level i.e. $p < 0.01$.

Size of Correlation	Strength of Correlation
0.91 until 1.00 or -0.91 until -1.00	Very Strong
0.71 until 0.90 or -0.71 until -0.90	Strong
0.51 until 0.70 or -0.51 until -0.70	Moderate
0.31 until 0.50 or -0.31 until -0.50	Weak
0.01 until 0.30 or 0.01 until 0.30	Very Weak
0.00	No correlation

Table 4.8 Relationship between Social Influence with Continuous Purchase Intention

	IV1	DV
Pearson Correlation	1	.583**
IV1 Sig. (2-tailed)		.000
N	280	280

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

H1 : There is a significant positive relationship between social influence and continuous purchase intention.

Based on the Table 4.8, the relationship between social influence and continuous purchase intention is moderate ($r=0.583$). The relationship is also significant at level of 0.01. Therefore, we accept the hypothesis that there is a significant positive relationship between social influence and continuous purchase intention.

Table 4.9 Relationship between Trust with Continuous Purchase Intention

	DV	IV2
Pearson Correlation	.570**	1
IV2 Sig. (2-tailed)	.000	
N	280	280

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

H2 : There is a significant positive relationship between trust and continuous purchase intention

Based on the Table 4.9, the relationship between trust and continuous purchase intention is moderate ($r=0.570$). The relationship is also significant at level of 0.01. Therefore, we accept the hypothesis that there is a significant positive relationship between trust and continuous purchase intention

Table 4.10 Relationship between Perceived Risk with Continuous Purchase Intention

Correlations		
	DV	IV3
Pearson Correlation	.758**	1
IV3 Sig. (2-tailed)	.000	
N	280	280

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

H3 : There is a significant positive relationship between perceived risk and continuous purchase intention

Based on the Table 4.10, the relationship between perceived risk and continuous purchase intention is strong ($r=0.758$). The relationship is also significant at level of 0.01. Therefore, we accept the hypothesis that there is a significant positive relationship between perceived risk and continuous purchase intention.

4.5 LINEAR REGRESSION TESTING

Linear regression testing is conducted in order to test the influence of an independent variable towards a dependant variable. The linear regression in this study is conducted separately between Social Influence (IV1), Trust (IV2), and Perceived Risk (IV3) with Continuous Purchase Intention (DV).

4.5.1 Linear regression Social influence and Continuous Purchase Intention

Table 4.11 : Linear regression for Social influence and Continuous Purchase Intention

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.583 ^a	.340	.338	.59319	1.663

a. Predictors: (Constant), IV1 (Social Influence)

b. Dependent Variable: DV

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	50.496	1	50.496	143.505	.000 ^b
	Residual	97.821	278	.352		
	Total	148.317	279			

a. Dependent Variable: DV

b. Predictors: (Constant), IV1

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.638	.208		7.857	.000
	IV1	.616	.051	.583	11.979	.000

a. Dependent Variable: DV

Table 4.11 shows the linear regression testing for social influence with continuous purchase intention. The change in variance in customer intention explained by social influence is 34.0% (R square). From the table, it is indicated that there are significant positive influence of social influence towards customer continuous purchase intention (F=143.505, p<0.05). This means that when product goes up by 1 standard deviation, customer satisfaction goes up by 0.583 standard deviation.

4.5.2 Linear regression Trust and Continuous Purchase Intention

Table 4.12 : Linear regression for Trust and Continuous Purchase Intention

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.570 ^a	.325	.322	.60016	1.644

a. Predictors: (Constant), IV2(Trust)

b. Dependent Variable: DV

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	48.182	1	48.182	133.764	.000 ^b
	Residual	100.135	278	.360		
	Total	148.317	279			

a. Dependent Variable: DV

b. Predictors: (Constant), IV2

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.591	.220		7.234	.000
	IV2	.599	.052	.570	11.566	.000

Table 4.12 shows the linear regression testing for trust with continuous purchase intention. The change in variance in customer intention explained by trust is 32.5% (R square). From the table, it is indicated that there are significant positive influence of product towards customer satisfaction ($F=133.764$, $p<0.05$). This means that when product goes up by 1 standard deviation, customer satisfaction goes up by 0.570 standard deviation.

4.5.3 Linear regression Perceived Risk and Continuous Purchase Intention

Table 4.13 : Linear regression for Perceived Risk and Continuous Purchase Intention

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.758 ^a	.574	.573	.47656	1.743

a. Predictors: (Constant), IV3 (Perceived risk)

b. Dependent Variable: DV

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	85.179	1	85.179	375.054	.000 ^b
	Residual	63.137	278	.227		
	Total	148.317	279			

a. Dependent Variable: DV

b. Predictors: (Constant), IV3 (Perceived risk)

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.413	.192		2.143	.033
	IV3	.886	.046	.758	19.366	.000

a. Dependent Variable: DV

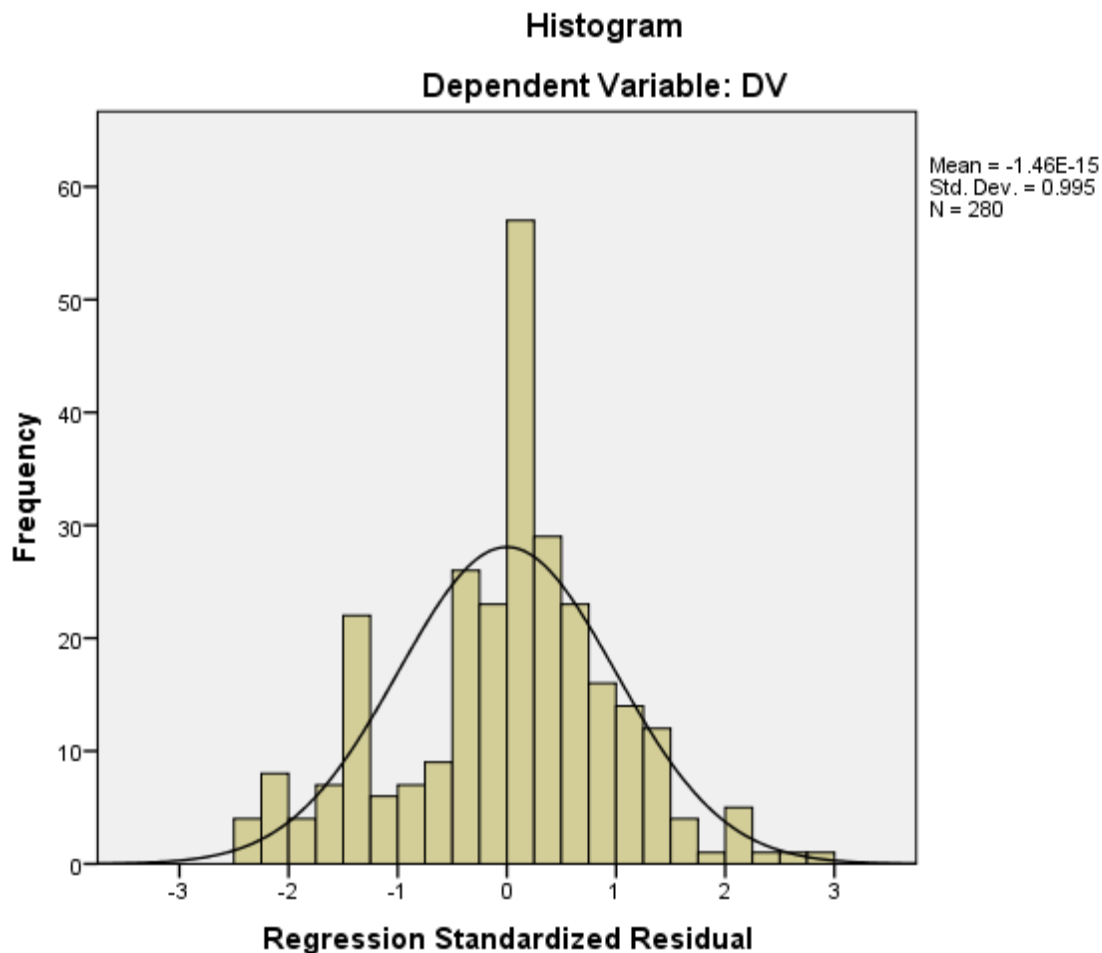
Table 4.13 shows the linear regression testing for perceived risk with continuous purchase intention. The change in variance in customer intention explained by perceived risk is 57.4% (R square). From the table, it is indicated that there are significant positive influence of product towards customer satisfaction ($F=375.054$, $p<0.05$). This means that when product goes up by 1 standard deviation, customer satisfaction goes up by 0.570 standard deviation.

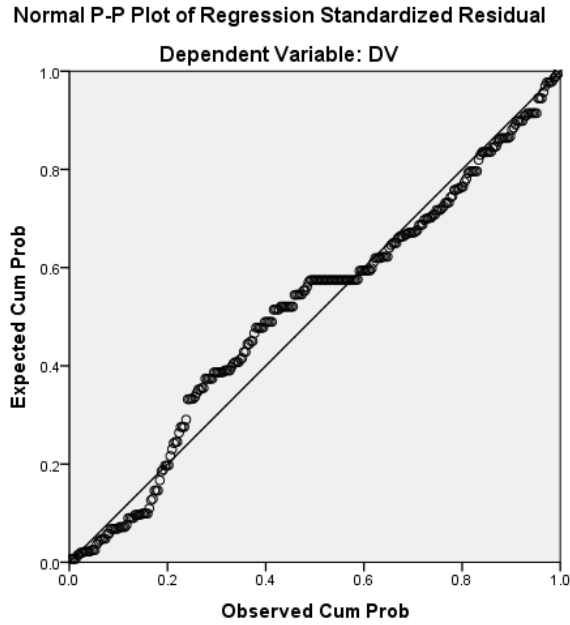
4.6 MULTIPLE REGRESSION TESTING

Multiple regression is conducted in order to the influence of a multiple independent variables towards the dependant variable. Major assumptions in multiple regression can be seen as below.

1. There must be a linear relationship between the outcome variable and independent variables.
2. The residuals are normally distributed.
3. There was no multicollinearity.
4. The variance of error terms is homoscedasticity.

For assumption 1, it is shown by all the significant linear regression testing that was fulfilled by all the independent variable towards the dependant variable. For assumption 2, it is shown by the histogram and plot below

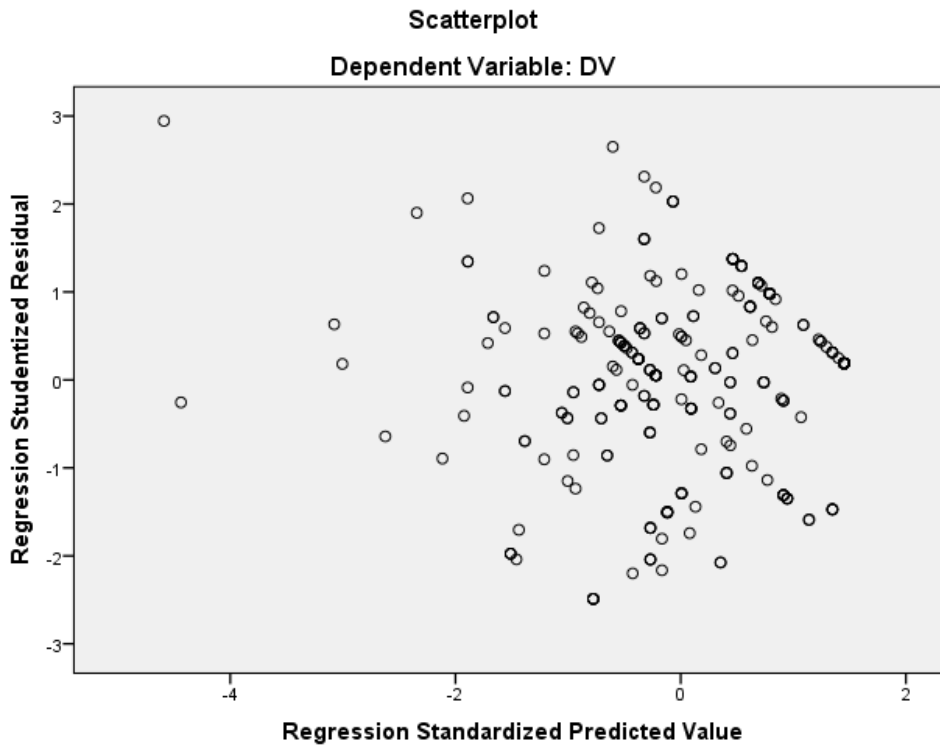




As for the assumption of multicollinearity, the VIF values of the variable were used to address this assumption. Based on the table below, there is no multicollinearity that exists since that the value of VIF for all the variables are below 5 (Hair, 2010). Furthermore, a correlation between independent variables which are below 0.8 also indicate that there is no multicollinearity.

Table 4.14 : Variance Inflation Values (VIF) (N=280)

Variables	VIF
Social Influence	1.859
Trust	2.251
Perceived Risk	2.378



Homoscedasticity is the last assumption where the variability in scores for variable X should be similar at all values of variable Y. The scatterplot should show a fairly even cigar shape along its length. This last assumption stated that the variance of error terms were homoscedasticity which means that they were similar across the values of the independent variables. A plot of standardized residuals versus standardized predicted value will show whether points were equally distributed across all values of the independent variables. Since there was no clear pattern or cone shaped pattern in the distribution, the data was homoscedasticity. Therefore, the last assumption was fulfilled.

Table 4.15 : Multiple Regression Testing

Model Summary^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.768 ^a	.590	.586	.46926	1.673

a. Predictors: (Constant), IV3, IV1, IV2

b. Dependent Variable: DV

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	87.540	3	29.180	132.513	.000 ^b
	Residual	60.777	276	.220		
	Total	148.317	279			

a. Dependent Variable: DV

b. Predictors: (Constant), IV3(Perceived Risk), IV1(Social Influence), IV2(Trust)

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.232	.201		1.155	.249
	IV1(Social Influence)	.173	.055	.164	3.125	.002
	IV2(Trust)	.002	.061	.002	.026	.979
	IV3(Perceived Risk)	.761	.069	.651	10.959	.000

a. Dependent Variable: DV

Table 4.15 shows the multiple regression testing for social influence, trust and perceived risk with continuous purchase intention toward Grab Food. The change in variance in customer satisfaction explained by the independent variables is 59.0% (R square). From the table, it is indicated that there is a significant positive influence of the independent variables towards customer satisfaction ($F=132.513$, $p<0.05$). There are only two independent variable that significantly influence towards continuous purchase intention that is Perceived Risk (Beta=0.651, $p<0.05$) and Social influence (Beta=0.164, $p<0.05$). Trust does not have a significant influence towards customer continuous purchase intention (Beta=0.002, $p>0.05$).

4.7 SUMMARY

Overall, the level of social influence, trust, and perceived risk with continuous purchase intention toward GrabFood is at high level. There is a significant positive relationship between all the social influence, trust, and perceived risk with continuous purchase intention towards GrabFood, Especially perceived risk that have strong relationship with continuous purchase intention. There is also linear relationship between social influence, trust, and perceived risk with continuous purchase intention towards GrabFood. For multiple regression, only social influence and perceived risk has significant influence towards continuous purchase intention

CHAPTER 5

DISCUSSION AND CONCLUSION

5.1 INTRODUCTION

In chapter 5, it provides the overall of conclusion and discussion of the research. It summarized the discussion of major finding from chapter 4, highlights the implications of the study, stated the limitations of the study, provide recommendations for the future research, and provide conclusion of the entire research.

5.2 DISCUSSION

While the previous section of this chapter focuses more on the abstract overview of all descriptive and inferential studies, this section focuses more on the analysis of key findings in order to validate research goals and conclusions.

Table 5.1 Major Findings

HYPOTHESIS	SIGNIFICANT	CONCLUSION
There is an impact from Social influence towards continuous purchase intention making among the people at Pangsapuri Jaya, TTDI Jaya	0.000	Supported
There is an impact from Trust towards continuous purchase intention making among the people at Pangsapuri Jaya, TTDI Jaya	0.000	Supported

There is an impact from Perceived Risk towards continuous purchase intention making among the people at Pangsapuri Jaya, TTDI Jaya	0.033	Supported
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5.2.1 Relationship between Social Influence with Continuous Purchase Intention

H1 indicates that Social Influence has significant relationship on continuous purchasing intention towards GrabFood app. Result shows P-value is 0.000 and β -value is 0.583, which expressed that H1 is supported. There was an impact between Social Influence on continuous purchase intention which is consistent with the buyers acknowledgement that people that important to them think a particular lead should be performed (Raman, 2011). Mohd et al. (2011) portrayed subjective norm as the customers' feelings that a particular individual or social occasion endorse or oppose the direct of the customers. Therefore, H1 is supported.

5.2.2 Relationship between Trust with Continuous Purchase Intention

H2 indicates that Trust has significant relationship on continuous purchasing intention towards GrabFood app. Result shows P-value is 0.000 and β -value is 0.570, which expressed that H2 is supported. Trust is known as an important factor in the buyer-seller relationships and online purchase intention in electronic commerce (Jarvenpaa et al., 1998; Zhou et al., 2007; Naveed and Eddaoudi 2009; Yulihhasri et al. 2011; Swidi et al., 2012). In the context of e-commerce, trust includes the online consumer beliefs and expectancies of characteristics of the online seller (McKnight et al., 2002). Therefore, H2 is supported.

5.2.3 Relationship between Perceived Risk with Continuous Purchase Intention

H2 indicates that Perceived Risk has significant relationship on continuous purchasing intention towards GrabFood app. Result shows P-value is 0.033 and β -value is 0.708, which expressed that H2 is supported. The perceived risk concept was introduced by Bauer (1960). He defined it as amount of risk that is perceived by consumer in selecting or making decision in a purchasing process. Liang and Huang (1998) found that online shopping intention depends on the degree of perceived risk. Consumers generally associate a higher level of risk with non-store purchase rather than store purchase. Based on the Table 4.10, the relationship between perceived risk and continuous purchase intention is strong ($r=0.758$). So H2 is fully supported.

5.3 IMPLICATION OF STUDY

The findings of this study help in understanding the customer continuous purchasing intention towards GrabFood app at Pangsapuri Jaya, TTDI Jaya. Through this understanding of study, it is applicable to use GrabFood apps to buy food.

5.4 LIMITATION OF STUDY

This study was successfully carried out but not without limitations. The major obstacle that was encountered in this research was time. Students often have a time limit to turn in to work because of other courses have a discussion or work deadlines. Therefore, the time available to study a research problem and to measure change over time is constrained by the deadline of our assignment. But we able to complete well before the assignment's deadline.

Next, studies also wish to understand a specific subject but only conduct the samples among people in the Shah Alam, Selangor area. Researchers had limited ability to gain access to the appropriate of participants. In this case, the people who responded to our survey questions may not truly be a random sample. The result may not be sufficient for the managerial.

Lastly, the author cannot make full use of the portal journals because it is necessary to pay and to surpass the journals. And lack of previous research studies on researcher topic, prior research studies that are relevant to our research might be limited especially when we are not able to find a framework from previous research studies that match to our topic of studies.

5.5 RECOMMENDATION

Given the limited time and range of this study, some hypothesis related to the subject have been explored, but rather from a general point of view, to provide a broad picture for readers. Therefore, if further study is necessary, an in-depth survey should be carried out to resolve the research objective.

It would certainly be useful and interesting to have a case company as a research source. Through observing the case company, it may provide a contrast between what the organization feels it is working on and what the consumers see when they make continuous purchase intention using GrabFood. The findings will help the company to gain a clear insight and to determine the actual strategies to deal with the situation.

Ultimately, the researcher will opt for questionnaires rather than interview as it is the most recommended action for a survey. The researcher will then show guidance to the people having difficulties with the questionnaires. This will help in minimizing uncertainty among people towards the questionnaires.

5.6 CONCLUSION

As a conclusion, this research is basically a study about the customer continuous purchase intention towards Grab Food app among the residents of Pangsapuri Jaya, TTDI Jaya, Shah Alam. The demand of Grab Food is increasing nowadays due to the current economy and evolution of innovation. Grab Food become common need to most people nowadays due to the quality of Grab food product and the advantages of food delivery apps compare to the other application. The increasing demand of Grab food should have some interesting factors that influence consumer preference to continuing purchase with GrabFood. In this research, these three influence factors are chosen to run the whole research.

The research is to investigate the social influence, trust and perceived risk which influencing customer purchasing intention towards Grab Food apps among the residents of Pangsapuri Jaya, TTDI Jaya , Shah Alam. Total number of 280 questionnaires was being distributed, the data collected was processed and analysed using SPSS 25.0 in which outcome generated included both descriptive and inferential analysis. After the analysis, the three factors have significant positive relationship with the consumer shopping preference of residents of Pangsapuri Jaya, TTDI Jaya, Shah Alam. But perceived risk has the highest significant relationship between the three factor.

In conclusion, the research had met its main objectives by validating that social influence and trust were significant influence to the consumer shopping preference while perceived risk has a high impact to the dependent variable. After this research, Grab food will know that their customer tend to buy with them because of perceived risk. Future researchers may fully use the knowledge in this research to make amendment or for reference purpose. Thus, this research gives a clearer picture of exploring the influence customer continuous purchase intention among the residents of Pangsapuri Jaya, TTDI Jaya , Shah Alam.

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APPENDICES

APPENDIX A Questionnaire



CUSTOMER CONTINUOUS PURCHASE INTENTION USING FOOD DELIVERY APPS (GRAB FOOD) AT PANGSAPURI JAYA TTDI SHAH ALAM

Ladies and gentlemen,

Your cooperation is essential to the success of this study and we are a research group named below from the Department of Commerce, Polytechnic Sultan Salahuddin Abdul Aziz Shah, Shah Alam, Selangor.

STUDENT'S NAME :

Muhammad Zarif Alfian Bin Zainuddin	08DPI17F2009
Muhammad Taquiuddin Kamarzaman	08DPI17F2035
Kavithra Shini Naatchiya A/P Mogan	08DP17F2011
Farah Natasha Binti Hisham	08DPI17F2018
Nordiana Binti Mohamad Asri	08DPI17F2033

SUPERVISOR'S NAME :

PUAN KHASNIZA BINTI ABD KARIM 013 3884848

We are conducting a study titled “**Customer Continuous Purchase Intention using Food Delivery Apps (Grab Food) at Pangsapuri Jaya TTDI Shah Alam**”. This study is conducted by students of the 5th semester of Diploma in International Business program to learn about the customer continuous purchase intention.

We would appreciate it if you could take the time to answer the questions provided honestly and prudently. All feedback provided is confidential and is for academic use only. Your cooperation and participation in this study is greatly appreciated and is gratefully acknowledged.

Any questions regarding this study can be directed to the above researcher by telephone number.

Thank you for your time and cooperation.

PART A
BAHAGIAN A

GENERAL QUESTIONS

(SOALAN UMUM)

1. Have you ever used the Grab Food application before? / *Adakah anda pernah menggunakan aplikasi Grab Food sebelum ini?*

1.	Yes / <i>ya</i>	
2.	No / <i>Tidak</i>	

2. How often would you use this services? / *Berapa kerapkah anda menggunakan servis ini?*

1.	Every day / <i>setiap hari</i>	
2.	A few times a week / beberapa kali dalam seminggu	
3.	About once a week / <i>sekali dalam seminggu</i>	
4.	A few times a month / <i>beberapa kali dalam sebulan</i>	
5.	Once a month / <i>sekali dalam sebulan</i>	
6.	Less than once a month / kurang dari sekali sebulan	

1. Do you think this apps it is something you need? / *Adakah anda merasakan aplikasi ini sesuatu yang anda perlu?*

1.	Definitely need Sangat perlu	
2.	Probably need / <i>Kemungkinan perlu</i>	
3.	Neutral / <i>Neutral</i>	
4.	Probably don't need / <i>Mungkin tidak perlu</i>	
5.	Definitely don't need / <i>sangat tidak perlu</i>	

2. What is important to you for food delivery? / *Apakah yang penting bagi anda untuk penghantaran makanan?*

1.	Speed of delivery / <i>kelajuan penghantaran</i>	
2.	Convenience / <i>Memudahkan</i>	
3.	Quality of food delivered / <i>Kualiti makanan yang dihantar</i>	
4.	More restaurant options available / <i>Lebih banyak pilihan restoran didapati</i>	
5.	Order from multiple restaurant and pay from one app / <i>pesanan dari restoran yang berbeza dan bayaran di dalam satu aplikasi</i>	
6.	Other / <i>lain-lain</i>	

PART B
BAHAGIAN B

This part including question of SOCIAL INFLUENCE, TRUST AND PERCEIVED RISK AND CUSTOMER CONTINUOUS PURCHASE INTENTION TOWARDS FOOD DELIVERY APPS (GRAB FOOD)

Di bahagian ini mempunyai soalan tentang PENGARUH SOSIAL, KEPERCAYAAN DAN TAHAP RISIKO DAN KEBERTERUSAN PELANGGAN DALAM MENGGUNAKAN APLIKASI PENGHANTARAN MAKANAN (GRAB FOOD)

Instruction/ *Arahan*:

Tick (/) in the space provided as the answer for all the question.
Tandakan (/) dalam ruang yang disediakan sebagai jawapan pada setiap soalan.

1	2	3	4	5
STRONGLY DISAGREE/ SANGAT TIDAK BERSETUJU	DISAGREE/ TIDAK BERSETUJU	NEUTRAL/ TIDAK PASTI	AGREE/ SETUJU	STRONGLY AGREE/ SANGAT BERSETUJU

	Social Influence (Pengaruh Sosial)	1	2	3	4	5
SI1	People who are important to me think that I should use mobile food order apps. <i>Orang yang penting untuk saya membuatkan saya rasa perlu untuk menggunakan aplikasi ini</i>					
SI2	People who influence my behaviour think that I should use mobile food order apps. <i>Orang yang mempengaruhi sikap saya merasakan saya perlu menggunakan aplikasi ini</i>					

SI3	<p>People whose opinions that I value prefer that I use mobile food order apps</p> <p><i>Orang yang memberikan pendapat bahawa saya lebih memerlukan aplikasi sebegini.</i></p>					
SI4	<p>By the recommendation of food according to the reviews about the apps</p> <p><i>Daripada cadangan yang diberikan tentang pengulasan makanan yang diberikan kepada aplikasi.</i></p>					
SI5	<p>By the delivery staffs' attitude (with affection, dedication or hate) when delivering during using this services.</p> <p><i>Daripada sikap perkerja penghantaran tersebut (dengan kasih sayang, dedikasi atau kebencian) semasa menjalan tugas.</i></p>					
SI6	<p>By the value of promotion code (I buy this because of this promotion code)</p> <p><i>Daripada nilai promo yang ada. (Saya beli ini kerana nilai promosi sahaja)</i></p>					

	Trust (Kepercayaan)	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>
T1	I think that this web site usually fulfills the commitments it assumes. <i>Saya merasakan aplikasi ini memenuhi komitmen yang diandaikan.</i>					
T2	This website does not make false statements. <i>Aplikasi ini tidak membuat pernyataan palsu.</i>					
T3	I think that this website has sufficient experience in the marketing of the products and services that it offers. <i>Saya merasakan aplikasi ini mempunyai pengalaman yang cukup di dalam bidang pemasaran barang dan servis yang ditawarkan</i>					
T4	Most of what this website says about its products or services is true. <i>Apa yang ditulis/ditawarkan di dalam aplikasi ini kebanyakannya betul.</i>					
T5	I think that information offered by this site is sincere and honest. <i>Saya merasakan informasi yang ditawarkan di aplikasi ini ikhlas dan jujur.</i>					
T6	This site wants to be known as one who keeps his promises. <i>Aplikasi ini ingin dikenali sebagai salah satu aplikasi yang menepati janji.</i>					

	Perceived Risk (<i>Tahap risiko</i>)	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>
PR1	The personal information that I provide on this website is secure. <i>Maklumat peribadi yang saya berikan dilindungi.</i>					
PR2	The monetary information that I provide on this website is well protected. <i>Info kewangan yang saya berikan di aplikasi ini dilindungi dengan baik.</i>					
PR3	This site will not use unsuitable methods to collect my personal data <i>Aplikasi ini tidak menggunakan cara yang susah untuk memperolehi data peribadi saya.</i>					
PR4	Grab Food is an important apps to get what I want on time <i>Grab Food adalah aplikasi penting untuk saya mendapatkan apa yang diinginkan pada waktu yang diinginkan.</i>					
PR5	The use of Grab Food is less stressful for me to find transport in the night <i>Penggunaan Grab Food kurang merunsingkan untuk saya mencari pengangkutan di malam hari.</i>					
PR6	Grab Food help me to understand about the process in ordering. <i>Grab Food membantu saya untuk memahami tentang proses memesan makanan</i>					

	Continuous Purchase Intention (<i>Keberterusan niat membeli</i>)	1	2	3	4	5
PI1	I will consider this site first when I want to buy products. <i>Saya akan pertimbangkan dahulu aplikasi ini jika ingin membeli produk.</i>					
PI2	I am comfortable shopping at this site <i>Saya merasa selesa membeli barangan di aplikasi ini</i>					
PI3	I will recommend this site to a friend <i>Saya akan mengesyorkan aplikasi ini kepada rakan</i>					
PI4	I intend to continue using this website in the future. <i>Saya berniat untuk terus menggunakan aplikasi ini di masa hadapan.</i>					
PI5	I will purchase other products or services at this web site. <i>Saya akan membeli produk lain atau servis di aplikasi ini</i>					
PI6	I would like to buy new products/services from this site <i>Saya mahu membeli produk/servis yang baru dari aplikasi ini.</i>					

PART C
BAHAGIAN C

(DEMOGRAPHIC PROFILE)
(LATAR BELAKANG DEMOGRAFI)

Tick (/) in the space provided as the answer to the next question.
Tandakan (/) dalam ruang yang disediakan sebagai jawapan bagi soalan seterusnya.

Gender / ***Jantina***

1.	Male / <i>Lelaki</i>	
2.	Female / <i>Perempuan</i>	

Race / ***Kaum***

1.	Malay / <i>Melayu</i>	
2.	Chinese / <i>Cina</i>	
3.	Indian / <i>India</i>	
4.	Others / <i>Lain-lain</i>	

Marital Status / ***Status hubungan***

1.	Single / <i>Bujang</i>	
2.	Married / <i>Berkawin</i>	
3.	Divorced / <i>Bercerai</i>	
4.	Widowed / <i>Balu</i>	

Age / *Umur*

1.	Below 20	
2.	21-30	
3.	31-40	
4.	41-50	
5.	51-60	
6.	61-70	

Level of education / *Tahap pendidikan*

1.	Doctorate/ PhD	
2.	Master/ Sarjana	
3.	Degree/ Ijazah	
4.	Diploma	
5.	Certificate/ Sijil	
6.	STPM	
7.	SPM	
8.	SRP/PMR/PT3	
9.	UPSR	
10.	No Formal Education/ TIADA PENDIDIKAN FORMAL	

Level of income/ *Anggaran pendapatan*

1.	Below RM 1000 / Bawah RM1000	
2.	RM 1001 - RM 2000	
3.	RM 2001 - RM 3000	
4.	RM 3001 - RM4000	
5.	RM4001 above / atas RM4001	