



Malaysian University Students' perception of Food Panda Delivery

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ABSTRACT

In the era of increasingly advanced technology, online ordering food has become a trend of the new generation. It is because it brings a lot of convenience for them to order the meals that they want to eat through the internet without having to go to the offline store to buy them. However, not everything is perfect, for technology has its shortcomings also. Therefore, the purpose of this survey is to study the perception of Malaysian university students on Food Panda and the challenges faced by the Food Panda platform, so that Food Panda can improve their application and give users a better experience.

Key Word: University Students, Online food ordering, Perception, Challenge

1. Introduction

Online food ordering and delivery can be considered a platform connecting customers and eateries serving food and beverages (Yu, 2022). Simply say, Customers can order food online and use a delivery service rather than going to a real store to do it (Uthamaputhran et. al, 2022). In the era of advanced technology, Malaysia is also following the footsteps of the world, so this service has also been derived and Food Panda is one of the platforms. Which has been used for online food delivery. However, they say "Gold can't be pure and man can't be perfect", which is well suited for this term. This is because Food Panda is such a convenient app that there are shortcomings in some aspects, and this is one of the purposes of our research and in-depth discussion.

This research will focus on university students in Malaysia, and this process will be done by collecting results from the questionnaire distributed through google to all the students in Malaysia. According to statistics, a total of 172 questionnaires were received for data analysis in this research. Based on this research, we will analyze the perception of university students toward Food Panda and also the challenge faced by the Food Panda application nowadays based on our collected data. The research result can be further provided to the Food Panda platform or related personnel to offer opinions as a recommendation.

2.0 Literature Review

Online food delivery service refers to making contact with restaurants and presses an order with them directly by using the phone platforms to make payments without speaking to restaurant staff in person (Okumus & Bilgihan, 2014, as cited in Uthamaputhran et. al, 2022). The development of Food Panda has also successfully brought a new direction to Malaysia, as well as the development of the economy and the trend of online payments. When the COVID-19 outbreak, led the government to issue an emergency decree to lock down the country to limit people's access restrictions. As a result, people are not allowed to buy the supplies they need in the market, so they are forced to choose to shop online or order food (Hasanat et al., 2020, as cited in Ramli et.al, 2020). Although we are now living with the virus and the restrictions on government have been relaxed, some groups of people, such as college students, have felt the benefits of online food delivery, so they continue to actively use delivery services.

2.1 Food Panda Delivery in Malaysia

In the past few years, food delivery systems have only just taken of several businesses in Malaysia that provide services to customers, Food Panda can be calculated as regarded as the first service provider in Malaysia (Yu, 2022). Based on the statistics provided by Yeo et al. (2017), Malaysia's market for online purchases was estimated to be worth RM1.8 billion in the year 2013 and is anticipated to grow to RM5 billion by the year 2015. This is good proof of the benefits that delivery services have brought to society and the country in recent years. Food Panda has also been upgrading itself in recent years, originally only responsible for delivering cooked food to consumers, but now it is also involved in delivering daily necessities, in other words, Food Panda has deeply affected people's lives in this aspect of shopping behavior.

2.2 Challenges Faced by Food Panda delivery in Malaysia

Food Panda's main purpose is to deliver food to customers in a short time, so most of their drivers are on motorcycles, which also increases the incidence of traffic accidents (Yousef et al., 2021). According to Yousef et al. (2021) stated that delivery workers may also try to drive dangerously because they want to earn higher commission cuts, such as speeding, etc. to complete more orders. Food Panda not only has challenges with the driver but also has feedback from customers in terms of shipping costs that charged are too high, which may cause them to lose interest in online ordering.

Regarding the interior of the Food Panda application, some customers also said that they often encountered related problems such as system crashes, inability to log in, and incorrectly using discount vouchers. In terms of delivery, some customers said that they have encountered complaints that they have paid but have not received the meal. I believe this will have huge damage to Food Panda as it will lose the trust of customers in them and hope they take this seriously for challenges and giving addressed it.

2.3 Students' View towards Food panda delivery system

Regarding Malaysia, contemporary college students' views on Food Panda are positive, because online food delivery platforms similar to Food Panda give them more choices in meals for reference. However, Food Panda is also a loophole that makes the user express dissatisfaction. In addition, university campuses do not object to students using electronic devices to connect to the internet to order food, which also indirectly acquiesces to the rise of food delivery platforms (Ramil et al., 2020). Some universe also said that they have been short of the males provided by the restaurant, although these can be refunded through customer service complaints, most think it is troublesome. Moreover, melas ordered in advance will not be sent to the restaurant according to the time displayed on the mobile phone. Users have expressed distress because they may be hungry but the meal has not been delivered for a long time.

3.0 Research methodology

The approach taken according to this research design study, 5 liker scale survey was used and the sample choice is random. A total of 172 sample participants responded to the question and were recorded. The total score with the percentage was presented in the findings of the questionnaire.

4.0 Data analysis and findings

Part A - Demographic Information

Table 1: Age

Age	17-22 years old		23-28 years old		29-34 years old		35 years old and above	
	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage
	96	55.80%	40	23.30%	31	18%	5	2.90%

According to the data collected in the questionnaire, there are as many as 96 respondents which are about 55.8% between the ages of 17 and 22 years old. In addition, around 40 respondents which are 23.3% of the sample are between the ages of 23 and 28 years old. Almost 31 respondents about 18% of the sample who are between 29- and 34 years old participate in this questionnaire. However, we only collected 5 respondents which are about 2.9% between the ages of 35 years old and above.

Table 2: Gender

Gender	Male		Female	
	Frequency	Percentage	Frequency	Percentage
	95	55.2%	77	44.8%

According to the data collected in the questionnaire, there are as many as 95 respondents which are about 55.2% male, and around 77 respondents which is about 44.8% female.

Table 3: Area

Area	Rural		Urban	
	Frequency	Percentage	Frequency	Percentage
	16	9.3%	156	90.7%

Based on the questionnaire, almost 156 respondents which are about 90.7% come from urban and the other 16 respondents which is about 9.3% is come from rural.

Table 4: Mother Tongue

Mother Tongue	Malay		Chinese		Tamil		English	
	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage
	43	25%	82	47.70%	26	15.1%	21	12.2%

Based on the questionnaire, almost 43 respondents which are about 25% use Malay as their mother tongue. Of Chinese, they are almost 82 respondents which are about 47.7% that use Chinese in their life. In addition, around 26 respondents which are about 15.1% use Tamil as their mother tongue. However, only got 21 respondents used English as their mother tongue in this questionnaire.

Table 5: Proficiency level of ordering online food

Proficiency level of ordering online food	Elementary		Intermeddle		Advance	
	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage
	48	27.9%	46	26.7%	78	45.3%

According to the data collected in the questionnaire, there are as many as 48 respondents which is about 27.9% of their proficiency level of ordering online food is elementary. In addition, around 46 respondents which are about 26.7% of respondents of their proficiency level of ordering online food is intermeddled. However, almost 78 respondents which are 45.3% of the proficiency level of ordering food answered in advance.

Table 6: Frequency of ordering online food

Frequency of ordering online food	Once a week		One a month		One of the few months		Once a year	
	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage
	71	41.3%	55	32%	40	23%	6	3.5%

According to the data collected in this questionnaire, there are as many as 71 respondents which are about 41.3%, who normally will order online food at least once a week. Almost 55 respondents stated that they will order online food at least once a month. In addition, around 40 respondents which are about 23% say that will order online food in one of few months. In last, we only collected 6 respondents who stated that will order online food once a year.

Table 7: Language for ordering food

Language for ordering food	Malay		Chinese		Tamil		English	
	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage
	48	27.9%	25	14.50%	17	9.9%	82	47.7%

Based on the questionnaire, almost 48 respondents which is about 27.9% use Malay as the language for ordering food and communicating with drivers. Of Chinese, they are almost 25 respondents which are about 14.5% that use Chinese in ordering food and communicating with drivers. In addition, they only got 17 respondents which are about 9.9% to use Tamil when they order food and communicate with them. However, almost 82 respondents which are about 47.77% use English as the language when talking with drivers and others.

Table 8: Nationality

Nationality	Malaysian		Non-Malaysian	
	Frequency	Percentage	Frequency	Percentage
	139	80.8%	33	19.2%

In Malaysian, almost 139 respondents which are about 80.8% are participate in this questionnaire. In non-Malaysian, almost 27 respondents which are 15.7% just select the option and didn't specify their country. However, the remaining 6 respondents indicate where they come from, 4 respondents which is 2.3% are coming from Singapore and each 1 respondent is from China and India and holds 0.6% in this research.

Table 9: Meal prefers

Meal prefers	Vegetarian		Non-vegetarian	
	Frequency	Percentage	Frequency	Percentage
	22	12.8%	150	87.2%

According to the data collected in this questionnaire, there are 22 respondents which are about 12.8% who are vegetarian in real life meal prefers. Almost 150 respondents stated that they are non-vegetarian in real life in their meal preferences.

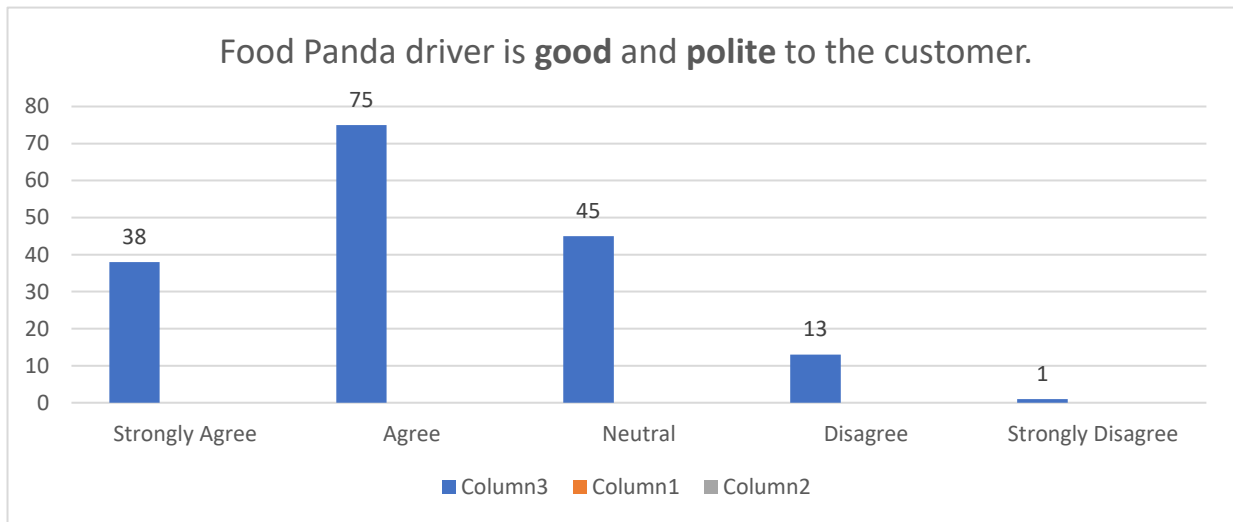
Table 10: Allergy to any food

Allergy to any food	Yes		No	
	Frequency	Percentage	Frequency	Percentage
	35	19.8%	137	79.7%

In respondents who selected the answer “Yes”, they are almost 34 respondents just select the option and didn’t specify what type of food they are allergic to. However, only 1 respondent is specifying what type of food they are allergic which is allergic to peanuts and seafood. Of other respondents, almost 137 respondents which are about 79.7% are not an allergy to any food.

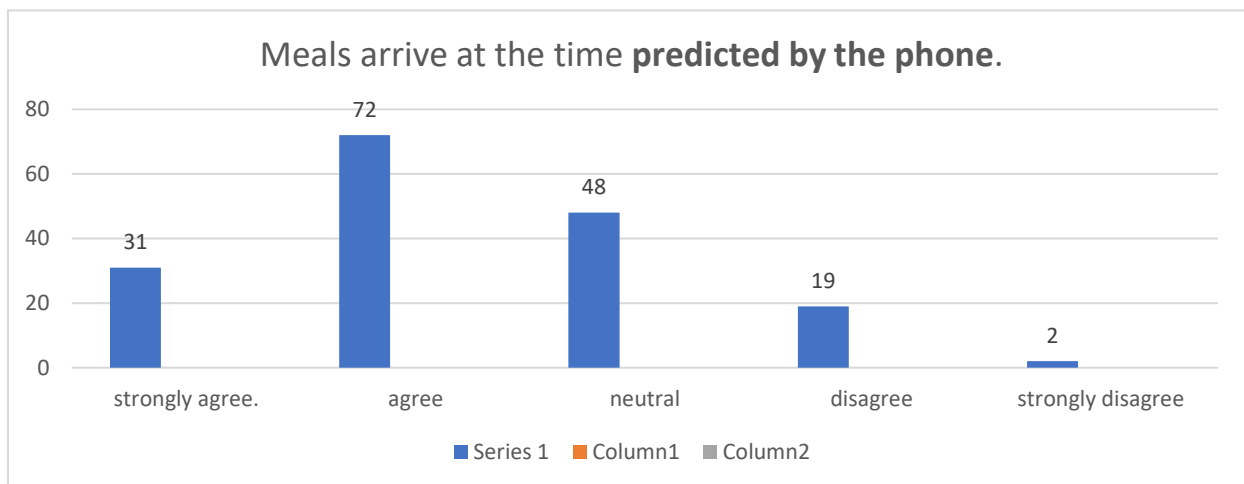
Part B – Questionnaires

Figure 1: The Food Panda driver is that treats the customer well and with respect?



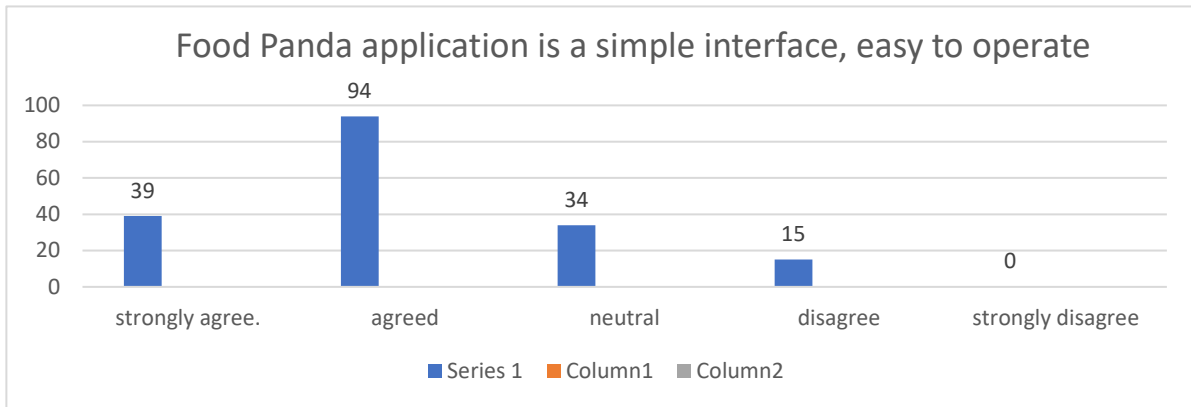
In the first question for perception where the respondents were asked about the Food Panda driver being good and polite to the customer, almost 38 respondents which are about 22.1% responded strongly agree. Almost 75 respondents which is about 43.6% responded agreed with them. In addition, around 45 respondents which are about 26.2% responded that they are neutral. However, almost 13 respondents which is about 7.6% stated that they disagree with this question, and only 1 respondent which is about 0.6% stated that strongly disagrees with the question.

Figure 2: Meals are that delivered at the time the phone says they will?



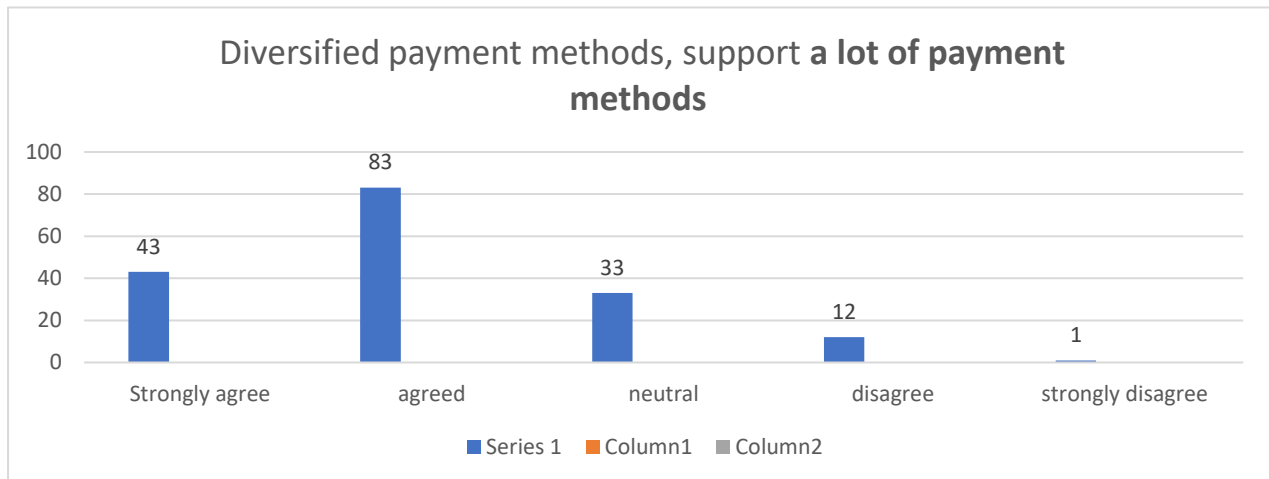
In the second question for perception where the respondents were asked about the meals arriving at the time predicted by the phone, almost 31 respondents which are about 18% responded strongly agree. Almost 72 respondents which is about 41.9% responded agreed with them. In addition, around 48 respondents which are about 27.9% responded that they are neutral. However, almost 11 respondents which are about 19% stated that they disagree with this question, and also collected those 2 respondents which are about 1.2% stated that is strongly disagreed with the question.

Figure 3: Is the Food Panda application user-friendly for users?



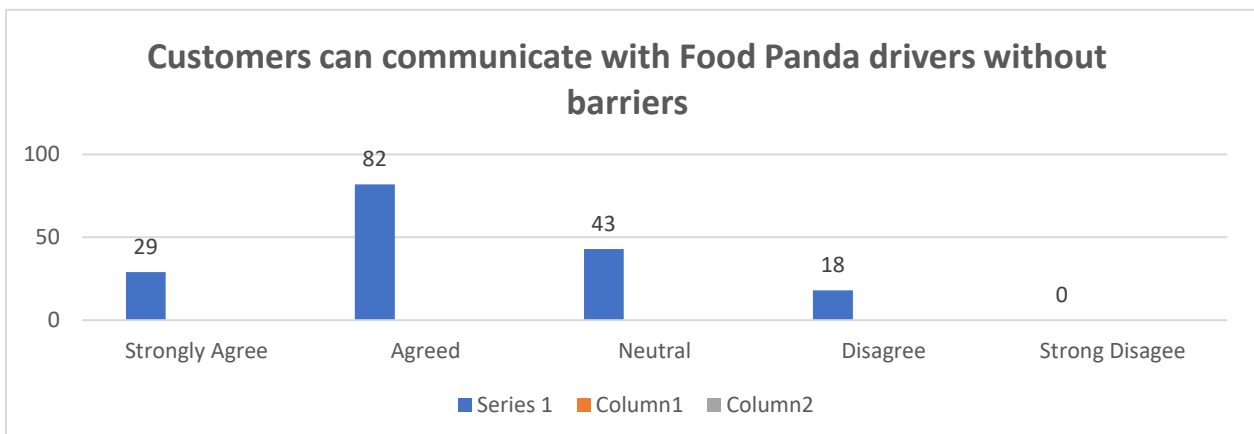
In the third question for perception where the respondents were asked about the Food Panda application being a simple interface and easy to operate, almost 39 respondents which are about 22.7% responded strongly agree. Almost 84 respondents which is about 48.8% responded agreed with them. In addition, around 34 respondents which are about 19.8% responded that they are neutral. However, almost 15 respondents which are about 19% stated that they disagree with this question and no respondents expressed strongly disagree with this question.

Figure 4: Food Panda is several payment options supported, including a wide variety of payment methods?



In question number four for perception where the respondents were asked on Food Panda was diversified payment methods which support a lot of payment methods, almost 43 respondents which are about 25% responded strongly agree. Almost 83 respondents which is about 48.3% responded agreed with them. In addition, around 33 respondents which are about 19.2% responded that they are neutral. However, almost 12 respondents which is about 7% stated that they disagree with this question, and only 1 respondent which is about 0.6% stated that is strongly disagreed with the question.

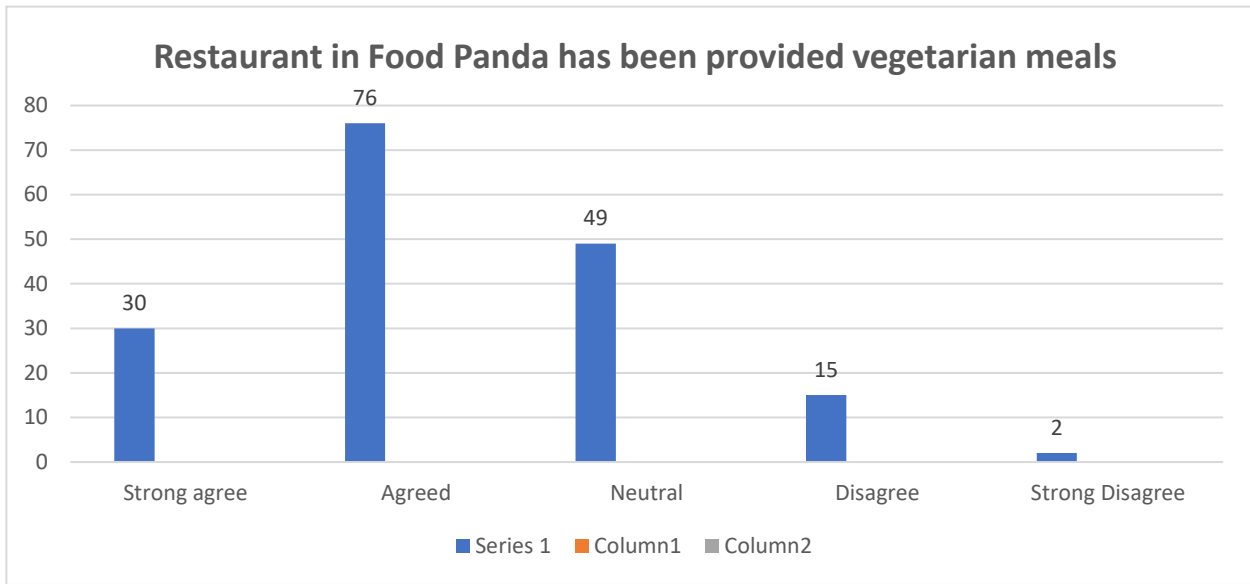
Figure 5: Food Panda drivers and customers may interact with no barriers?



In question number five for perception where the respondents were asked on Customers can communicate with Food Panda drivers without barriers, almost 29 respondents which is about 16.9% responded strongly agree. Almost 82 respondents which is about 47.7% responded agreed with them. In

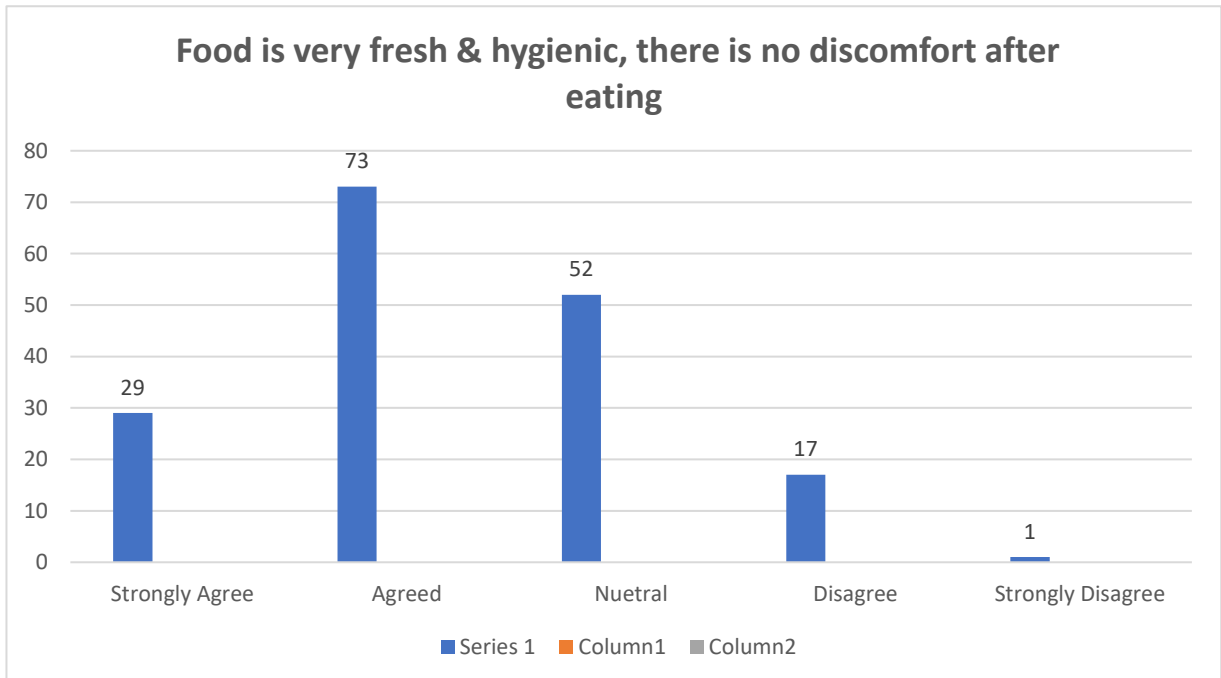
addition, around 43 respondents which are about 25% responded that they are in neutral. However, almost 18 respondents which are about 10.5% stated that they disagree with this question and no respondents expressed strongly disagree with this question.

Figure 6: Is there vegetarian food been made available at the Food Panda restaurant?

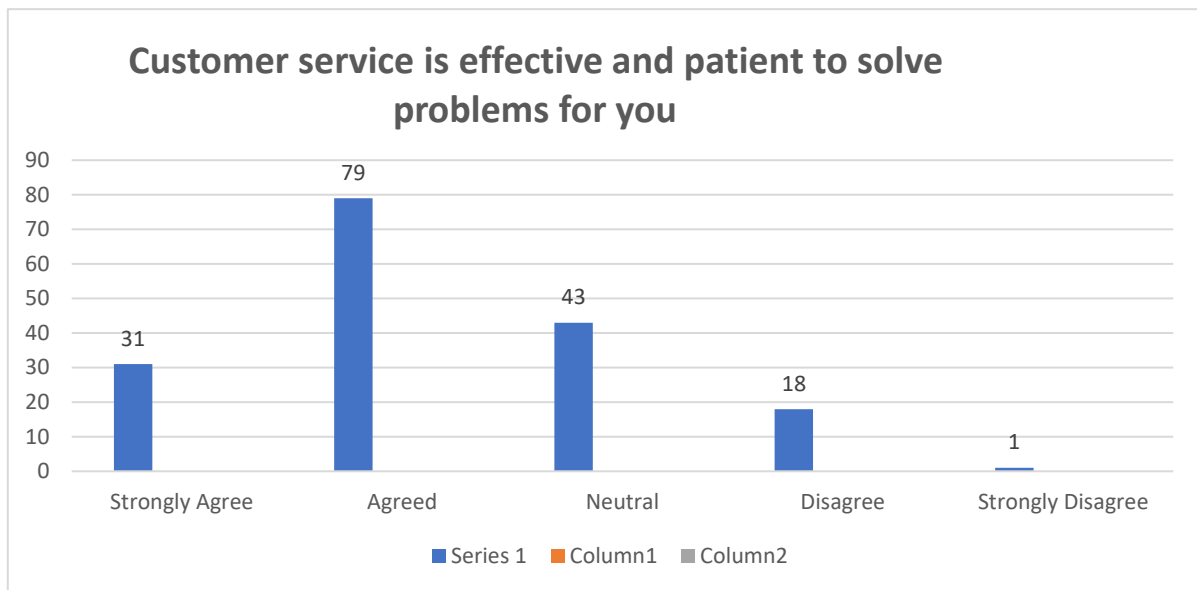


In question number six for perception where the respondents were asked on the Restaurant in Food Panda has been provided vegetarian meals, almost 30 respondents which is about 17.4% responded strongly agree. Almost 76 respondents which is about 44.2% responded agreed with them. In addition, around 49 respondents which are about 28.5% responded that they are neutral. However, almost 15 respondents which are about 8.7% stated that they disagree with this question, and only 2 respondents which is about 1.2% stated that strongly disagree with the question.

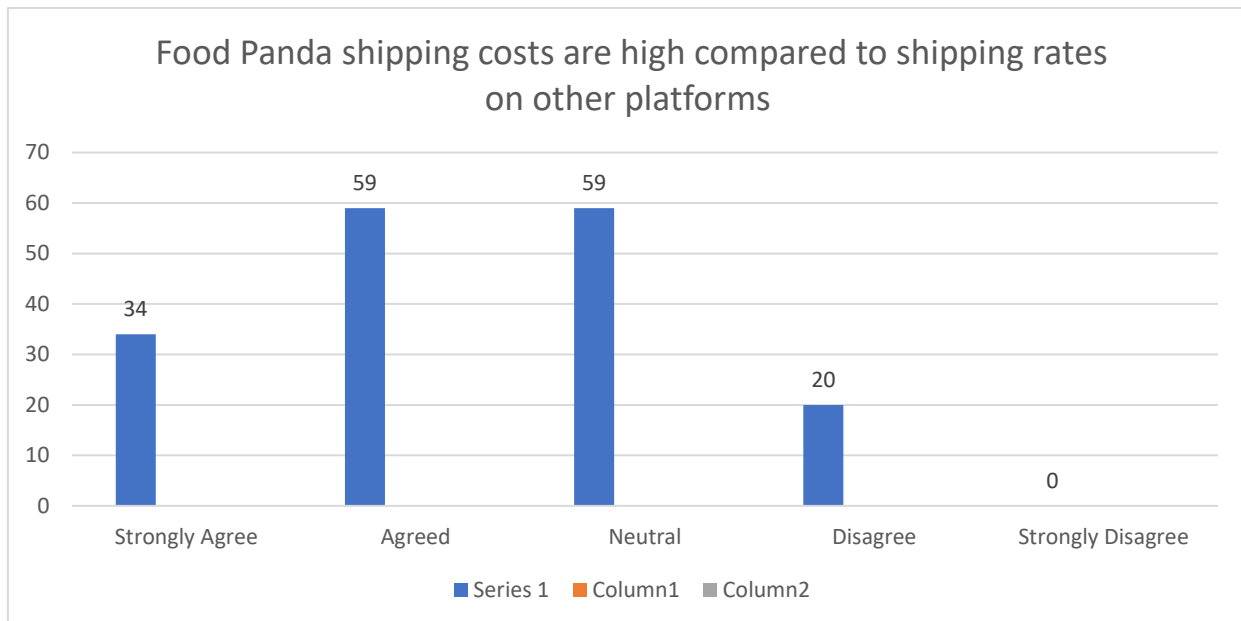
Figure 7: The meals is no aftertaste to the food, which is extremely fresh and clean ?



In question number seven for perception where the respondents were asked on provided food by the restaurant is very fresh & hygienic and whether there is no discomfort after eating, almost 29 respondents which are about 16.9% responded strongly agree. Almost 73 respondents which is about 42.4% responded agreed with them. In addition, around 53 respondents which are about 30.2% responded that they are neutral. However, almost 17 respondents which is about 9.9% stated that they disagree with this question, and only 1 respondent which is about 0.6% stated that strongly disagreed with the question.

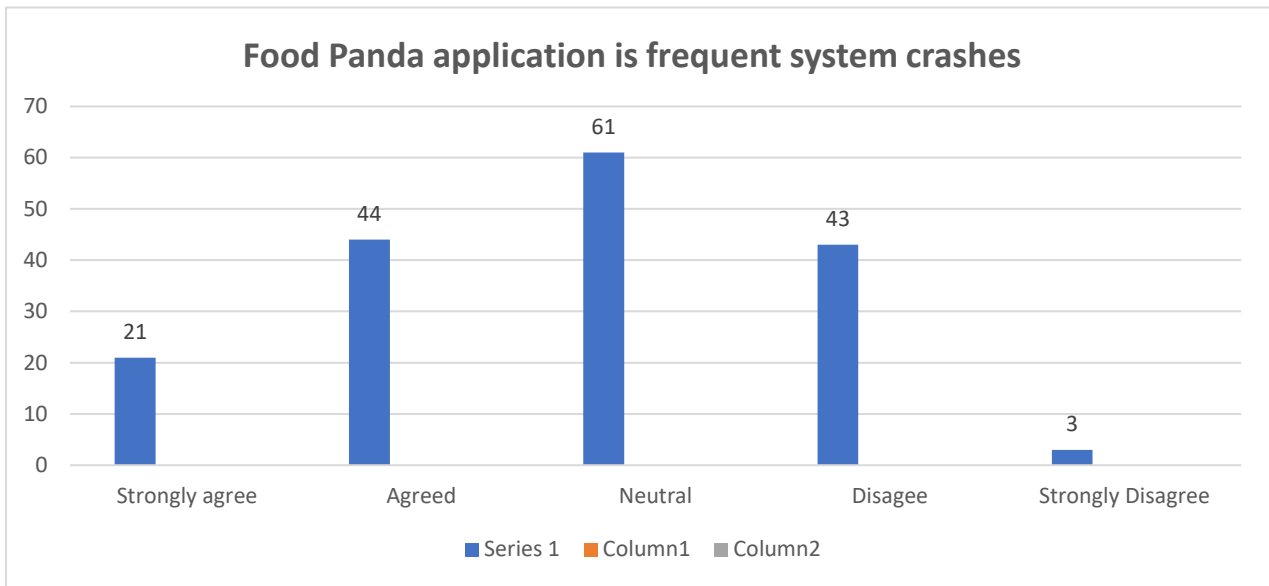
Figure 8: Customer service will answer users' concerns in a timely and efficient manner.

In question number eight for perception where the respondents were asked about Food Panda shipping costs being high compared to shipping rates on other platforms, almost 31 respondents which is about 18% responded strongly agree. Almost 79 respondents which is about 45.9% responded agreed with them. In addition, around 43 respondents which is about 25% responded that they are neutral. However, almost 18 respondents which are about 10.5% stated that they disagree with this question, and only 1 respondent which is about 0.6% stated that strongly disagreed with the question.

Figure 9: Compared to other platforms, Are there Food Panda's delivery prices expensive?

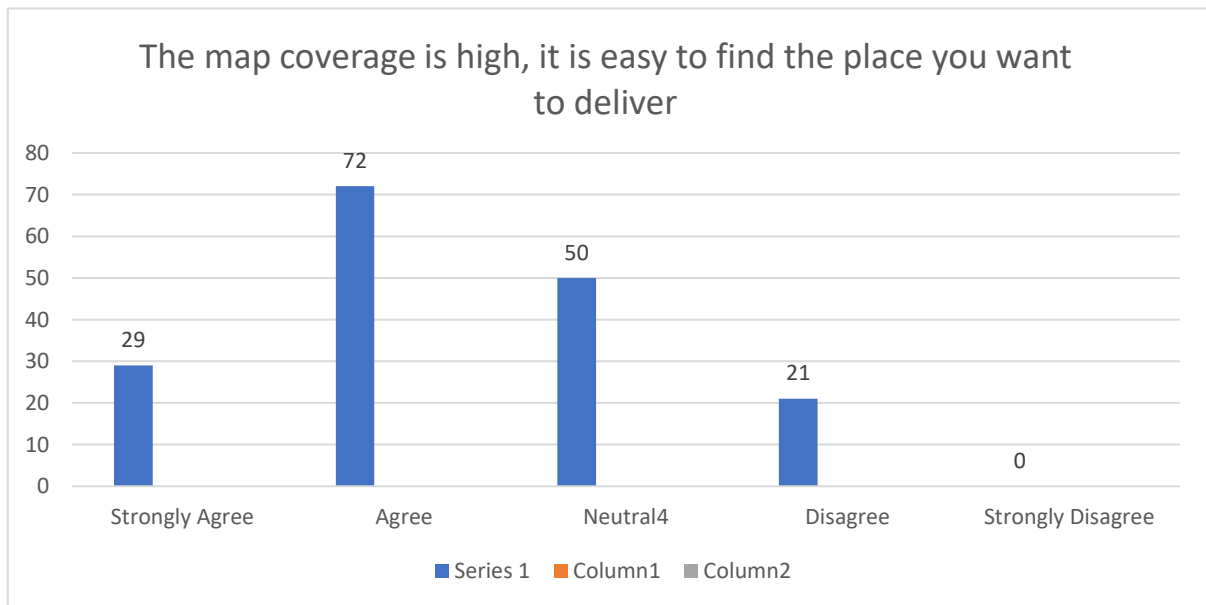
In question number nine for challenges here the respondents were asked on Food Panda shipping costs are high compared to shipping rates on other platforms, almost 34 respondents which is about 19.8% responded strongly agree. In addition, almost 59 respondents which are about 34.3% responded agreed and neutral on this question. However, almost 20 respondents which are about 11.6% stated that they disagree with this question and no respondents expressed strongly disagree with this question.

Figure 10: The Food Panda application frequently causes system failures?



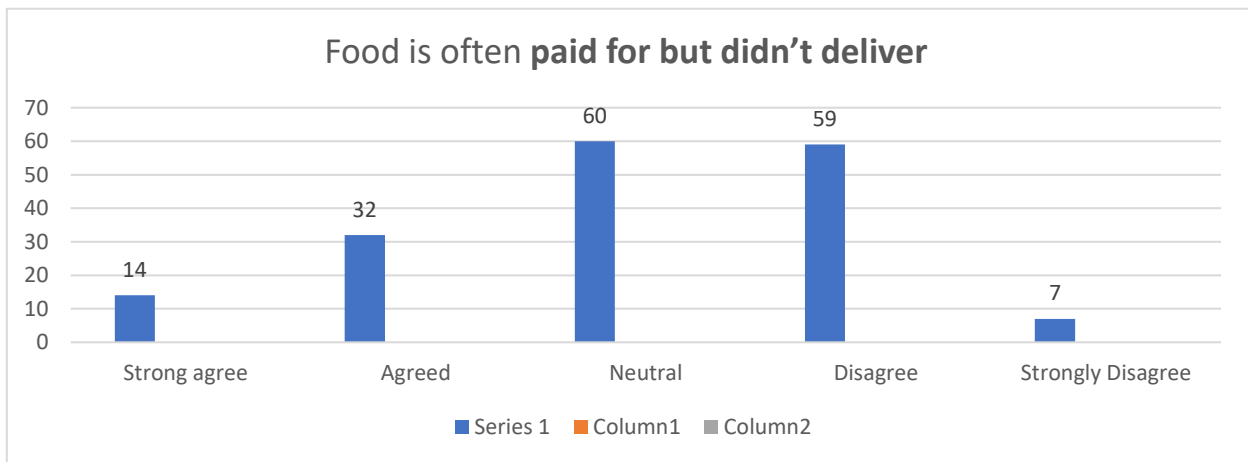
In question number ten for the challenge where the respondents were asked about the Food Panda application’s frequent system crashes, almost 21 respondents which are about 12.2% responded strongly agree. Almost 44 respondents which is about 25.6% responded agreed with them. In addition, around 61 respondents which are about 35.5% responded that they are neutral. However, almost 43 respondents which is about 25% stated that they disagree with this question, and only 3 respondents which is about 1.7% stated that is strongly disagreed with the question.

Figure 11: Food Panda’s high map coverage makes it simple to locate the location you wish to deliver?



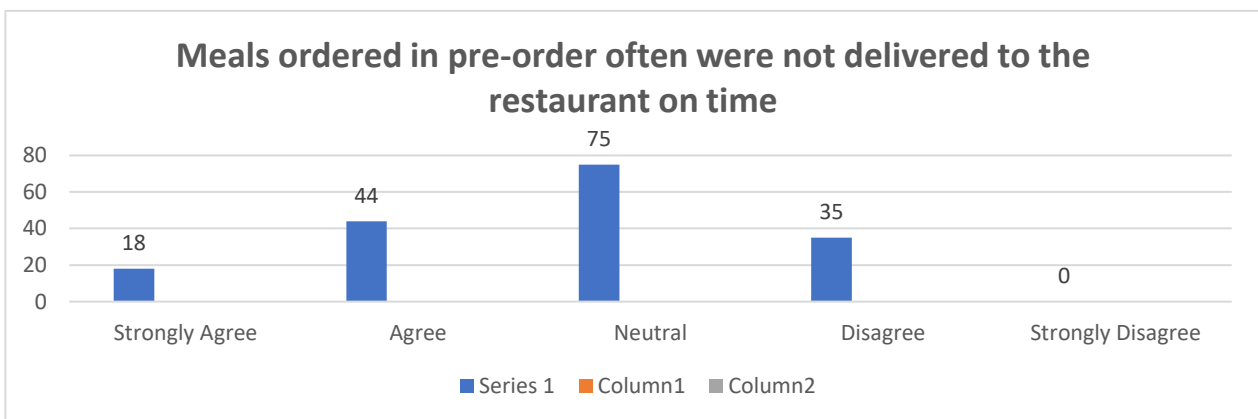
In question number eleven for perception here the respondents were asked on the Food Panda application map coverage is high and it is easy to find the place you want to deliver, almost 29 respondents which are about 16.9% responded strongly agree. Almost 72 respondents which is about 41.9% responded agreed. In addition, around 50 respondents which are about 29.1% responded that they are neutral. However, almost 21 respondents which are about 12.2% stated that they disagree with this question and no respondents expressed strongly disagree with this question.

Figure 12: Food is frequently ordered but never delivered?



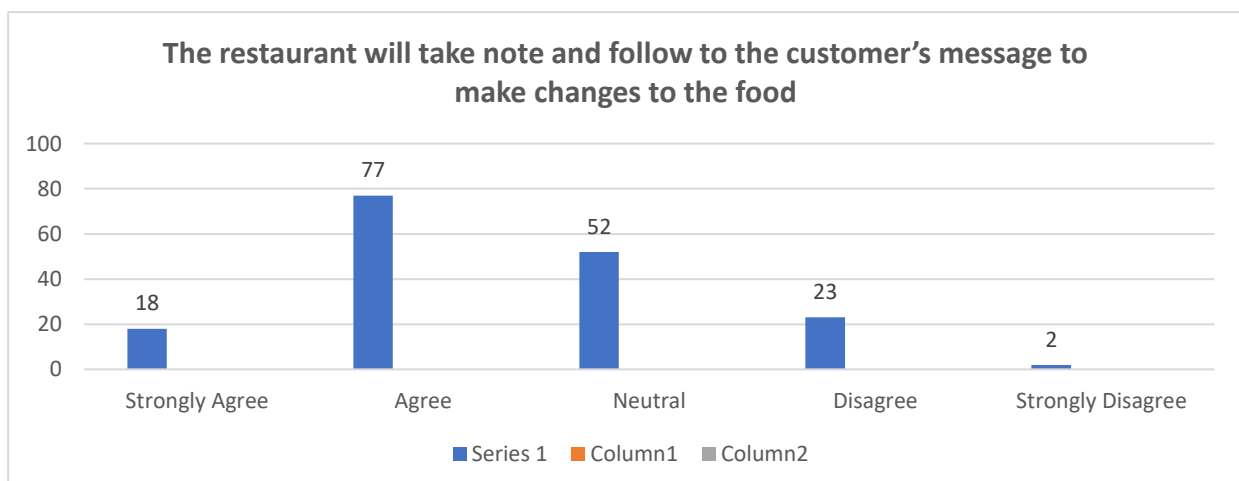
In question number twelve for the challenge where the respondents were asked about food that was already ordered is often paid for but didn't deliver, almost 14 respondents which are about 8.1% responded strongly agree. Almost 32 respondents which is about 18.6% responded agreed with them. In addition, around 60 respondents which are about 34.9% responded that they are neutral. However, almost 59 respondents which are about 34.3% stated that they disagree with this question, and only 7 respondents which is about 4.1% stated that is strongly disagree with the question.

Figure 13: Are there pre-ordered meals that were frequently not timely delivered to the eatery?



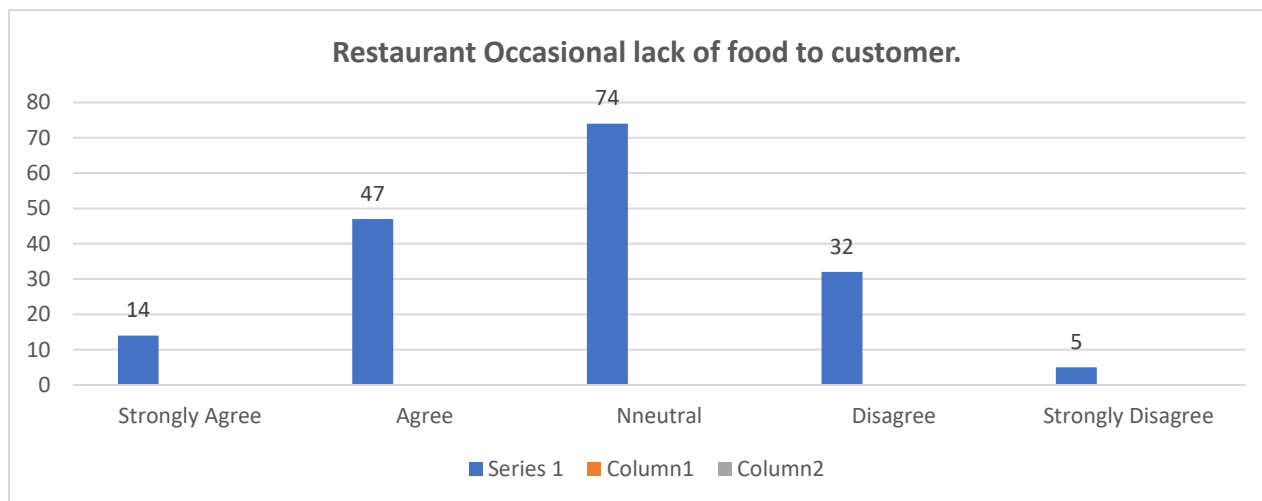
In question number thirteen for the challenge here, the respondents were asked about Meals ordered in pre-order often were not delivered to the restaurant on time, almost 18 respondents which are about 10.5% responded strongly agree. Almost 44 respondents which is about 25.6% responded agreed. In addition, around 75 respondents which are about 43.6% responded that they are neutral. However, almost 35 respondents which are about 20.3% stated that they disagree with this question and no respondents expressed strongly disagree with this question.

Figure 14: Is there a restaurant on Food Panda that will pay attention to and implement the customer's request to adjust the food?



In question number fourteen for perception where the respondents were asked about food that was already ordered is often paid for but didn't deliver, almost 18 respondents which are about 10.5% responded strongly agree. Almost 77 respondents which is about 44.8% responded agreed with them. In addition, around 52 respondents which are about 30.2% responded that they are neutral. However, almost 23 respondents which are about 13.4% stated that they disagree with this question, and only 2 respondents which are about 1.2% stated that is strongly disagree with the question.

Figure 15: There is occasionally a food shortage for customers in restaurants?



In question number fifteen for the challenge where the respondents were asked about the restaurant is occasional lack of food to the customer, almost 14 respondents which are about 8.1% responded strongly agree. Almost 47 respondents which is about 27.3% responded agreed with them. In addition, around 74 respondents which are about 43% responded that they are neutral. However, almost 32 respondents which are about 18.6% stated that they disagree with this question, and only 5 respondents which are about 2.9% stated that strongly disagree with the question.

5.0 Conclusion

In conclusion, based on our survey found that Malaysian university students' perception of Food Panda as a simple application that has a clear interface and provides many payment methods to users. In their experience, they also found that Food Panda's drivers are very friendly and polite to customers when they communicated with them. However, Food Panda has challenge in that the shipping cost is too expensive to compare with others delivery platforms. For their system, most respondents also said that it would crash from time to time and would not send orders to restaurants at the scheduled time in advance. These three major problems are the most respondents said they had encountered. Recommendation, we suggested that Food Panda can launch an exclusive website to allow users to fill in the problems or suggestions they encounter so that customer service can collect their data and give it to the management so that Food Panda can better improve their problems or challenges facing now.

6.0 References

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