



**FACTORS INFLUENCING CUSTOMER'S
PURCHASE INTENTION USING DRIVE THRU
SERVICES AT HYPERMARKET IN KLANG
VALLEY**

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(2) No portion of this research project has been submitted in any application for any other diploma or qualification of this or any other institutes of learning.

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ABSTRACT

Hypermarket are known as a retail store that combines a department store and a grocery supermarket. Often a very large establishment, hypermarkets offer a wide variety of products such as appliances, clothing, and groceries. While drive thru is type of take-out service provided by a business that allows customers to purchase products without leaving their cars. Since covid 19 is getting worse for the whole world and effect our daily life. As to prevent the disease from being spread, Malaysian have to follow standard operating procedure (SOP) including wearing mask in public, stand one metres from each other at all times and limited numbers of people can enter to hypermarkets. Hence, to help minimize the contact and maximizes the distance from other people hypermarkets has come up with the new idea using drive thru for customer to shop during this pandemic. Therefore the purpose of this research is to identify the factors influencing customers purchase intention using drive thru service in hypermarket at Klang Valley. There are four factors that involved in this research such as purchase usefulness, perceive value, perceived ease of use and safety. The objective of this research are to identify the level of customer purchase intention, perceive ease of use, perceived usefulness, perceived value and safety in terms of drive thru services among hypermarket consumers and to examine the relationship between independent variable (perceive ease of use, perceived usefulness, perceived value and safety) and dependent variable (customer purchase intention). Self-administered questionnaires was distributed to 350 respondents who visit hypermarket around the Klang Valley. The findings showed that all variables are proven to have a relationship with consumer purchase intention and the respondents agreed that purchase intention, perceived value and perceived ease of use are the contributors to the factors influencing customers purchase intention using drive thru service in hypermarket at Klang Valley while safety does not influence customers purchase intention.

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CHAPTER 1: INTRODUCTION

1.1 INTRODUCTION

A summary of proposed research includes introduction, background of study, problem statement, research objectives, research questions, scope of study, significant of study and definitions of operational terms.

1.2 BACKGROUND OF STUDY

1.2.1 Hypermarket in Malaysia

In the last two decades, the retail industry in Malaysia started to develop and grow prominently due to the investment from foreign franchise. Retail industry in Malaysia has been transforming from traditional grocery retail stores to supermarkets and finally become hypermarkets. Hypermarkets are the combination of supermarket and department store that offer wide variety of products under one roof. Products offered by hypermarkets can be classified into soft lines and hard lines. According to Matthew Hudson 2019, the term soft goods or soft lines refers to merchandise that is literally "soft" such as garments, clothes, carpets etc. "Hard lines" commonly refers to less personal items, such as appliances or sports equipment (J.B. Maverick 2020).

Hypermarket is not only a place where customers purchase food and household items, but today it become a place for family outing. Therefore, most hypermarkets provide large free parking spaces, food courts, praying room, rest areas and playgrounds for kids for the convenience of their customer. It is because the marketer believes that the more time that their consumer spends in their hypermarket the possibilities for the customer to spend more money is high. All the facilities provided make it easier for customers to spend time with their families and shop for household supplies at the same time.

Carrefour was the first European hypermarket. The first Carrefour store in Malaysia was opened in 1994. In 2012, AEON Co. Ltd. bought over Carrefour store in Malaysia and its subsidiaries for RM 781 million (Taman Jayne). All Carrefour hypermarkets and department stores in Malaysia were then slowly rebrand to AEON BIG CO. (M) BHD was incorporated on 15 September 1984. AEON was set up in response to the Malaysian Government’s invitation to AEON Japan to help modernize the retailing industries on 30 October 1989 in Malaysia. Currently AEON Hypermarket, Daiso and AEON Speciality Store such as Wellness and Max Value are operating under AEON CO (M) BHD.

Tesco Stores (Malaysia) Sdn Bhd. opened its first store in May 2002 at Puchong, Selangor. Their business mission is “to be champion for customers, helping them to enjoy a better quality of life and an easier way of living” (Tesco Plc, 17 September 2020)

According to Hasliza Hassan 2012, the five main hypermarket players in Malaysia are AEON, Eonsave, Giant, Mydin and Tesco. Table 1.1 show the number of retail outlet that is currently available in Malaysia.

Table 1.1 :Hypermarkets in Malaysia

HYPERMARKET	OUTLETS IN MALAYSIA (2012)
Tesco	58
AEON	63
Giant	122
Mydin	74
Eonsave	57

Sources: Hasliza Hassan (2012)

The above table show that the number of hypermarket that currently operating in Malaysia are rising from time to time due to high growth in the retail industry. However, Movement Control Order (MCO) implemented on 18th March 2020 as a preventive measure by the government in response to the covid-19 pandemic in the country led to zero revenue for non-essential retailers in the whole country. Hence, Covid-19 pandemic have affected the retail performance for all retail sub sectors for the first quarter of 2020. The department store cum supermarket sub-sector recorded a negative growth rate of 8.5% during the first quarter of 2020, as compared to the same period a year ago. (The EdgeMarkets, 13July2020) Table 1.3 show the 3-month retail sales forecast by retail sub sector from April – Jun 2020.

Table 1.2: Retail Sales Forecast by Subsector from April –Jun 2020

Retails Sub Sector	% growth rate
Overall(weighted)	-28.8
Department store cum supermarket	-40.9
Department store	-62.8
Supermarket and hypermarket	-14.8
Fashion and fashion accessories	-39.8
Pharmacy and personal care	-18.4
Other speciality retail store	-55.5

Sources: The Star (2020)

1.2.2 Drive Thru in Hypermarket

Drive-thru service allows customers to purchase products without leaving their cars. The system was introduced by Jordan Martin in the United States in the 1930s. According to Matt Nowak 2012, the first ever grocery drive thru was in 1920s and the first hypermarket that invented drive thru in UK was Tesco in August 2010.

In Malaysia, drive thru is more commonly used in fast food industry such as McDonalds, Burger King and Dunkin Donut. The first ever drive thru in Malaysia was introduced by McDonald at Jalan Pahang (Titiwangsa) in December 1998. Nowadays, drive thru is widely use in all industry such as food industry, pharmacy, cinema and hypermarkets.

During the MCO (Movement Control Order) period, AEON Hypermarket, Tesco, Lulu Hypermarket came up with the idea of drive thru services by hypermarkets. The first ever hypermarket drive thru in Malaysia was invented at all Aeon hypermarket on 1st April 2020. Aeon drive thru services are available at all Aeon shopping centres and stores. Lulu Hypermarket also launched their “Click & Collect” on 3rd April 2020. Lulu Hypermarket is a famous Middle Eastern hypermarket chain which is based in Abu Dhabi. It opened its first Malaysian outlet in 2016 which located in Cap Square, Jalan Munshi Abdullah. Followed by Tesco, the 3rd hypermarket in Malaysia launched the “Order and Collect” on 10th April 2020 (TheXeiliaYeap 10 April 2020)

The main idea of the drive thru is to minimize contact and maximize social distancing during this pandemic. Consumers can now relax in the car and let personal shoppers the hypermarket to do the shopping on behalf of the customers. The new drive thru for hypermarkets makes it easier for their consumers to purchase goods and household supplies without queuing for hours at the outside of the hypermarket.

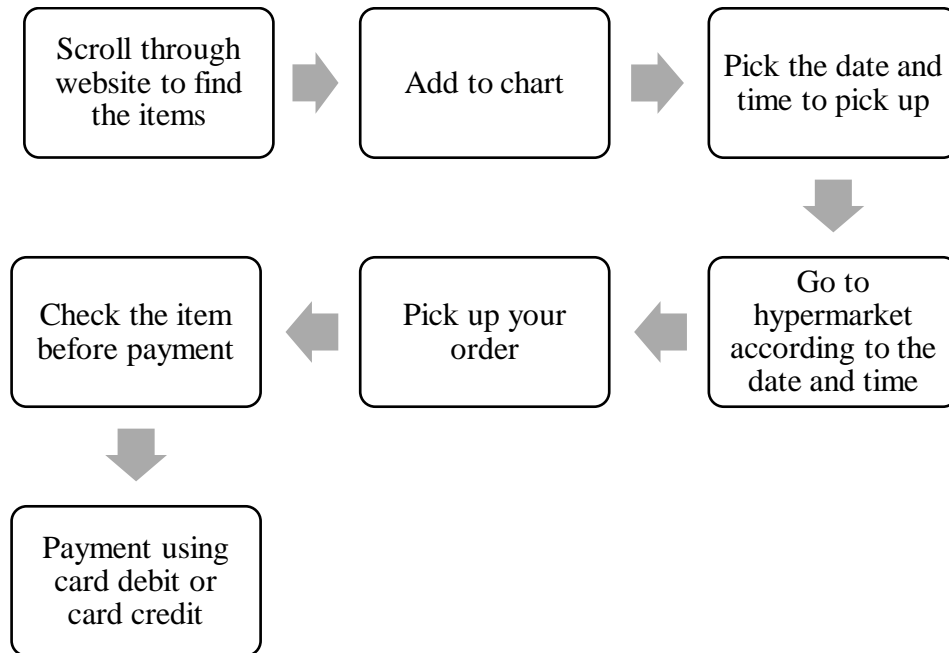


Figure: 1.1 The process of order via Website for Hypermarket Drive Thru

The above figure shows that, AEON, Tesco and Lulu Hypermarket consumers can use the website to scroll down item that they want to or can purchase using drive thru service. On their website, they have most of the items in the hypermarket and consumers can choose the size, brand and type of products they want from the website.

After adding all the items in the cart and confirming the products, customer can choose a date and time to stop by and pick up their order. Drive thru services are open from 10 am until 6 pm every day including public holidays. After picking the order, the customer can check whether the products ordered are the same as received and lastly make payment at the drive thru booth.

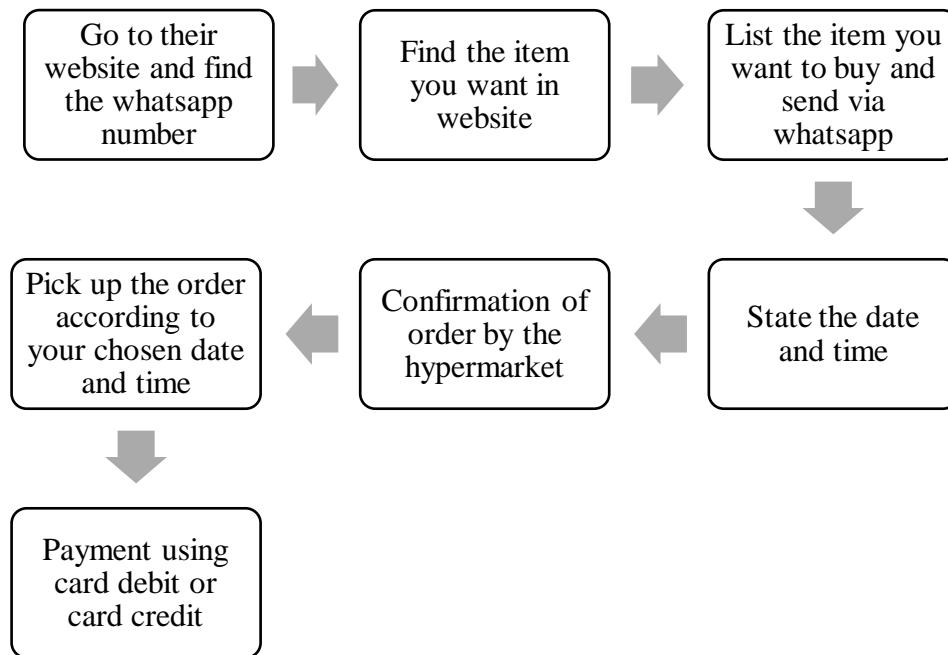


Figure: 1.2 Process of order via WhatsApp for Drive Thru services at Hypermarket

Furthermore, to facilitate the consumer, few hypermarkets such as AEON allow its consumer to order the goods using WhatsApp. AEON is the only hypermarket with drive thru service that can order through WhatsApp. AEON provides each store with a different WhatsApp number so that it will be easier for their customers to order. Consumer can find the WhatsApp number for each store on AEON official website.

The figure 1.2 shows that if the customers to order using WhatsApp's first they need to scroll down AEON's website and find the products that they want. Then they need to find the WhatsApp number for the store that they want to go and pick up. After that, they will list all the products specifically mention the brand, color, weight, size of a product and pick time. Once AEON personal shoppers receive your order they will call and confirm the order of the customers according to their chosen date and time. Finally, the customer goes to drive thru booth to collect their order and the customer can check whether all the product that they order are available.

1.3 PROBLEM STATEMENT

Coronavirus disease 2019 (COVID-19) is defined as illness caused by a novel coronavirus. In January 30, 2020, the WHO declared the COVID-19 outbreak a global health emergency. However, on 11th March 2020, the WHO declared COVID-19 as a global pandemic because the virus spread all over the world very drastically. Therefore, Malaysian government implement to Movement Control Order (MCO) from March 18, 2020 to reduce the virus from spreading. (New Straits Times, 16March2020)

Since the outburst of covid-19, everything has evolved including business, consumer behaviour and their spending pattern. The Malaysia Retail Industry recorded a negative growth of 11.4% in retail sales for first quarter of 2020 due to rapid spread of Covid-19 and drastic drop in foreign tourist (the edge marketing, July 13 2020). Furthermore, AEON Malaysia also Report second quarter loss of net US\$2.3 million (Micheal Arnold, 30 August 2020). It is because during MCO only one family members are allowed to leave their homes to buy food, medicine and go to work.

However, for business like supermarket, public market, sundry shop and convenience shop are allowed to operate within the limited operation hours. Furthermore, the extension of MCO trigger panic buying among the consumers especially for good such as rice, cooking oil, toilet tissue, instant noodles and canned food are flying off the shelves. (New Straits Times, 17 March, 2020) It is supported by the Covid-19 survey conducted by Department of Statistic Malaysia, where big portion of the household spending are mainly on food and non-alcoholic beverages which is 18 – 44 percent during the Covid-19(SofeaAzahar, Malaysia Kini 13 May 2020)

Furthermore, the new norm of MCO requires people to always wear facemask and mind their distance from others. We need to be standing 1 meter away from each other in a queue when we enter to hypermarket because only limited number of customers is allowed inside the hypermarket at one point of time. Therefore, Malaysian have to wait in long queue regardless of the weather and some of them went back home without being able to purchase because of the long queue and out of stocks for certain goods in hypermarket. (New Straits Times, 22 March 2020). Moreover, some retailers require its

customer to register their name, contact number, home address and identification number for the purpose of Covid-19 contact tracing. Customers are concerned about the safety of their personal particulars therefore they provide the false information when they enter into any business. (Malaysia Kini, 12 May 2020)

Hence, to minimize the contact with other people during this outbreak covid-19, supermarket such as Aeon, Tesco and Lulu Supermarket has come out with their new enhancement, such as provide safe shopping environment, home delivery services, launch virtual mall and introduce, drive thru services. Although drive thru is not something that is new for Malaysian but purchasing grocery item thru drive thru is something that is new among Malaysian consumers. Therefore, this research is conducted to study the factors that influence the Klang Valley consumer's intention to purchase grocery items through drive thru services.

1.4 RESEARCH OBJECTIVE

The objective of this study is to assess factors influencing customer purchase intention through drive thru services. By undergoing this research there are several objectives to be achieve are as following

1. To identify the level of customer purchase intention, perceived value, perceived usefulness, perceived ease of use and safety in terms of drive thru services among hypermarket customers.
2. To examine the relationship between independent variable (perceived value, perceived usefulness, perceived ease of use and safety) and dependent variable (customer purchase intention)

1.5 RESEARCH QUESTIONS

Based on the research objective, some research questions are created such as:

- i. What are the levels of customer purchase intention, perceived value, perceived usefulness, perceived ease of use and safety when they use drive thru services among hypermarket consumers?
- ii. Does the perceived value, perceived usefulness, perceived ease of use and safety influence hypermarket consumers purchase intention through drive thru services?

1.6 SCOPE OF THE STUDY

The study focuses among the hypermarket consumers around Klang Valley areas. Klang Valley consist of Kuala Lumpur, Putrajaya, and Selangor. The data is collected among consumers who shop at any hypermarket located in Klang Valley.

1.7 SIGNIFICANCE OF THE STUDY

This study is to explore the relations between factors that influence the purchase intention of customers through drive thru service hypermarket located in Klang Valley. The results and findings of this study will redound to the benefit of society considering that innovation place a very in creating a drive-thru shopping service at hypermarkets. The greater demands for goods especially during the covid-19 pandemic justifies the need for more effective, life-changing approaches. That being said, hypermarkets that apply the recommended approach derived from the results of this study will be able to allow the consumers to purchase their needs much easier and smoothly.

Furthermore, for researchers, the study will help them uncover critical issue in the educational process that the others researchers were unable to explore it. Consumers will be guided with the method of using drive-thru service at hypermarkets by the

hypermarkets itself through online platforms. This is to ensure the consumer's skill in using drive thru service.

1.8 DEFINITION OF OPERATIONAL TERMS

PURCHASE INTENTION

The possibility that the consumer would purchase the related products after the consumer socialization process (Ree C Ho 2020). In other words, purchase intention occurs when customer purchase the product after being evaluated. According to Ma and Yang (2018), argued that a customer will also be satisfied if the product they receive is made of a good quality. Excellent service focuses on empowerment, innovation, and making employees' part of attitude and behaviour. In addition, organizational employees must play in role in purchase intention. According to Aiyun Xiao (2018) purchase intention has a primary responsibility in businesses considering that it is a significant tool in safeguarding a competitive advantage despite the difficulty and the cost involved in the process. High level of purchase intention will build profitable relationship with customer. As example, Hypermarket provided club cards to customers to earn points every purchase.

PERCEIVED VALUE

Defined as a customer's own perception of a product or service's merit or desirability to them, especially in comparison to a competitor's product. According to KazimKaraboga (2018), the concept of perceived value is an inner comparison and evaluation condition appeared as a result of product/service before starting of purchasing product and service. Perceived value is measured by the price the customers are willing to pay for a good or service. According to Carol M.Ko (2020), customer perceived value is the customer's evaluation of all the benefits and the cost of an offering. The relationship between Convenience, Perceived Value, and Repurchase Intention in Online Shopping in

Vietnam, shown that customers are willing to pay a higher price in exchange for convenience or sacrifice convenience to obtain a service at a lower price, meaning that services that create more convenience will increase the perceived value of the customer. (Mark. Intell. Plan.2011)

PERCEIVED USEFULNESS

The degree to which a person believes that using a particular system would enhance his or her job performance. According to Kim & Song, (2010), perceived usefulness can be a factor that will influence online consumers to respond to the information provided by others, affect their attitudes and lead to purchase the discussed product. Park, et al., (2014) defined in Technology Acceptance Model or TAM framework, Perceived Usefulness is perceived to be hypothesized as a direct predictor of behavioral intentions to use technology as one way to facilitate methods.

Ease of use and usefulness have an influence on someone's intention in using a system of Technology Acceptance Model (TAM). In the context of ecommerce, websites which are easy to use and can provide useful information will be able to increase the purchase intention.

PERCEIVED EASE OF USE

Davis (1989) defined perceived ease of use as "the degree to which a person believes that using particular system would be free from effort". Meanwhile, Oeantario, et al, (2017), perceive that there are positive and significant effect towards between consumer attitude and their intention to buy.

Furthermore, KUSDANI (2014), conclude that ease of use positively influence the consumer attitudes toward consumer interest in using internet insurance services.

SAFETY

According to Cuneyt and Gautam (2004) claims trust in the internet shopping with advanced technology, and frequent online shopping to the internet being secured as a trustworthy shopping channel.

Chen and Barnes (2007) define privacy as the consumers' trust about the performance of other party in the environment during the market transaction or consumption behaviour. According to J. Langsner et al, (2016) System security is the main fear in online shopping and customer always have that fear with third party fraudulent behaviour. But according Lee and Turban (2001) argue that high level of security and privacy in the online shopping experience has a positive effect on consumer trust due to the perceived risk involved in the information exchange.

1.9 CHAPTER SUMMARY

The present study revealed insights into the factors that affect consumers purchase intention at hypermarket drive thru service. This research gave emphasis on some factors that are overlooked in consumer research. The research findings indicate that consumers not only consider the conventional criteria like price, location or others while making purchase decisions. Perceived value, perceived usefulness, perceived ease of use and safety are also affecting customer intentions. The identification of the significant influence of those four factors has confirmed the relationship between these factors and consumers purchase intention at hypermarket drive thru service.

CHAPTER 2: LITERATURE REVIEW

2.1 INTRODUCTION

Roughly, the literature review defines, assesses and synthesises the applicable literature. It shows how expertise in the field has developed, illustrating what has already been achieved, what is widely accepted what is new and what is current state of thought on the subject is. It should give a theoretical base for the research and help researcher (the author) determine the nature of the research.

In this research, it concludes the crucial part of purchase intention, perceived ease of use, safety and the perceived usefulness. The particular term that is important to this studies will be elaborate based on the secondary data.

2.2 PURCHASE INTENTION

Purchase intention is described as a measure of the intensity of one's intention to conduct a certain or to make a decision to purchase a product or service. The decision of the customer is based on a number of variables, such as efficiency, value, safety and satisfaction, which can directly influence purchase intentions. According to (Lai. S.J, 2017) purchased intention can be explained in the way of buyers will stay with their knowledge, first option and external surroundings to collect information and make buying option by assessing alternatives. Moreover, consumers are now very selective, and their buying behavior is changing from time to time.

In other words, the purchase intention has another element that the customer may purchase the product after an appraisal has been made (Sohail, et al, 2015). There are many hypermarkets in Malaysia that offers variety of product at a different quality and price. Every hypermarket has their own strategy for their regular customers and consumers. Therefore, when a consumer wants to buy something, they will think about all the factors

before actually purchasing a product. According to Pavlou and Gefen, (2004), they have found that purchase intention as a key factor that really influences consumers' actual buying behavior and the purchase intention may influence transaction activities in the future.

A consumer's attitude and assessment and external factors construct consumer purchase intention, and it is a critical factor to predict consumer behaviour (Fishbein and Ajzen, 1975). Purchase intention can measure the possibility of a consumer to buy a product, and the higher the purchase intention is, the higher a consumer's willingness is to buy a product (Schiffman and Kanuk, 2000). Purchase intention indicates that consumers will follow their experience, preference and external environment to collect information, evaluate alternatives, and make purchase decision (Zeithaml, 1988).

2.3 PERCEIVED VALUE

A customer purchases a product when they value the product's benefits more than its functions. According to Septa, et al (2016), the more benefits the product or the service offer, the more satisfied the customer thus the higher chances that lead to positive behaviour. Dodds and Monroe (1985) proposed that the relationship model of price, quality and perceived value and mentioned that perceived value is an important factor in consumers' purchasing decision process, and consumers will buy a product with high perceived value. Nowadays, consumer is more specific about what product they purchase because of the range of products offering that have a similar benefit at a cheaper price.

Zeithaml (1988) defined "perceived value" is the consumer's overall assessment of the utility of a product based on perceptions of what is received and what is given. However, Peterson (1995) stated, the consumer can either appreciate the economic benefits of a purchase process, or can get a better service adapted to his/her own needs. Consumer will buy a product when they think the product is worth the price. Normally, how a customer views price fairness or unfairness, significantly influences the customer's perceived value and behavioral intentions (Bolton and Lemon, 1999). Promoting customer

perception value influences on their purchase intention of using drive thru at hypermarkets such as affordable price, attractive packaging and usefulness of the product.

H1: There is a significant relationship between perceived value and customer's purchase intention in using drive-thru service in hypermarket.

2.4 PERCEIVED USEFULNESS

Perceived Usefulness is defined as an extent to which a person believed that using a particular system would enhance user performance (Davis, 1989). In this study, it refers to how customers can use the application effectively. Thus, perceived Usefulness describes how a system can improve the performance of a certain job (Chen and Ching, 2013). Previous study, article factor influencing purchase intention towards consumer to consumer e-commerce stated that these factors influence someone's intention using it in this system using online shopping.

Other than that, Kim and Song (2010) explained the perceived usefulness of online stores greatly depends upon the features of a system or technology for example: advance search engines, personal shopping cart, multilingual, product filter (brand and price) and rewards or miles point redemption service etc. In fact, customer's think of purchasing goods online due to perceived usefulness because customers want to save their time during shopping (Guritno and Siringoringo, 2013). Furthermore, the study also reveals that perceived usefulness increases the intention of consumers to purchase something by using the internet or apps. This article from previous study (Hotniar Siringoringo, 2013), Perceived Usefulness, Ease of use, and Attitude Towards Online Shopping Usefulness and Towards Online Airlines Ticket Purchase.

Furthermore, perceived usefulness is very important to the hypermarket itself to help them have more advantages with other competitors. As example, by online shopping, customers can browse a great amount of information that provides detailed characteristics

of products and services. By applying advanced systems, such as a recommend system, a collaborative filtering system, and a feedback system, online customers can easily obtain detailed reviews and information about desired items. In this way, it can attract more customers' purchase intentions through the product and service that hypermarkets provide.

H2: There is a significant relationship between perceived usefulness and customer's purchase intention in using drive-thru service in hypermarket.

2.5 PERCEIVED EASE OF USE

In general, perceive ease of use refers to the extent to which individuals believe that the use of this extraordinary system will be free from an action such as time and energy. At first Rogers (1962), affirmed perceived ease of use is the term that represents the degree to which an innovation is perceived not to be difficult to understand, learn or operate. He further stated that perceived ease of use is the degree to which consumers perceive a new product or service as better than its substitutes (Rogers, 1983).

In past studies, it was showed that the perceived ease of use has good related with the purchase intention to purchase online. It mentions that, when the online retailers can build the website's relative advantages by delivering the efficiency, convenient and comfort to consumers in using their website. Although the consumers adapt with internet use, the influence of perceived ease of use on the intention of purchasing online was still substantial (Cha, 2011).

The relationship between perceived ease of use and the intent to buy online was statistically important, as reported by Ling et al (2011). This is because, the perceived ease of use has minimized consumer's purchase time. For example, the accessibility of web services for the consumers to purchase their products.

H3: There is a significant relationship between perceived ease of use and customer's purchase intention in using drive-thru service in hypermarket.

2.6 SAFETY

Safety is the state of being free from threats caused by natural influences or by human mistake at random while the external influence is human error that causes danger (Selcuk NAS, 2015). According to (Arifin, 2011) every consumer must get the information about the product that they want to purchase as they will consider the safety of the product before the process of purchase. For example, customers need to know the ingredients of the product to ensure their safety.

However, (Edwin Gnanadhas, 2014) perceive that when people feel uncomfortable and care more about their safety, they change their pattern from purchasing in store to purchasing online. Due to the pandemic, shopping online is way better, easier and safer compared to shopping in stores. Safety issues are one of the customer concerns that can affect their purchasing behavior.

Furthermore, (Fatemeh Meskaran et al, 2013) conclude although the best technical approaches and solutions are used by a company but without considering the perception of customers on secured websites, these technical solutions may be irrelevant. It is because customer's data safety is a major concern of online customers in purchasing and the web safety is one of the factors that influence customers' intention (Hamed Khalfan Hamed AL-Shukri, 2019). If the website is not secure then customer information will be easily leaked by cyber thieves

For example, customers will fill in personal information such as name, home address, phone number and even identity number on hypermarket website when making a purchase. If customer information is leaked to the wrong hands, it could harm them. In conclusion, safety is one of the factors that can influence customer intention to purchase the product through hypermarket drive thru website.

H4: There is a significant relationship between safety and customer's purchase intention in using drive-thru service in hypermarket.

2.7 CONCEPTUAL FRAMEWORK

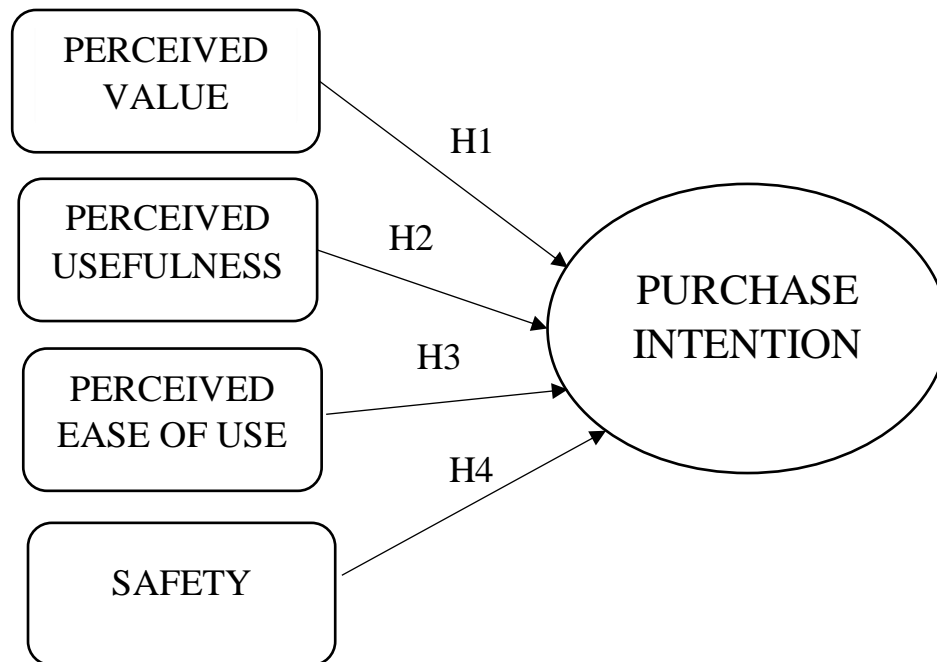


Figure 2.1: Conceptual Framework

Sources: Adapted from Sohail Younus (2015), Liew Yean Sien (2015) and Shathees Baskaran (2017)

The above theoretical framework has been adapted from Sohail Younus (2015), Liew Yean Sien (2015) and Shathees Baskaran (2017) in order to determine the relationship between independent variables such as perceived value, perceived ease of use, perceived usefulness and safety toward dependant variable, customer purchase intention using drive thru service at Hypermarket in Klang Valley.

2.8 CHAPTER SUMMARY

Every customer has their own satisfaction for their purchasing including the services that they will pay. Every customer's satisfaction is different from each customer just not buying the goods or service but they want the satisfaction of the purchase. But

there are customer's just want to use drive thru service to buy the goods because it is easy to use for shopping groceries or services.

All these factors such as purchase intention, perceived value, perceived usefulness, perceived ease of use and safety will be discussed further in detail in the following chapters in order to answer the research objectives.

CHAPTER 3: RESEARCH METHODOLOGY

3.1 INTRODUCTION

Methodology is the systematic, theoretical analysis of the methods applied to a field of study. This research is conducted to determine the analysis of the methods applied to a field of study or the theoretical analysis of the body of methods such as such as paradigm, theoretical model, phases and quantitative or qualitative techniques and principles associated with a branch of knowledge. In this chapter, the methodology will be formed by using research design and instruments, population sample, methods on data collecting and analysis. For this research, findings will be gained through distribution of questionnaire.

3.2 RESEARCH DESIGN

The research design is a framework for the approach that the researchers intend to have when answering the study's research problem (Bryman and Bell, 2011) Research design provides guidelines for conducting the study and the design should be chosen based on the fact that it can provide relevant information to meet the study's purpose of the research (Hair et al., 2011).

Descriptive research describes population, situation or phenomenon that is being studied. It focuses on answering how, what, when, and where related questions. According to Susanna, et al (2017) research design play a critical role where it helps to identify and describe trends and variation in populations, create new measures of key phenomena and describe studies samples by identifying casual effects. Explanatory design is suitable for a quantitative study and it provides the opportunity to examine and see how different variables are related to each other. The explanatory design provides an opportunity to dig deeper in the theoretical knowledge within a research area. This is to explain the relationship between perceived value, perceived usefulness, perceived ease of

use, safety and purchase intention of the consumer using drive thru services at hypermarket. The population of this research is all the consumer who purchase their groceries from any hypermarket at Klang Valley.

3.3 POPULATION AND SAMPLE

Population is defined as all the organisms of the same group or species who live in a particular geographical area or in another word, it is refer as a collection of humans. According to Will Kenton (2020), a population can be defined by any number of characteristics within a group that statistics use to draw conclusions about the subjects in a study. Therefore, the population for this study consists of all the consumers that purchase their groceries from any hypermarket located in Klang Valley.

Table 3.1: Population of Klang Valley consists of Selangor, Putrajaya and Kuala Lumpur

Klang Valley	Population ('000)
Selangor	6538.1
Putrajaya	1773.7
Kuala Lumpur	110

Source: Jabatan Perangkaan Malaysia 2020

However, due to the large sizes of populations, researchers often cannot test every individual in the population because it is too expensive, time-consuming and lack of equipment. Therefore, the sample size for this study is determined based on Krejcie and Morgan (1979) where if the total population is 118,311.8, the sample should be 350. In this study the researcher uses simple random sampling method where the questionnaire will be distributed to any consumers who visit any hypermarket such as Tesco, Aeon and Lulu Hypermarket which located in Klang Valley.

3.4 RESEARCH INSTRUMENT

The research instrument is the crucial part in the research design where it must be done to collect data and information. Such analysis methods or instruments are ways of collecting knowledge. In this study, quantitative method has been used to collect data and information from our sample size using self-administered questionnaire. According to Maholtra and Bricks (2007), clarify that questionnaires are an important data collection tool. Moreover, the use of questionnaire is important because they produce an effective and efficient way of gathering data within a very short period.

These self-administered questionnaires can be divided into few sections where the section A consists of all the screening questions related to consumers buying behaviour at the hypermarket. Furthermore, section B consists of questions related on dependent variable such as purchase intention, perceived value, perceived ease of use, perceived usefulness and safety are adopted from the below sources. Refer to appendix A for self-administered questionnaire.

SECTION B

Table 3.2: Questionnaire Dependent Variable – Purchase Intention

Purchase Intention		
No	Question	Author
PI1	I would be willing to recommend this service to my friends	Jennifer Rose Kent,2005
PI2	Product level at hypermarket is better than retailers	
PI3	I have intention to buy groceries from hypermarket using drive thru services	
PI4	I am positive towards purchasing products at hypermarket using drive thru services	
PI5	I will purchase groceries from hypermarket using drive thru services in the near future	

SECTION C

Table 3.3 Questionnaire Independent Variable

Perceived Value		
No	Question	Author
PV1	Product or service provided by hypermarket is good value for money	Beh Yin Yee and T.M. Faziharudean (2010)
PV2	Price or fee charges are acceptable	
PV3	Product is considered to be a good deal	
PV4	The price that I pay for the product is worth it	J Fang et al(2016)
PV5	The service provided by hypermarket are convenient to consumer	
Perceived Ease of Use		
No	Question	Author
PU1	Learning the operation of drive thru service would be easy for me	James R. (Jim) Lewis, Ph.D(2019)
PU2	I find that using website hypermarket provide easy to me trace the product is available or not	
PU3	My interaction with product that I buy would be clear and understandable	
PU4	Using drive thru service at hypermarket would be easy for me to become skilful.	
PEOU5	I find using drive thru service easy to use	
Perceived Ease Of Use		
No	Question	Author
PEOU1	I believe using drive thru service help me to purchase more efficiently and quickly	James R. (Jim) Lewis, Ph.D(2019)
PEOU2	I think buy a product using drive thru service make my shopping become easier	
PEOU3	I think using internet increase my productivity in searching and purchasing goods	

PEOU4	I would find using drive thru useful in my life	
PEOU5	Using this service would improve my time doing chores	
Perceived Safety		
No	Question	Author
S1	I believe hypermarket environment are safe	Kamonthip Maichum,2016
S2	I believe the drive thru service provided in hypermarket are safe	Rana Abu Farha,2017
S3	I believe item purchase in hypermarket are safe to use	Chiew Shi Wee,2014
S4	I prefer the payment using debit/credit card than cash	MohdShokiMd Arif,2014
S5	I prefer using the website as it safe to use	Y.C Tsai,Jong et al,2010

SECTION D

This section of the questionnaire contains seven questions about the demographic profile of individual respondent who takes part in this research. Typically, the questions are used to ask state, gender, age, ethnic group (race), education, occupation and monthly income was asked in this section.

3.5 METHOD OF DATA COLLECTION

There are several ways to collect data. In this research, it we use self – administered questionnaires to collect data from our all consumers that visit hypermarket at Klang Valley area. To ensure that the respondent understand all the questions that we used in our study we will conduct a pilot test where 30 respondents are chosen to answer our self-administered questionnaire.30 sets questionnaire has been run for reliability test

in order to check the reliability of the question. Based on the reliability from our pilot test we will distribute questionnaires to 350 respondents that using the drive-thru service at hypermarkets in Klang Valley areas.

3.6 METHOD OF DATA ANALYSIS

According to Shamo and Resnik (2003), data analysis is the process of systematically applying statistical and or logical techniques to describe and illustrate, condense and recap, and evaluate data. The results will be obtained based on the primary data collected from the self- administered questionnaire to ensure that all the information is useful for the study. All the data from the self- administered questionnaire will be analyses by using Statistical Packages for Social Sciences (SPSS). Types of analyse that we will run based on the data collected are descriptive analysis, reliability analysis and correlation analysis.

3.6.1 Descriptive Analysis

Descriptive statistics was used to explore the data collected from respondents, summarize and describe the data collected (Coakes, et al, 2008). It was useful due to it enabling researchers to have an overview of the demographic statistics. Data collected from respondents is examined using the SPSS. Frequency distribution is adopted to present the respondent's demographic data. Objective of frequency distribution is to display number of responses associated with each value of variables. Central tendencies measurement will also be conducted

Table 3.4: Interpretation Mean Score

Mean Score	Interpretation
1.00 – 1.80	Strongly Disagree
1.81 -2.60	Disagree
2.61-3.20	Neutral
3.21 – 4.20	Agree
4.21 – 5.00	Strongly Agree

Source: Moidunny (2009)

3.6.2 Reliability Test

According to Sekaran and Bougie (2010), reliability of measurement is established by examining the stability and consistency. Consistency indicates how well the items (variables) measuring a concept group together as a set. Subsequently, the result achieved will be interpreted based on the rules of thumb that is showed in Cronbach's alpha coefficient values. According to Hair et al (2007), conditions of Cronbach's alpha in forming the internal consistency reliability where excellent ($\alpha \geq 0.9$), very good ($0.9 > \alpha \geq 0.8$), good ($0.8 > \alpha \geq 0.7$), moderate ($0.7 > \alpha \geq 0.6$) and poor ($0.6 > \alpha$).

Table 3.5: Cronbach's Alpha Coefficient

Alpha Coefficient Range	Strength of Association
$0.6 > \alpha$	Poor
$0.7 > \alpha \geq 0.6$	Moderate
$0.8 > \alpha \geq 0.7$	Good
$0.9 > \alpha \geq 0.8$	Very Good
$\alpha \geq 0.9$	Excellent

Source: Hair et al, (2007)

3.6.3 Correlation analysis

Correlation analysis is a statistical method used to evaluate the strength of relationship between two quantitative variables. A high correlation means that two or more variables have a strong relationship with each other, while a weak correlation means that the variables are weak relationship or not related.

Table 3.6 Pearson Correlation Coefficient

Range	Relationship
0.00 – 0.19	Very Weak
0.20 – 0.39	Weak
0.40 – 0.59	Moderate
0.60 – 0.79	Strong
0.80 – 1.00	Very Strong

Source: Evans (1996)

3.7 PILOT TEST

A pilot test was carried out to test the reliability of each attributes in the questionnaire. It is also important to ensure all wordings and phrase of the questionnaire are clear. In this study, pilot test is based on the response from 30 respondents. The researchers distributed 30 sets of questionnaire to be ran for reliability test in order to check the reliability of the questions.

Table 3.7: Pilot Test

VARIABLES	CRONBACH ALPHA
Purchase Intention	.581
Perceived Value	.524
Perceived Usefulness	.844
Perceived Ease Of Use	.519
Safety	.629

3.8 CHAPTER SUMMARY

This chapter discussed the population, sample, methods and procedures used to conduct the research. The methodology that has been made will be as guidance in order to presume existing research that has started. All result and conclusions were obtained from the analysis of the data will be described more thoroughly and detail in the next chapter.

CHAPTER 4: RESEARCH FINDING

4.1 INTRODUCTION

This chapter generally focuses on data analysis. The findings from data collection are represented in a form of statistical analysis for further understanding. The findings are represented in the three different section, the first section will discuss the demographic profiles of the respondents followed by reliability analysis and inferential analysis.

4.2 DESCRIPTIVE ANALYSIS

The questionnaire has been distributed by the research team from 17 October 2020 until 27 October 2020 to 350 population in Klang Valley using google form. We are able to get response from 350 respondents and find out that there is no data outlier, thus the researchers fully utilized the 350 responses for further analysis. In this part it is subset into respondent demographic profile and central tendencies measurement of constructs. Respondent demographic profile is about state of respondent, gender, age, race, education, occupation and monthly income of the respondents. However, central tendencies measurement of constructs that used to indicated the mean and standard deviation.

4.2.1 Respondent Demographic Profile

Table 4.1: Respondents Demographic Profile

Dimension		Frequency	Percent
State	Selangor	291	83.1
	Putrajaya	18	5.1
	Kuala Lumpur	41	11.7
Gender	Male	105	30.0
	Female	245	70.0
Age	18-25	79	22.6
	26-35	40	11.4
	36-45	78	22.3
	46 and above	153	43.7
Race	Malay	324	92.6
	Chinese	10	2.9
	Indian	15	4.3
	Others	1	0.3
Education	Diploma	122	34.9
	Degree	131	37.4
	Masters	60	17.1
	PhD	13	3.7
	Others	24	6.9
Occupation	Unemployed	29	8.3
	Student	67	19.1
	Government sector	118	33.7
	Private sector	88	25.1
	Self employed	48	13.7
Monthly Income	Below RM 1000	92	26.3
	RM 1001 – RM 2500	36	10.3
	RM 2501 – RM 4000	40	11.4
	RM 4001 – RM 5500	50	14.3
	Above RM 5501	132	37.7

Table 4.1 shows the demographic profile of respondent who participated in this survey. The descriptive analysis includes the respondent's profile in term of gender, age, race, education, occupation, and monthly income. Majority of respondents are from Selangor which consists of 83.1 percent, while 5.1 percent of respondents are from Putrajaya and the balance 11.7 percent are from Kuala Lumpur. Furthermore, majority of the respondent who participated in this survey are female 70 percent followed by male respondents 30 percent.

However, majority of the respondent who participated in this survey are aged between 46 years and above (43.7 percent), followed by respondent between 18 to 25 years old consist are 22.6 percent, respondents aged 36 to 45 years old are 22.3 percent and finally respondents between 26 to 35 years old are 11.4 percent. Breakdown of the respondents into races shows that majority of the respondent who participated in this survey are Malay 92.6 percent followed by Chinese (2.9 percent) and Indian (4.3 percent). Meanwhile, other races are representing only (0.3 percent).

Moreover, the breakdown of respondent in terms of education show that majority of the respondent are degree holder (37.4 percent) followed by Master Holder (17.1 percent). However, 3.7 percent of respondents are PhD holder and 6.9 percent of respondents comes from 'others' categories such as secondary education qualification.

For the occupation perspective the highest number of respondents currently working in government sector consists of 33.7 percent, 25.1 percent from private sector, 19.1 percent are students while the rest of 13.7 percent respondents are self-employed.

Last but not least, majority of our respondent monthly income are above RM 5501 37.7 percent followed by respondent earn below than RM 1000 are 26.3 percent, respondent who earn between RM 4001 to RM 5500 are 14.3 percent and respondents earn between RM 2501 to RM 4000 are 11.4 percent and finally respondent earn between RM 1001 to RM 2500 are 10.3 percent. Therefore, we could conclude that majority of our respondent are above 46 years old and currently working in government sector.

2.2.2 General Information

Table 4.2: General

Variables		Frequency (N)	Percentage (100%)
Hypermarket usually go	Aeon	137	39.1
	Tesco	123	35.1
	Lulu Hypermarket	4	1.1
	Other	86	24.6
Purchased any brand product online before	Yes	28	79.4
	No	72	20.6
During pandemic covid-19, prefer using drive thru services	Yes	210	60.0
	No	140	40.0
During pandemic covid-19, purchased any product at hypermarket using drive thru services	Yes	76	21.7
	No	274	78.3
Satisfaction towards drive thru services provided by hypermarket	Yes	65	85.5
	No	11	14.5
Frequency of respondents going to hypermarket	Daily	1	0.3
	Weekly	139	39.7
	Once a month	144	41.1
	Every 2-3 month	47	13.4
	Others	19	5.7

Table 4.2 shows that 39.1 percent of the respondent prefer to go AEON, Tesco 35.1 percent while Lulu Hypermarket 1.1 percent and 24.6 percent choose other hypermarket such as Giant, Jaya Grocery, Mydin Mall and Hero Hypermarket. Hence, the findings also show that 79.4 respondent have purchase product through online while 20.6 percent of the respondent do not purchase thru online before.

Moreover, due to this pandemic covid-19, majority of the respondent (60 percent) prefer using drive thru services provided by any services provider while 40 percent do not use any drive thru services. From the perspective of Hypermarket, only 21.7 percent of respondents have used the drive thru service provided by hypermarket while 78.3 percent do not use this service. From this 21.7 percent of the respondent who use the drive thru services, 85.5 percent of respondents have satisfied with the service provided by hypermarket and only 14.5 percent of respondents are not satisfied with the service.

Majority the respondents which is 40.9 percent tend to go to hypermarket once a month while 39.7 percent go hypermarket weekly followed by 13.4 percent of respondents choose to go hypermarket every 2 to 3 month once. Apart from that, 5.7 percent of respondents going to hypermarket in 'Other' times while 0.3 percent of respondents are going daily to hypermarket. In conclusion, the respondent most frequently goes to the hypermarket once a month and followed closely by weekly visit.

4.3 CENTRAL TENDENCIES MEASUREMENT OF CONSTRUCT

Table 4.3: Mean Score for Dependent and Independent Variables

	Variables	Items	Mean	Standard Deviation
Purchase Intention	I would be willing to recommend this service to my friends	PI1	3.45	0.861
	Product level at hypermarket is better than retailers	PI2	3.37	0.895
	I have intention to buy groceries from hypermarket using drive thru services	PI3	3.33	1.058
	I am positive towards purchasing products at hypermarket using drive thru services	PI4	3.37	1.052
	I will purchase groceries from hypermarket using drive thru services in the near future	PI5	3.38	1.074
Perceived Value	Product or service provided by hypermarket is good value for money	PV1	3.53	0.835
	Price or fee charges are acceptable	PV2	3.46	0.855
	Product is considered to be a good deal	PV3	3.58	0.818
	The price that I pay for the product is worth it	PV4	3.59	0.817
	The service provided by hypermarket are convenient to consumer	PV5	3.66	0.851
Perceived Usefulness	Learning the operation of drive thru service would be easy for me	PU1	3.63	0.845
	I find that using website hypermarket provide easy to me trace the product is available or not	PU2	3.69	0.870
	My interaction with product that I buy would be clear and understandable	PU3	3.57	0.853

	Using drive thru service at hypermarket would be easy for me to become skilful.	PU4	3.46	0.891
	I find using drive thru service easy to use	PEOU5	3.47	0.885
Perceived Ease of Use	I believe using drive thru service help me to purchase more efficiently and quickly	PEOU1	3.48	0.951
	I think buy a product using drive thru service make my shopping become easier	PEOU2	3.51	0.908
	I think using internet increase my productivity in searching and purchasing goods	PEOU3	3.65	0.859
	I would find using drive thru useful in my life	PEOU4	3.53	0.881
	Using this service would improve my time doing chores	PEOU5	3.54	0.913
Safety	I believe hypermarket environment are safe	S1	3.65	0.821
	I believe the drive thru service provided in hypermarket are safe	S2	3.63	0.819
	I believe item purchase in hypermarket are safe to use	S3	3.71	0.750
	I prefer the payment using debit/credit card than cash	S4	3.79	0.973
	I prefer using the website as it safe to use	S5	3.59	0.903

Table 4.2 above shows the descriptive analysis for all the items used in this study. The finding also shows that most of the respondents agreed with the given statement. From the result for purchase intention, item PI1 “I would be willing to recommend this service to my friends” has the highest mean value at 3.45 with standard

deviation of 0.861. Respondent who are satisfied with the service will tell their friends about their experience and encourage other to use. However, item PI3 “I have intention to buy groceries from hypermarket using drive thru services” shows the lowest mean value at 3.33 with standard deviation of 1.058. It concludes that respondents agreed that they have an intention to purchase the groceries by using drive thru service in the hypermarket.

Furthermore, for perceive value, item PV5 “The service provided by hypermarket are convenient to consumer” recorded the highest mean score 3.66 with standard deviation of 0.851. Respondent agreed that service provided by hypermarket such as drive thru service are convenient to them because they can purchase anything that they want without visiting the hypermarket. While the lowest mean score 3.46 is achieved by PV2 “Price or fee charges are acceptable” with standard deviation of 0.855. It shows that respondents agree that the hypermarket charges the reasonable price based on the services that they provide such as personal shoppers. Personal shopper is the one who will pick the item according to customer order. Personal shoppers are also those who will weigh the wet food such as chicken and vegetables. They will also do the packaging and give to the customers their order at the drive thru hypermarket spot. It is proved in the item PV4” The price that I pay for the product is worth” shows that the consumers agreed that the price that they pay for the product is worth for the services provided by them.

Moreover, for perceived usefulness item PU2 “I find that using website hypermarket provide easy for me trace the product is available or not” recorded the highest mean value 3.69 with standard deviation of 0.870. It means that the respondents' purchase decision becomes much easier because the availability of certain products is known immediately at the time they make an order online. It seems to be more time saving and hassle free because they no need to visit the hypermarket to know whether the product is still available in the selected supermarket shelves.

In addition, item PU4 in perceived usefulness which is “Using drive thru service at hypermarket would be easy for me to become skilful.” obtain the lowest mean value 3.46 and appear to have standard deviation of 0.891. This is because drive thru is not

something that is new in our Malaysian culture. Most of the fast serving industry already using drive thru services and Malaysian especially Klang Valley consumers are very keen in using the drive thru services, however in hypermarket industry it is still new therefore the item PU1 “Learning the operation of drive thru service would be easy for me” obtain the second highest means score which is 3.63. It means that learning on how to use the drive thru services is something that is easy for them based on their past experience.

Moreover, the mean score for item PU3 “My interaction with the product that I buy would be clear and understandable” is 3.57. It shows that the success of drive thru depends on the product description provided by the hypermarket at their website. It is because if the product description is clear, detail and accurate will encourage more people to use the drive thru services in future because when they purchase using hypermarket website its more on one-way communication process therefore customer purchase decision is more rely and are made based on the product description.

Next, in perceived ease to use item PEUO3 ‘I think using internet increase my productivity in searching and purchasing goods’ has the highest mean value at 3.65 with standard deviation of 0.859. It shows that the respondent agreed with the given statement because increase in internet penetration changed the way consumers shop and save their valuable time in shopping journeys. Today’s most of the consumers prefer to purchase the goods online based on given description and reviews from other customers rather than visiting bricks and mortar hypermarkets.

In addition, item PEUO1 “I believe using drive thru service helps me to purchase more efficiently and quickly” shows the lowest mean value at 3.48 with standard deviation of 0.951. Although it is lowest score it still shows that the respondent agreed with given statement where the drive thru services makes their purchasing process more efficiently and quickly without any worried that they will be infected by the Covid-19 disease

Lastly, for safety item S4 “I prefer the payment using debit/credit card than cash” appeared to have the highest mean score 3.79 with standard deviation of 0.973. It shows

that respondents agreed that using cards are more secure and convenient when purchased in hypermarket's drive thru and they also believe that using credit or debit card rather than cash may help to reduce the spread of Covid-19 disease because of less contact. It shows that Klang Valley consumers are more concerned regarding the safety of themselves and their loved ones.

However, item S1 "I believe hypermarket environments are safe" obtain the lowest means score which is 3.65 with stand deviation of 0.821. Although it obtains the lowest score it shows that respondent is agreed with the statement where they believe hypermarket provide the safe environment for its customers to shop by implementing certain rules and regulation such as measure the consumer's temperature, provide sanitizer, gloves and limit the number of customers who do shopping in side their hypermarket at one time and provide QR code scanner where the consumers detail are more personal and confidential.

4.4 SCALE MEASUREMENT

4.4.1 Reliability of Correlation

Table 4.4: Reliability of Correlation

Variables	Cronbach's Alpha	Number of items
Independent Variable		
Perceived Value	0.935	5
Perceived Usefulness	0.912	5
Perceived ease of use	0.942	5
Safety	0.898	5
Dependent Variable		
Purchase Intention	0.916	5
TOTAL	0.962	25

Reliability analysis allows you to study the properties of measurement scales and provides information about the relationships between individual items in the scale. According to Hair et al, (2007) the acceptable value of alpha in reliability analysis is 0.8 in the case of intelligence tests, and the acceptable value of alpha in reliability analysis is 0.7 in the case of ability tests. Based on the reliability test in Table 4.3, Perceived value, perceived usefulness, perceived ease of use and purchase intention recorded Cronbach 's Alpha of 0.935, 0.912, 0.942 and 0.916 which means excellent and safety have Cronbach's Alpha value which is 0.898 means very good.

4.5 INFERENCE ANALYSIS

Inferential analysis can be used to generalize the results obtained from a random probability sample back to the population from which the sample was drawn. This analysis is only required when a sample is drawn by a random procedure and the response rate is high. According to Sekaran and Bougie, 2010 inferential analysis also aims to examine individual variables and its relationships with other variables.

4.5.1 Pearson Correlation Coefficient

Pearson Correlation Coefficient is a statistic that measures linear correlation between two variables. A correlation coefficient of 1 means that for every positive increase in one variable, there is a positive increase of a fixed proportion in the other. A correlation coefficient of -1 means that for every positive increase in one variable, there is a negative decrease of a fixed proportion in the other. Zero means that the two variables are not related.

Table 4.5: Pearson Correlation

Independent variables	Coefficient (r)	Significant (P)
Perceived value	.543**	.000
Perceived Usefulness	.627**	.000
Perceived Ease Of Use	.622*	.000
Safety	.493*	.000

Table 4.5 shows that the correlations between independent variables which include perceived value, perceived usefulness, perceived ease of use and safety with dependent variable which is purchase intention of customer in using drive thru services provided by hypermarket in Klang Valley.

4.5(a) Hypothesis 1:

There is a significant relationship between perceived value and purchase intention of customer in using drive thru service at hypermarket in Klang Valley. The correlation coefficient value between perceived value and purchase intention is 0.543 which means that there is the positive relationship between perceived value and purchase intention. However, the strength of the relationship is moderate between perceived value and purchase intention.

4.5(b) Hypothesis 2

There is a significant relationship between perceived usefulness and purchase intention of customer in using drive thru service at hypermarket in Klang Valley. This is because the p-value equal to 0.000 and value of the correlation coefficient is 0.627. Therefore, the relationship between perceived usefulness and customer purchase intention is positive. This indicates a strong relationship between perceived usefulness and purchase intention.

4.5(c) Hypothesis 3

There is a significant relationship between perceived ease of use and purchase intention of customer in using drive thru service at hypermarket in Klang Valley. This is because the p-value equal to 0.000 and value of the correlation coefficient is 0.622 so the relationship between perceived ease of use and purchase intention is positive. This indicates a strong relationship between perceived ease of use and purchase intention

4.5(d) Hypothesis 4

There is a significant relationship between safety and purchase intention of customer purchase intention in using drive thru service at hypermarket in Klang Valley. This is because the p-value equal to 0.000 and value of the correlation coefficient is 0.493. Therefore, the relationship between safety and purchase intention is positive and moderate e relationship between safety and purchase intention.

4.5.2 Multiple Regression Analysis

Multiple regression is an extension of simple linear regression. Multiple regression is a general and flexible statistical method for analysing associations between two or more independent variables and a single dependent variable.

Predictors: (Constant), MEAN safety, MEAN perceived value, MEAN perceived ease of use, MEAN perceived usefulness.

Table 4.6: Regression analysis

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.680	.462	.456	.63325

The table 4.6 above shows the regression analysis for the study. According to the table above, all of the independent variables used in this study are able to explain the dependent variable around 46.2 percent. However, another 53.8 percent are not able to be explained in this study as there might be other factors that are not included in this study but have contributed toward consumer's purchase intention using drive-thru service. As a conclusion, although all these four independent variables contribute to consumer's purchase intention in drive-thru service in terms of purchase intention, perceived value, perceived ease of use and safety are the factors that they consider important in purchasing products in drive-thru service.

a. Dependent Variable: MEAN purchase intention

b. Predictors: (Constant), MEAN safety, MEAN perceived value, MEAN perceived ease of use, MEAN perceived usefulness

a. Dependent Variable: MEAN purchase intention

b. Predictors: (Constant), MEAN safety, MEAN perceived value, MEAN perceived ease of use, MEAN perceived usefulness

Table 4.7: ANOVA

ANOVA ^a						
	Model	Sum of Squares	df	Mean Square	F	Sig.
<u>1</u>	Regression	118.897	4	29.724	74.124	.000 ^b
	Residual	138.437	345			
	Total	257.244	349			

Table shows that p-value (Sig 0.000) is less than alpha value 0.005. The alternative hypothesis as the four independent variables are significantly explains the variance in consumers' level is supported by the data and will be accepted.

Dependent Variable: MEAN purchase intention

Table 4.8: Coefficients

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.318	.195		1.633	.103
	MEAN perceived value	.268	.063	.232	4.261	.000
	MEAN perceived usefulness	.266	.086	.232	3.106	.002
	MEAN perceived ease of use	.318	.077	.302	4.129	.000
	MEAN safety	.008	.068	.007	.116	.908

Based on the table 4.7 above, (Coefficients) show that perceived value, perceived usefulness and perceived ease of use is significant to the predicted dependent variable (factors influencing consumer's purchase intention using drive thru service in hypermarket at Klang Valley) this is because p-value is less than alpha value 0.05. On the other hand, the only independent variable that is not significant to predict the dependent variable is safety where the p- value is equal to 0.908 which is more than alpha value 0.05.

The relationship can be denoted as the following equation from the analysis from the table above.

$$\text{Purchase intention} = 0.318 + 0.268 (\text{perceived value}) + 0.266 (\text{perceived usefulness}) + (\text{perceived ease of use}) + 0.08 (\text{safety})$$

According to the table above, perceived value was found to exert a significant positive influence on purchase intention which has an impact toward consumer purchase intention ($t= 4.261$, $p = 0.000$, $\beta= 0.2680$). While the other variables such as perceived usefulness, was recorded $t = 3.106$, $p = 0.002$, $\beta = 0.268$, perceived ease of use was recorded $t= 4.129$, $p= 0.000$, $\beta= 0.318$. On the other side, there is insignificant influence or no impact by safety on purchase intention ($t= 0.116$, $p= 0.908$, $\beta= 0.08$) as its $p -$ value is more than 0.05. This is due to customers who still use the online system to buy their products even though they are aware that safety in the use of this online system is less. Safety issues that will occur such as the customer's information and card are exposed.

Table 4.9 Hypothesis testing for each variable

Variables	Coefficient (r)	Effect size (Evan 1996)	Correlation Direction (+ve/-ve)	Significance
Perceived Value	.543**	Moderate	Positive (+ve)	Yes, there have a significantly correlated
Perceived Usefulness	.627**	Strong	Positive (+ve)	Yes, there have a significantly correlated.
Perceived Ease of Use	.622*	Strong	Positive (+ve)	Yes, there have a significantly correlated.
Safety	.493*	Moderate	Negative (-ve)	No, there have insignificantly correlated.

4.6 CHAPTER SUMMARY

In conclusion, this chapter presents the findings and results obtained from data collection for this report. Furthermore, inferential analysis also has been used and demonstrated in this chapter to answer the research questions, as well as to determine the significance of the hypotheses for this research.

CHAPTER 5: CONCLUSION AND RECOMMENDATION

5.1 INTRODUCTION

A summary of the research is presented, and findings of the study are discussed and interpreted. It summarized the discussion of major finding from the previous chapter. In this chapter it highlights the implications of the study, stated the limitations of the study, provide recommendations for the future use and provide conclusion of the entire research.

5.2 DISCUSSION

The new norm, people are trying to reduce movement and avoid contact with each other. Thus, the business industry has to find other alternatives to reduce the spread of the virus and make customers shop comfortably. Hypermarket has introduced a drive thru service system to consumers to ensure buyers can buy necessities and prevent the spreading of the disease at the same time.

In this study, the hypermarket is the center of shopping malls and supermarkets. Customers can save time shopping at hypermarkets because all items are concentrated in one building. Based on the finding in chapter 4, perceived usefulness and ease of use have a strong relationship and perceived value and safety have a moderate relationship with customer purchase intention using drive thru service in hypermarket. Although, factor such as perceived value, perceived usefulness and perceived ease of use significant relationship with dependent variable. However, in terms of ranking factors such as perceived usefulness followed by perceived ease of use, perceived value and safety are contributing towards customer's purchase intention using drive thru service at hypermarket.

It is because through perceived usefulness, customers easily trace the product is available or not using drive thru service. Even though the customer is not able to see the condition of the product, certain hypermarkets will make sure their customer is satisfied

before purchasing the good. If a customer is not satisfied with the goods they can replace it with the new one. Though that customer who is satisfied with the drive thru service will bring positive word of mouth about the service and encourage people to use drive thru service at Hypermarket

5.2.1 Impact of Perceived Value

Based on the results, perceived value has a strong relationship with customer purchase intention and placed third after perceived ease of use and perceived usefulness. Prior studies have shown that perceived value is a crucial construct in affecting customer purchase intention. Consumer will buy a product when they think the product is worth the price

How a customer views price fairness or unfairness, significantly influences the customer's perceived value and purchase intentions (Bolton & Lemon, 1999). Consumers will buy a product when they think the product is worth the price with the benefits of the product or the service provided.

Therefore, H2 is supported, customers think that the price and product value is acceptable at drive thru at hypermarkets in Klang Valley. Thus, perceived value is positively related to customers purchase intention in using drive thru services provided by hypermarkets in Klang Valley.

5.2.2 Impact of Perceived Usefulness

According to the findings, perceived usefulness has a strong relationship with customer purchase intention and it is the second rank and the most important factor followed by perceived ease of use, perceived value and safety. Perceived usefulness also

has significant and strong relationship towards customer's purchase intention. These findings are in line with Chen & Ching(2013). Meanwhile, Hotniar Siringoringo(2013) also perceived that significant relationship with customer purchase intention. This is because by applying advanced systems, such as a recommender system, a collaborative filtering system, and a feedback system, online customers can easily obtain detailed reviews and information about desired items (Yoon C. Cho et al.,2015).

This finding it shows through website hypermarket provided the feedback customer for the service. The reason compatibility has the most significant influence on customer's purchase intention is because drive thru service is compatible with working people and housewives. For example, nowadays working people very busy, using drive thru service makes their life easier. This ensure to help customer using drive thru service even though for working people can purchase the necessities through hypermarket website, when the order completed customer can take the order at the platform that the Hypermarket provided. It can be conclude that using hypermarket website is most usefulness and provide the good quality service of product for their customer

5.2.3 Impact of Perceived Ease of Use

The result also shows there is a significant relationship between perceived ease of use and customer's purchase intention in using drive-thru service in hypermarket. The result is supported through the previous study by Cha (2011), as their findings provide the relationship between the influenced of perceived ease of use on the intention of purchasing online was still substantial.

From the drive-thru aspect, it shows the positive relationship between purchase intention and perceived ease of use when the online system such as website of drive-thru is running well and give convenient to customers in using it. Furthermore, the perceived ease of use was being important part in customer purchase intention towards drive-thru service because it was minimized customer's purchase time. As a conclusion, the

perceived ease of use can increase the customer's intent to buy the products through drive-thru service in hypermarket.

5.2.4 Impact of Safety

According to the findings, safety has a moderate relationship and rank as a fourth factor after perceived usefulness, perceived ease of use and perceived value but safety has not been significant with customer purchase intention. The findings are in contrast with the previous study conducted by Tia Raimi (2018), that the safety of the product can influence customers to purchase the product.

From this study, it can be said that safety has not influenced customer purchase intention in using drive thru services at hypermarket. Safety does not influence customer purchase intention because internet shopping is a very common thing now. Example, people still shop using Shopee and Lazada even though their personal information and card details are exposed yet still a lot of people buy from there. Although, scammers are everywhere yet people still prefer to shop online especially during this pandemic.

Therefore, in this study safety is not significant in influencing the customer purchase intention because no payment is made when they place the order in the website, customer only make payment when they collect the goods from the hypermarket. So they no need to worry about their card detail will exposed and so on. Besides that, when they place order, they still need to go out from the house to collect their goods from the hypermarket and there is a possibilities for physical contact. So during this pandemics the most important things is everyone follow the Standard Operating Procedures (SOP) endorse by Ministry of Health by slogan "Kita Jaga Kita".

5.3 LIMITATION

Throughout the development of conducting this study, there are some limitation that have been recognized and important to be pointed out in order for the next researchers to study and acknowledge. Due to limitation in terms of time we are only able to collect the data from only three states of Malaysia which is Kuala Lumpur, Putrajaya and Selangor, hence this project do not conclude for the whole Malaysia Furthermore, due to the pandemic and extended-movement control order we are only able to collect data from 350 respondents using Google form rather than visit the hypermarket.

Another limitation regarding this study is whether the results can be applicable in other contexts or not, since this study focused on perceived value, perceived usefulness, perceived ease of use and safety in relation to customers purchase intention regarding drive thru services by hypermarkets. Therefore, in order to draw further conclusions regarding the theory of the different variables further studies are needed.

5.4 RECOMMENDATIONS

There are few recommendations for the future researchers to make some improvement in their research.

The accuracy and reliability of the result can be improved by increasing the sample size of more than 350 questionnaires. Besides that, the time frame of conducting the survey should be extended in order to get adequate time to distribute and collect from a large number of respondents. For current study, researchers have only distributed and focused on respondents in Klang Valley.

The distribution of questionnaires which might not be comprehensive enough to represent the whole population in Malaysia. Thus, to obtain a large sample size, the researchers can distribute it to all states to get more accurate data. It is advisable to include all the states in the country when conducting the research because it tends to

reduce the people in different demographics who will have different thinking about their own intention.

Lastly, future researchers study on other factors such as service quality, trust, electronic word mouth (e-WOM) and how this factors influencing customer purchase intention using drive thru at hypermarkets in Klang Valley based on new findings from latest literature at that time.

5.5 CONCLUSION

The summary that can be concluded in this research which are purchase intention, perceived usefulness, perceived ease of use and safety are the factors influencing the consumer's purchase intention using drive thru service in hypermarkets at Klang Valley. Through the findings, all the variables show the significance towards consumer's purchase intention using drive thru service in the hypermarket at Klang Valley.

According to the readings obtained, drive-thru service means a place where you can get some type of service by driving through it, without needing to get out of your car. The drive-thru service is not only found in restaurants such as Mc Donald, KFC and others. But the service also can found in hypermarkets nowadays. Since the drive-thru service is one of the service that needed and important towards consumers during the pandemic covid-19, the findings shows that all the variables have influencing them to purchase using the drive-thru service due to the various factors that have occurred that have hindered their movement to get their necessities.

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APPENDICES

Appendix A

GANTT CHART OF STUDENT PROJECT

SESSION : JUNE 2020

DEPARTMENT : COMMERCE

CODE/COURSE : DPB 6043 BUSINESS PROJECT

WEEK/ ACTIVITY	WEEK 1	WEEK 2	WEEK 3	WEEK 4	WEEK 5	WEEK 6	WEEK 7	WEEK 8	WEEK 9	WEEK 10	WEEK 11	WEEK 12	WEEK 13	WEEK 14
TOPIC CONFIRMATION & DISCUSSION WITH SUPERVISOR														
DISCUSSION OF OBJECTIVE														
PREPARATION OF CHAPTER 1														
PREPARATION OF CHAPTER2														

PREPARATING & DISRIBUTING OF QUESTIONNAIRE														
PREPARATION OF CHAPTER 3														
EDIT REPORT														
SUBMISSION OF REPORT														
PREPARATION OF ORAL PRESENTATION														
ORAL PRESENTATION														

Appendix B: Self-administered Questionnaire



**FACTORS INFLUENCING CONSUMER'S
PURCHASE INTENTION USING DRIVE THRU
SERVICE AT HYPERMARKET IN KLANG VALLEY**

NURUL HUDA BINTI MOHD FAUZI	08DPI18F1071
DANIA ADILAH BINTI MOHD FATHIL	08DPI18F1099
NUR ALIA SYAFIQAH BINTI ABDUL HALIM	08DPI18F1061
NUR HANNIS BINTI ZAHARI	08DPI18F1049

**DIPLOMA IN INTERNATIONAL BUSINESS
COMMERCE DEPARTMENT**

JUNE 2020

**FACTORS INFLUENCING CUSTOMER'S PURCHASE INTENTION
USING DRIVE THRU SERVICE AT HYPERMARKET IN KLANG
VALLEY**

Dear Respondent,

With reference to the above, we are pleased to inform you that we are conducting a survey that determine factors that influencing customer's purchase intention using drive thru service at Hypermarket in Klang Valley. This is a part of diploma research work. We are currently in the process of collecting data for our writing dissertation as a requirement for this diploma. This questionnaire has been designed to collect certain information from the employers.

We would appreciate if you could extend your support by participating in the survey which is an integral part of my research project. The study is under the supervision of Dr. Aziam Mustafa from Commerce Department, Politeknik Sultan Salahuddin Abdul Aziz Shah. The results from this project will be used only for academic work and not for commercial purposes.

The questionnaire should not take more than 15 minutes to be completed. Kindly spare some of your valuable time to complete the questionnaire. Your participation is essential to this study. We would like to assure you that your response will be kept private and confidential.

Thank you in advance for your cooperation and for further information, please do not hesitate to contact the undersigned.

Sincerely,

.....

NurHannisBintiZahari

Diploma Student

Commerce Department, Politeknik Sultan Salahuddin Abdul Aziz Shah

40150, Shah Alam Selangor

[Email:nurhanniszahari@gmail.com](mailto:nurhanniszahari@gmail.com)

SECTION A: GENERAL

Instructions: Indicate your answer by marking the appropriate box.

1) Which hypermarket do you usually go to?

<input type="checkbox"/>	Aeon
<input type="checkbox"/>	Tesco
<input type="checkbox"/>	Lulu Hypermarket
<input type="checkbox"/>	Other: _____

2) How often do you go to hypermarket above?

<input type="checkbox"/>	Daily
<input type="checkbox"/>	Weekly
<input type="checkbox"/>	Once a month
<input type="checkbox"/>	Every 2-3 month
<input type="checkbox"/>	Other: _____

3) Have you purchased any brand product online before?

<input type="checkbox"/>	Yes
<input type="checkbox"/>	No

4) During the pandemic covid-19, do you prefer using drive thru services provided by hypermarket?

<input type="checkbox"/>	Yes
<input type="checkbox"/>	No

5) Have you purchase any product at hypermarket using drive thru services during pandemic covid-19?

<input type="checkbox"/>	Yes
<input type="checkbox"/>	No (Please answer questions in Section B onwards)

6) Are you satisfied with the drive thru services by the hypermarket?

<input type="checkbox"/>	Yes
<input type="checkbox"/>	No

7) Rate your satisfaction toward the drive thru services by the hypermarket

Very Dissatisfied					Very Satisfied
1	2	3	4	5	
○	○	○	○	○	

SECTION B: DEPENDENT VARIABLE

Instruction:

The following statements below are questions towards customer purchase intention using drive thru services at hypermarket. Please rate your answer by marking the appropriate box (Strongly Agree (5), Agree (4), neutral (3), Disagree (2), Strongly Disagree (1))

NO	ITEM	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
PURCHASE INTENTION						
PI1	I would be willing to recommend this service to my friends	1	2	3	4	5
PI2	Product level at hypermarket is better than retailers	1	2	3	4	5
PI3	I have intention to buy groceries from hypermarket using drive thru services	1	2	3	4	5
PI4	I am positive towards purchasing products at hypermarket using drive thru services	1	2	3	4	5
PI5	I will purchase groceries from hypermarket using drive thru services in the near future	1	2	3	4	5

SECTION C: INDEPENDENT VARIABLES

Instruction:

The following statements below are questions towards customer purchase intention using drive thru services at hypermarket. Please rate your answer by marking the appropriate box (Strongly Agree (5), Agree (4), neutral (3), Disagree (2), Strongly Disagree (1))

NO	ITEM	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
PERCEIVE VALUE						
PV1	Product or service provided by hypermarket is good value for money	1	2	3	4	5
PV2	Price or fee charges are acceptable	1	2	3	4	5
PV3	Product is considered to be a good deal	1	2	3	4	5
PV4	The price that I pay for the product is worth it	1	2	3	4	5
PV5	The service provided by hypermarket are convenient to consumer	1	2	3	4	5
PERCEIVED USEFULNESS						
PU1	Learning the operation of drive thru service would be easy for me	1	2	3	4	5
PU2	I find that using website hypermarket provide easy to me trace the product is available or not	1	2	3	4	5
PU3	My interaction with product that I buy would be clear and understandable	1	2	3	4	5
PU4	Using drive thru service at hypermarket would be easy for me to become skillful.	1	2	3	4	5
PU5	I find using drive thru service easy to use	1	2	3	4	5
PERCEIVED EASE OF USE						
PEOU1	I believe using drive thru service help me to purchase more efficiently and quickly	1	2	3	4	5
PEOU2	I think buy a product using drive thru service make my shopping become easier	1	2	3	4	5
PEOU3	I think using internet increase my productivity in searching and purchasing goods	1	2	3	4	5
PEOU4	I would find using drive thru useful in my life	1	2	3	4	5
PEOU5	Using this service would improve my time doing Chores	1	2	3	4	5

SAFETY						
S1	I believe hypermarket environment are safe	1	2	3	4	5
S2	I believe the drive thru service provided in hypermarket are safe	1	2	3	4	5
S3	I believe item purchase in hypermarket are safe to Use	1	2	3	4	5
S4	I prefer the payment using debit/credit card than Cash	1	2	3	4	5
S5	I prefer using the website as it safe to use	1	2	3	4	5

SECTION D: DEMOGRAPHIC PROFILES

Instruction: Indicate your answer by marking the appropriate box.

1. Which region do you live?

- Selangor
- Putrajaya
- Kuala Lumpur

2. Gender

- Male
- Female

3. Age

- 18 -25
- 26-35
- 36-40
- 41-45
- 46 and above

4. Race

- Malay
- Chinese
- Indian
- Other: _____

5. Education

- Diploma
- Degree
- Masters
- PhD
- Other: _____

6. Occupation

- Unemployed
- Student
- Government sectors
- Private sectors
- Self employed

7. Monthly Income

- Below RM 1000
- RM 1001 – RM 2500
- RM 2501 – RM 4000
- RM 4001 – RM 5500
- Above RM 5501

THANK YOU FOR YOUR COOPERATION

Appendix C: Demographic profile

Overall mean score

Descriptive Statistics

	Mean	Std. Deviation	N
MEAN purchase intention	3.3789	.85854	350
MEAN perceived value	3.5640	.74385	350
MEAN perceived usefulness	3.5669	.74683	350
MEAN perceived ease of use	3.5417	.81380	350
MEAN safety	3.6726	.72237	350

D1 Which region do you live?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Selangor	291	83.1	83.1	83.1
Putrajaya	18	5.1	5.1	88.3
Kuala Lumpur	41	11.7	11.7	100.0
Total	350	100.0	100.0	

D2 Gender

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Male	105	30.0	30.0	30.0
Female	245	70.0	70.0	100.0
Total	350	100.0	100.0	

D3 Age

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 18-25	79	22.6	22.6	22.6
26-35	40	11.4	11.4	34.0
36-45	78	22.3	22.3	56.3
46 and above	153	43.7	43.7	100.0
Total	350	100.0	100.0	

D4 Race

	Frequency	Percent	Valid Percent	Cumulative Percent
Malay	324	92.6	92.6	92.6
Chinese	10	2.9	2.9	95.4
Valid Indian	15	4.3	4.3	99.7
Others	1	.3	.3	100.0
Total	350	100.0	100.0	

D5 Education

	Frequency	Percent	Valid Percent	Cumulative Percent
Diploma	122	34.9	34.9	34.9
Degree	131	37.4	37.4	72.3
Valid Masters	60	17.1	17.1	89.4
PhD	13	3.7	3.7	93.1
Other	24	6.9	6.9	100.0
Total	350	100.0	100.0	

D6 Occupation

	Frequency	Percent	Valid Percent	Cumulative Percent
Unemployment	29	8.3	8.3	8.3
Student	67	19.1	19.1	27.4
Valid Government sectors	118	33.7	33.7	61.1
Private sectors	88	25.1	25.1	86.3
Self employed	48	13.7	13.7	100.0
Total	350	100.0	100.0	

D7 Monthly Income

	Frequency	Percent	Valid Percent	Cumulative Percent
Below RM 1000	92	26.3	26.3	26.3
RM 1001 – RM 2500	36	10.3	10.3	36.6
RM 2501 – RM 4000	40	11.4	11.4	48.0
RM 4001 – RM 5500	50	14.3	14.3	62.3
Above RM 5501	132	37.7	37.7	100.0
Total	350	100.0	100.0	

Appendix D: Reliability analysis

Scale: overall reliability

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.962	.963	25

Scale: Perceived Value reliability

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.935	.935	5

Item Statistics

	Mean	Std. Deviation	N
PV1 Product or service provided by hypermarket is good value for money	3.53	.835	350
PV2 Price or fee charges are acceptable	3.46	.855	350
PV3 Product is considered to be a good deal	3.58	.818	350
PV4 The price that I pay for the product is worth it	3.59	.817	350
PV5 The service provided by hypermarket are convenient to consumer	3.66	.851	350

Scale: Perceived Usefulness reliability

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.912	.912	5

Item Statistics

	Mean	Std. Deviation	N
PU1 Learning the operation of drive thru service would be easy for me	3.63	.845	350
PU2 I find that using website hypermarket provide easy to me trace the product is available or not	3.69	.870	350
PU3 My interaction with product that I buy would be clear and understandable	3.57	.853	350
PU4 Using drive thru service at hypermarket would be easy for me to become skillful	3.46	.891	350
PU5 I find using drive thru service easy to use	3.47	.885	350

Scale: Perceived Ease of Use reliability

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.942	.942	5

Item Statistics

	Mean	Std. Deviation	N
PEOU1 I believe using drive thru service help me to purchase more efficiently and quickly	3.48	.951	350
PEOU2 I think buy a product using drive thru service make my shopping become easier	3.51	.908	350
PEOU3 I think using internet increase my productivity in searching and purchasing goods	3.65	.859	350
PEOU4 I would find using drive thru useful in my life	3.53	.881	350
PEOU5 Using this service would improve my time doing chores	3.54	.913	350

Scale: Safety reliability

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.898	.903	5

Item Statistics

	Mean	Std. Deviation	N
S1 I believe hypermarket environment are safe	3.65	.821	350
S2 I believe the drive thru service provided in hypermarket are safe	3.63	.819	350
S3 I believe item purchase in hypermarket are safe to use	3.71	.750	350
S4 I prefer the payment using debit/credit card than cash	3.79	.973	350
S5 I prefer using the website as it safe to use	3.59	.903	350

Appendix E: Pearson Correlation

Correlations

		MEAN purchase intention	MEAN perceived value	MEAN perceived usefulness	MEAN perceived ease of use	MEAN safety
MEAN purchase intention	Pearson Correlation	1	.543**	.627**	.622**	.493**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	350	350	350	350	350
MEAN perceived value	Pearson Correlation	.543**	1	.619**	.541**	.621**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	350	350	350	350	350
MEAN perceived usefulness	Pearson Correlation	.627**	.619**	1	.822**	.626**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	350	350	350	350	350
MEAN perceived ease of use	Pearson Correlation	.622**	.541**	.822**	1	.654**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	350	350	350	350	350
MEAN safety	Pearson Correlation	.493**	.621**	.626**	.654**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	350	350	350	350	350

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

Appendix F: Regression analysis

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.680 ^a	.462	.456	.63325

a. Predictors: (Constant), MEAN safety, MEAN perceived value, MEAN perceived ease of use, MEAN perceived usefulness

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	118.897	4	29.724	74.124	.000 ^b
	Residual	138.347	345	.401		
	Total	257.244	349			

a. Dependent Variable: MEAN purchase intention

b. Predictors: (Constant), MEAN safety, MEAN perceived value, MEAN perceived ease of use, MEAN perceived usefulness

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.318	.195		1.633	.103
	MEAN perceived value	.268	.063	.232	4.261	.000
	MEAN perceived usefulness	.266	.086	.232	3.106	.002
	MEAN perceived ease of use	.318	.077	.302	4.129	.000
	MEAN safety	.008	.068	.007	.116	.908

a. Dependent Variable: MEAN purchase intention