UTM
UNIVERSITI TEKNOLOGI MALAYSIA

SCHOOL OF COMPUTING
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SECI2143 Probability & Statistical Data Analysis
Section: 03

Project Report

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1. Introduction

Consumers are seeking takeout food delivered in parallel with government standard practice in the Covid-19 pandemic, since social distancing has become the new norm.Online platforms have been used to distribute food from a range of restaurants via a mobile app and web browser since the introduction of online technology in the food business. The rate at which this business is growing. It is critical to have a thorough understanding of the aspects that contribute to the popularity of these apps and improve client happiness. The current study presents the findings of an empirical analysis that included 60 UTM Student respondents and was based on online food services, approximate money spent per order, food packing, service, promotion, and payment method for single online portal users.

It's really no secret that students spend a lot of money on their online food, but the online food statistics breakdown for how students spend their money to order various online food service issues and the range of prices for food, customer service, payment method, and food packing, among other things, that they are willing to invest to achieve online food seems to be less well-known.

All of these questions will be answered by an observational study in the context of this survey form. The data will be analyzed in multiple sections to help us narrow down the scope of the study.

2.   Data Collection Techniques

The survey was done throughout UTM and at random intervals in order to obtain an accurate and representative sample of online food service usage by Universit Teknologi Malaysia (UTM) students. The following are some of the survey questions that were asked.

- **Gender:** Male, Female
- **Type of online service used:** FoodPanda, GrabFood, ShopeeFood, Hangerstation, Pathao(our local services), Talabat, EASI & None.
- **Spending:** less than 50, less than 150, less than 500, more than 500

The survey went smoothly and was completed quickly. The survey was performed via an online platform, which aided in data collection because many people are hesitant to take the time to complete the survey individually.
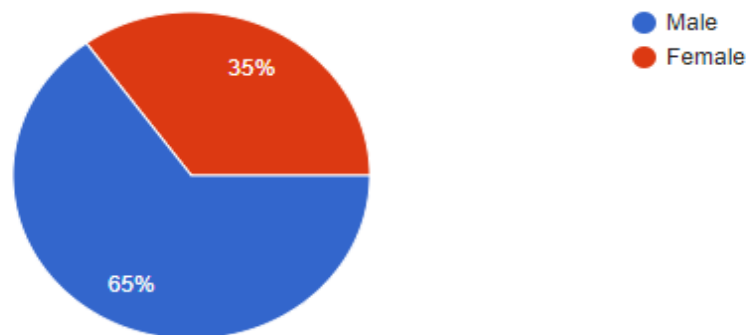
3.   Data Analysis
-Categorial Data

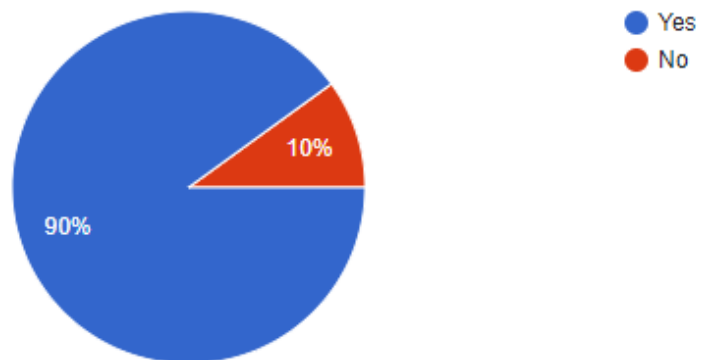Categorical questions in the survey: 1,3,4,6,7,9,10-15,16
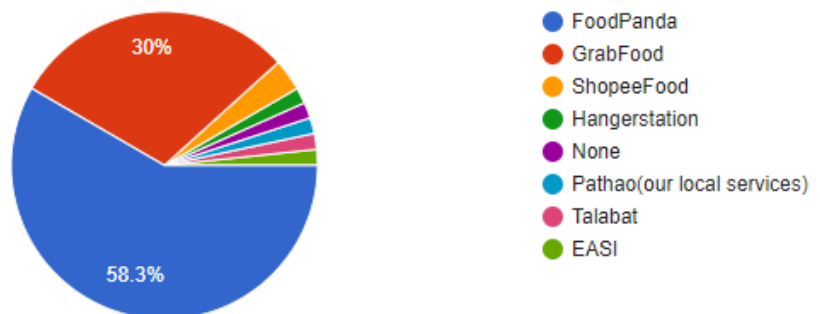
1. Gender

60 responses

● Male
● Female

35%

65%

3. Do you order food online?

60 responses

- Yes
- No

90%

10%

4. Which company do you prefer?

60 responses

- FoodPanda
- GrabFood
- ShopeeFood
- Hangerstation
- None
- Pathao(our local services)
- Talabat
- EASI

30%

58.3%
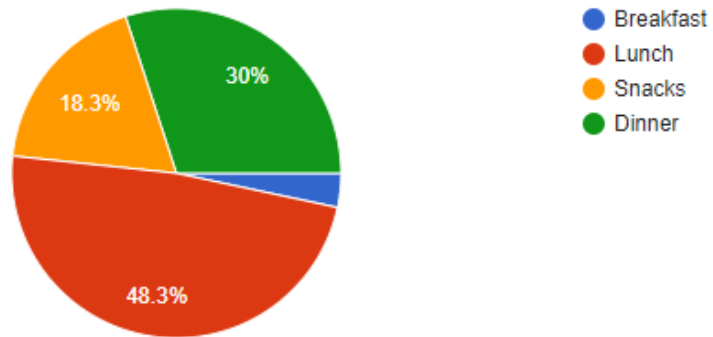
This question shows that the most used food delivery company is Foodpanda with almost 3/5 of the responses preferring it, followed by GrabFood with 3/10 of the responses. All other companies are much less used compared to the former two companies.

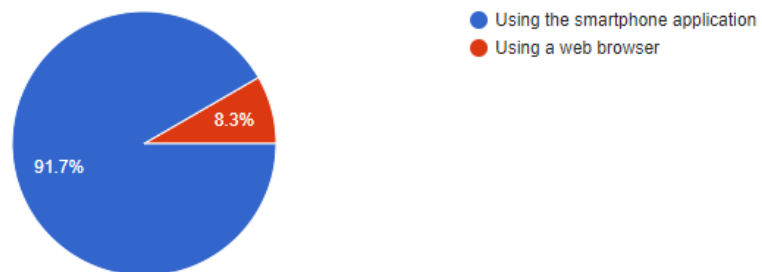## 6. Which meal do you usually order online?

60 responses

- Breakfast
- Lunch
- Snacks
- Dinner

30%
18.3%
48.3%

We learn from this question that Lunch is the meal that is most often ordered online.

7. What is your favorite method for ordering food?

60 responses

Copy

- Using the smartphone application
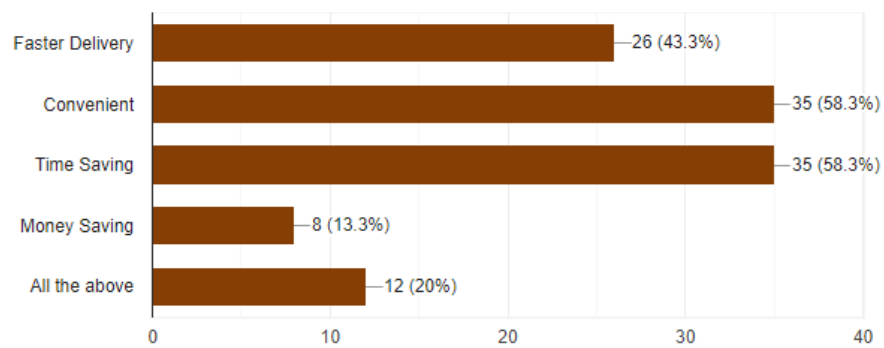- Using a web browser

8.3%
91.7%

Smartphone applications are the most widely used medium for ordering food with web browser only getting 5/60 responses in its favor.

9. Why choose online food delivery?

60 responses

Faster Delivery	26 (43.3%)
Convenient	35 (58.3%)
Time Saving	35 (58.3%)
Money Saving	8 (13.3%)
All the above	12 (20%)

Online delivery is mostly used for convenience or time saving with faster delivery closely following.

10. Which company services do you choose for good packaging?
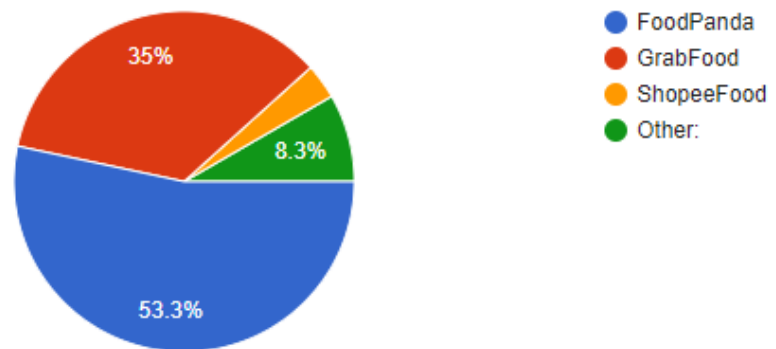
60 responses

- FoodPanda
- GrabFood
- ShopeeFood
- Other:

35%

10%

53.3%
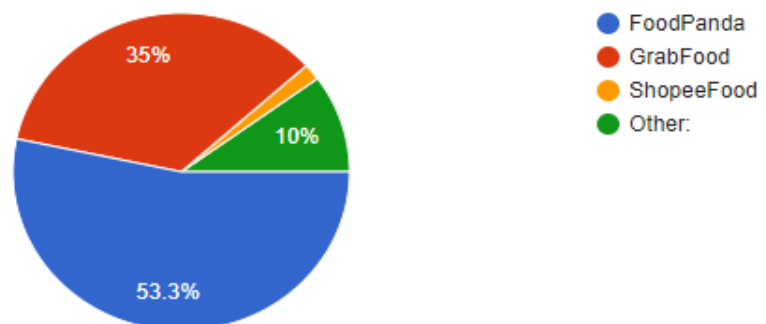
11. Which company services do you choose for good service?

60 responses

- FoodPanda
- GrabFood
- ShopeeFood
- Other:

28.3%

10%

58.3%

7
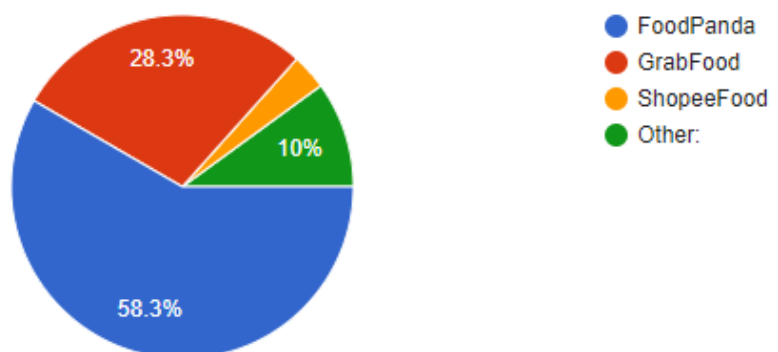
12. Which company services do you choose for good timely delivery?

60 responses

- FoodPanda
- GrabFood
- ShopeeFood
- Other:

35%

8.3%

53.3%

13. Which company website or app offers easy food ordering?

60 responses

- FoodPanda
- GrabFood
- ShopeeFood
- Other:

28.3%

8.3%

58.3%
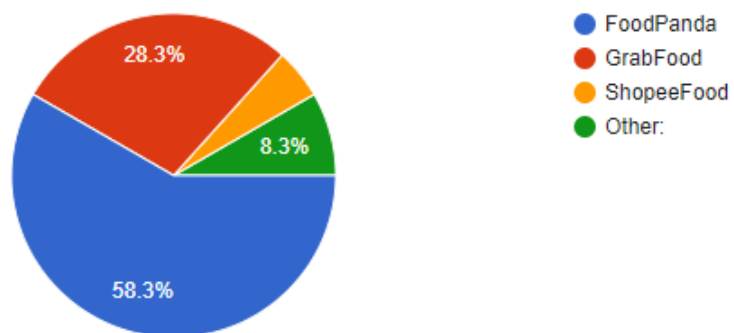
14. Which company provides excellent customer service?

60 responses

- FoodPanda
- GrabFood
- ShopeeFood
- Other:

13.3%

28.3%

13.3%

45%

8
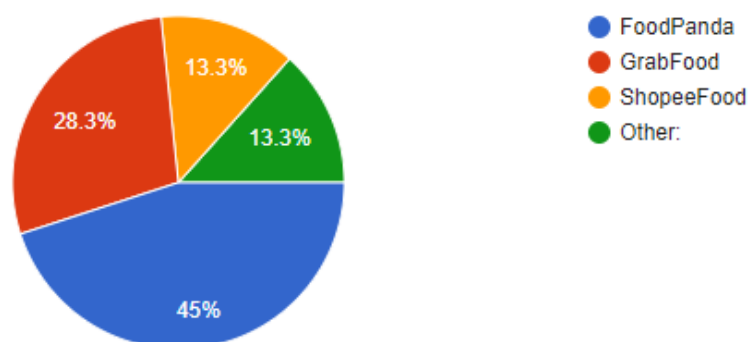
15. Which companies offers and promotions the most?

60 responses

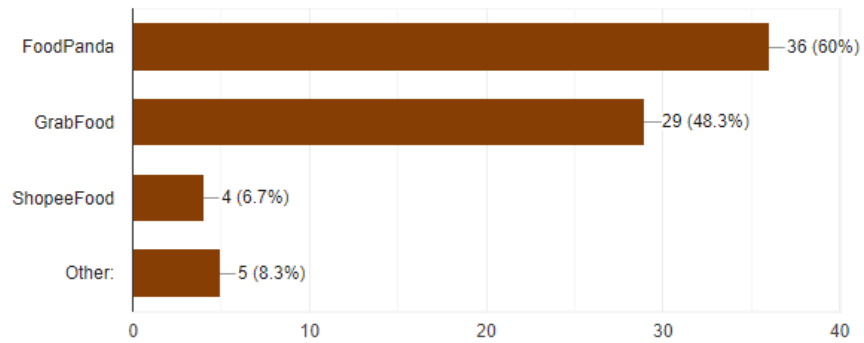Through reviewing questions 10-15, we can see what company offers what service better than other companies. This is summarized in the table below: (Numbers mean ranking)

Company	Packaging	Service	Delivery time	Experience ordering	Customer Service	Offer/ Promotions	Overall
Foodpanda	1st	1st	1st	1st	1st	1st	1st
GrabFood	2nd	2nd	2nd	2nd	2nd	2nd	2nd
ShopeeFood	4th	4th	4th	4th	3rd (tied)	4th	4th
Other	3rd	3rd	3rd	3rd	3rd (tied)	3rd	3rd

According to data before and this table, it appears that the food delivery company FoodPanda is the most used and best liked by UTM students compared to other companies/apps.
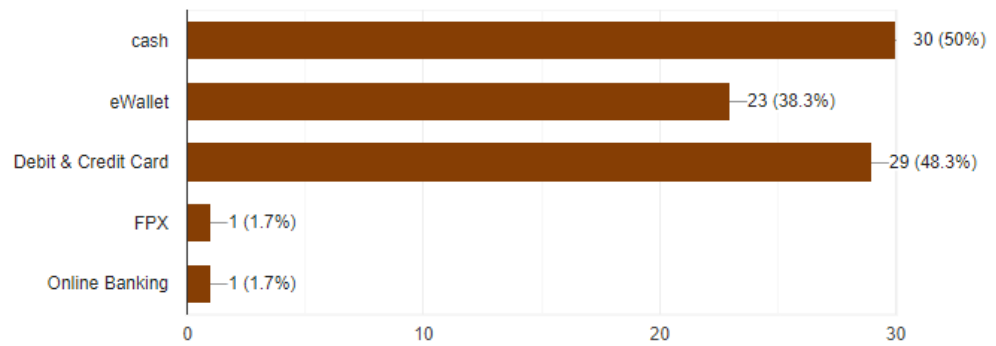
Finally, we see that Cash or Debit & Credit card are the most used methods of payment with Cash (30 responses) overcoming Debit/Credit card (29 responses) by one response more.

- Numerical Data

## 4.	Conclusion

Exactly 60 responses were included in this report after data preparation. The behavior and level of customer satisfaction with the online food services system will be discussed further, and some comparisons will be the research's main outcome. Overall, the majority of respondents were pleased with the service offered by Food Panda Service and Grab Food Service since the systems are simple to use and the delivery times are reasonable. After this study, we conclude that most UTM students focus on the online best platforms which is best for packaging, customer service, timely delivery, and so on about their online food service.

Section 1 of 2

Survey on services of food being used by UTM students

Hello everyone!
We are UTM students from the subject SECI2143: PROBABILITY & STATISTICAL DATA ANALYSIS Section 03 Group 7(Bees). We are currently conducting a survey of UTM students who use an online food service. We'll require this survey to finish the project, and we'll need at least 60 responses. There are 16 questions in this survey.
The entire process will take no more than 3-4 minutes.
You can use whatever Google account you wish. The use of UTM email is not mandatory.
Your cooperation is highly appreciated. Thank you.

1. Gender *

○ Male

○ Female

2. Age *

○ 16-20

○ 21-25

○ 26-30

○ 31-35

○ 36-40

○ Other...

3. Do you order food online? *

○ Yes

○ No

4. Which company do you prefer? *

○ FoodPanda

○ GrabFood

○ ShopeeFood

○ Other...

5. How many times do you use online food? *

○ daily

○ weekly

○ monthly

6. Which meal do you usually order online? *

○ Breakfast

○ Lunch

○ Snacks

○ Dinner

7. What is your favorite method for ordering food? *

○ Using the smartphone application

○ Using a web browser

8. What is the approximate money you spend on ordering food per time? *

○ less than 50

○ less than 150

○ less than 500

○ more than 500

9. Why choose online food delivery? *

☐ Faster Delivery

☐ Convenient

☐ Time Saving

☐ Money Saving

☐ All the above

After section 1   Continue to next section   ▼

Section 2 of 2

Section title (optional)

Description (optional)

10. Which company services do you choose for good packaging? *

○ FoodPanda

○ GrabFood

○ ShopeeFood

○ Other:

11. Which company services do you choose for good service? *

   ○ FoodPanda

   ○ GrabFood

   ○ ShopeeFood

   ○ Other:

12. Which company services do you choose for good timely delivery? *

   ○ FoodPanda

   ○ GrabFood

   ○ ShopeeFood

   ○ Other:

13. Which company website or app offers easy food ordering? *

   ○ FoodPanda

   ○ GrabFood

   ○ ShopeeFood

   ○ Other:

14. Which company provides excellent customer service? *

   ○ FoodPanda

   ○ GrabFood

   ○ ShopeeFood

   ○ Other:

15. Which companies offers and promotions the most? *

   ☐ FoodPanda

   ☐ GrabFood

   ☐ ShopeeFood

   ☐ Other:

16. What is your favorite method of payment? *

   ☐ cash

   ☐ eWallet

   ☐ Debit & Credit Card

   ☐ Other...

Survey completion

Thank you a lot.
Your cooperation is much appreciated.