Analysis of The Impact of COVID-19 pandemic on Consumer Satisfaction: A study of McDonald's Food Delivery

Jie Yi Ng[1], Chiao Qing Ng[2], Siti Nur Hilmin[3], Chi Yen Ng[4], Naszatul Faizah Binti Nasharuddin[5]
Universitas Airlangga[3]
Jl. Airlangga No 4-6, Airlangga, Jawa Timur 60115, Indonesia
Universiti Sains Malaysia[1,2,4,5]
Jalan Sg Dua, 11800 Minden, Pulau Pinang, Malaysia
Correspondence Email: jieyi416@gmail.com

ARTICLE INFORMATION

ABSTRACT

McDonald's is the world's well-known fast-food corporation. Consequently, McDelivery as a food delivery service has been commonly used and popular in most countries. The objective of this study research is to investigate and analyze the impact of the COVID-19 pandemic on consumer satisfaction towards McDonald's food delivery. To better understand the findings of the research, an online survey has been carried out to collect the data needed. This survey involved 112 Malaysian and Indonesian respondents and the data were analyzed by the SPSS software. The findings show that perceived usefulness and perceived price are the most significant factors in enhancing customer satisfaction with McDelivery apps and websites. Conversely, the perceived ease of use and perceived trust had no significant impact on customer satisfaction.

Keywords: Consumer Behavior, Consumer Satisfaction, COVID-19, Food delivery, McDelivery, Perceived Price, Perceived Usefulness.

INTRODUCTION

Theoretically, the COVID-19 pandemic has created a new perspective on consumer behavior. Changes in the consumer behavior can be seen by comparing consumer behavior before the pandemic and after or explaining behavior based on similarities with some disruptive events, such as a pandemic (Cruz-Cárdenas, Zabelina, Guandalupe-lanas, Palacio-Fierro, & Ramos-Galarza, 2021). Likewise, the use of online food delivery services by customers has increased significantly. Thus, the marketing strategy that is widely applied by various companies today is to focus on developing their brand trust in some programs such as online food delivery services to survive and compete, especially during the COVID-19 pandemic (Mohamed & Zaidi, 2012). Due to the ease with which the COVID-19 virus spreads, people choose to stay at home. Therefore, most people today are more likely to want all their needs to be fulfilled quickly and safely. One example is the fulfillment of one's needs for basic needs humans, namely food and drink. So, buying food with the online delivery order method seems to be the best solution for this problem.

Various local and international brands are currently experiencing rapid growth. One sector that is experiencing growth is the fast-food industry. The use of online food delivery services increased and has been influenced by various factors. One of the factors that influence someone to use a product or service that is offered is the trust factor. Consumer trust in online food service providers' delivery is one of the most important things. In the midst of the COVID-19 condition, a person's level of trust is increasingly difficult to obtain. Customers must entrust their food or drink to the unknown person. Another factor that plays a fundamental role in the use of a service or product is the quality of service. Service quality is a must that must be considered by the service provider company in order to be able to survive and still get consumer trust. Online food delivery service providers as much as possible to meet consumer expectations of the quality that will be provided by service providers to consumers.

The next factor is the ease-of-use factor in online food delivery services. This can be seen from how easy and practical a system can be felt and used by users when they are using it for activities certain. This of course greatly affects the increase in the use of food delivery services, which in this case we will take a case study on the delivery order service at Mcdonald's as one of the largest fast-food companies and the most in-demand in various countries. McDonald's is the largest restaurant chain worldwide by revenue serving more than 69 million customers daily in more than 100 countries across 37,855 outlets in 2018 (McDonald's Corporation, 2021). When it comes to online food delivery services, Mcdonald's works with various shipping companies available in different countries, but Mcdonald's itself has its own platform for marketing its products online delivery, namely with McDelivery. McDelivery is an online food delivery service platform provided by McDonald's company. McDelivery is available in many Asian countries using motorbike couriers and was introduced in parts of the United States in 1993. This service is increasingly being used, especially during the current COVID-19 pandemic, where almost everyone wants things that are fast,

practical, and safe. Today's society and customers prefer everything that is practical and easy. This is supported by the existence of the internet which has changed the behavior of the consumer. In the digital context, the tendency of customers to choose messaging service applications for online food delivery turns out to be more about the ease of use of the application and convenience of use of existing features. Thus, if an online delivery service provider wants to succeed, the customer's choice, the online food delivery service application offered must be easy to use (user friendly), easy to understand by all circles, and makes it easy for transaction processing such as direct balance deductions or other transaction conveniences.

As we know that the pandemic creates various problems in the process of fulfilling the needs of human life. In terms of the need for food, the community is currently constrained by various health protocols that must be adhered to, such as social distancing, and others. These various things will of course affect behavioral changes in consumers. So, there is a need for further analysis of what factors influence these changes and how a pandemic can have a major impact on the food industry. The research that we do is expected to provide insight to the public on how the pandemic has greatly affected various aspects of life, including the aspect of fulfilling human primary needs, the need for food. The results of the analysis in this study It is hoped that later it can provide meaningful input in the improvement of the strategy that is now being carried out by online service providers food delivery so that it can provide and increase contributions on future use.

LITERATURE REVIEW

An overview of McDonald's food delivery
Food delivery is the service in which the meals ordered by customers are prepared and delivered to their doorsteps (Li, Mirosa, & Bremer, 2020). The development of food delivery services is helped by third-party platforms, such as Foodpanda, GrabFood, and Uber Eats (Hong, 2021). In March 1994, McDonald's launched McDelivery in numerous countries using motorbike couriers. McDelivery is offered throughout the day in some regions whereas there is no minimum order requirement in others. However, customers will be charged for using McDelivery services and the rates may vary depending on location (McDelivery, 2021). McDonald's has also introduced a new application, McDelivery which is now available worldwide. McDelivery can be downloaded by the customers from their electronic devices, whether they are iOS or Android users. Customers can select their location, pick their favorite meals, check the delivery status from time to time and contact the Customer Service Centre if they have any issues when using McDelivery (Technews, 2021). According to McDonald's, the evolution of McDelivery websites and applications has shown that customer behavior has shifted dramatically over time (Raywen, 2018). In fact, customer satisfaction is the most significant factor in food delivery service because customers will measure the service quality that they receive (Brunero, Lamont, & Fairbrother, 2009). A successful business is built on the satisfaction of its customers. Therefore, McDelivery must prioritise service quality, and the primary purpose of online food delivery service to maximize customer satisfaction rather than profit (Andaleeb, 2006). Furthermore, customer expectations are the assumptions

of the service delivery that act as the criteria for judging the actual service provided by the organization. When the customers purchase the goods or receive the services, they will determine whether these goods or services meet their expectations or not. It has been clearly proven that customer expectations will influence their satisfaction (Hsieh & Yuan, 2019). As a result, McDelivery needs to know and understand the customer expectations to improve their service.

Customer satisfaction

Customer satisfaction is a well-known marketing theory, and it has a substantial influence on corporate earnings growth and customer behavior (Cho, Ahn, & Noh, 2006). It is one of the significant factors that influence the demand curve in marketing fields nowadays. According to Mohd Nazri et al. (2020), Customer Satisfaction can be described as the fulfillment that customers obtain from doing business with a firm. Customer satisfaction necessitates the customer consumption experience. Customers who are satisfied with their meals and services are more prone to order from McDelivery again. As a result, the higher the level of customer satisfaction, the higher the demand for McDelivery services. Besides, McDelivery can always improve their service quality and keep abreast of the customer preferences and expectations to increase customer satisfaction. It is because higher customer satisfaction leads to a company's success over its rivals in the aspect of competitive advantage and brand image (Dutton, Dukerich, & Harquail, 1994). Accordingly, the current research is to focus on how these factors influence customer satisfaction, and the following hypotheses will be tested.

Perceived Usefulness

Perceived usefulness evaluates how much customers perceive that ordering meals from McDonald's food delivery would be a useful and convenient way to do so. The research shows that perceived usefulness is one of the important aspects influencing food delivery usage intention (Vincent, Goh, & Rezaei, 2017). Nowadays, we live in a technologically advanced society, surrounded by sophisticated technologsy such as mobile phones, laptops, and tablets. Because of the spreading of the COVID 19 epidemic, individuals are compelled to work and study from home. Therefore, online food delivery services are an effective way to prevent the spread of coronavirus (Tan & Kim, 2021). To stay up with the changes, McDonald's has begun to develop their own corporate website or mobile application, McDelivery apps, and website to allow customers to order food online and use the food delivery services rather than solely providing physical shop service. The evolution of McDonald's offering food delivery services allows customers to swiftly and easily pick their preferred cuisine compared to other restaurants that only offer dine-in services (Pigatto, Machado, Negreti, & Machado, 2017). As a result, many customers are opting for food delivery services. They will perceive usefulness throughout the process (Maimaiti, Zhao, Jia, & Ru, 2018).
H1: Perceived usefulness is positively related to customer satisfaction.

Perceived Ease of Use

Perceived ease of use means the extent to which an individual feels the technology will be simple and easy to use (Davis, Bagozzi, & Warshaw, 1989). Many studies have indicated that perceived ease of use has a positive influence on the customers' willingness to utilize new technologies. For example, consumers will be more inclined to embrace online purchases if mobile and web-based applications are simple to use and involve minimal energy (Ramayah & Ignatius, 2005). A similar strong correlation between perceived ease of use and customers' intention to use has been documented in the McDelivery scenario. In the age of technological advancement, individuals find that ordering meals through food delivery applications is easy and fast. The ease of use of McDelivery apps can be determined by giving customers access easily to a range of food selections, allowing them to customize their meals, and making order and payment processing as simple as possible (Suhartanto, Dean, Leo, & Triyuni, 2019). Customers will be more likely to purchase their meals online if they can easily access and use McDelivery. Consequently, the higher the perceived ease of use, the larger the propensity to use McDelivery among consumers and hence the greater the likelihood of McDelivery service success (Minjung & Park, 2018).

H2: Perceived ease of use is positively related to customer satisfaction.

Perceived Trust

Perceived trust is used as a metric for assessing behavioral intention to adopt contemporary technology because it concerns the status of individuals' belief in a specific technology. Someone's willingness to believe is usually accompanied by honesty (Riana, Hidayanto, Hadianti, & Napitupulu, 2021). According to the findings of this research, most respondents have ordered their meals through McDelivery. In determining the customer behavior that led to the usage of McDelivery during the COVID-19 pandemic, the degree of honesty granted by McDelivery might have contributed to building the customers' confidence and indicating a continuous behavior to use this application. Consumers believe and trust McDelivery and they expect this food delivery platform will handle online payments honestly instead of manipulating them. Besides, McDelivery provides customers with convenience by placing orders for delivery to their house and increasing pricing visibility without charging them any additional fees (Muangmee, Kot, Meekaewkunchorn, Kassakorn, & Khalid, 2021). This will tend to minimize the negative perception that customers have while using McDelivery. Thus, a higher level of honesty has a significant impact on customer trust and it will increase their propensity to use the McDelivery (Meehee, Bonn, & Li, 2019).

H3: Perceived trust is positively related to customer satisfaction.

Perceived Price

Price is the amount of money that buyers are willing to pay for goods or services. Price is an important aspect in influencing customer satisfaction since customers generally assess the service quality based on the price they paid (Al-Msallam, 2015). If the perceived price of McDelivery is affordable, customers are more likely to be satisfied with their meals and services. They will also often use the McDelivery application to order their meals online. Besides, customers nowadays are concerned about the price savings when they are purchasing goods and services (Darke, Freedman, & Chaiken,

1995). Thus, registering for the McDelivery application is a good deal for customers because it helps them save more money. McDelivery's website and application will occasionally provide promotional offers by applying the promotion code or price reduction on the meals purchased by customers. By subscribing to this food delivery service, the customers may take advantage of extra special deals and enjoy their meals at a low price. As a result, perceived price fairness is a useful technique for assessing customer satisfaction with McDelivery. At the same time, a reasonable price will improve customer loyalty and prevent customers from switching to another brand.

H4: The perceived price is positively related to customer satisfaction.

Research Framework
Figure 1 illustrates the research framework of the relationships between factors that affect the customer behavior towards McDonald's food delivery and customer satisfaction.

Figure 1. Research Framework
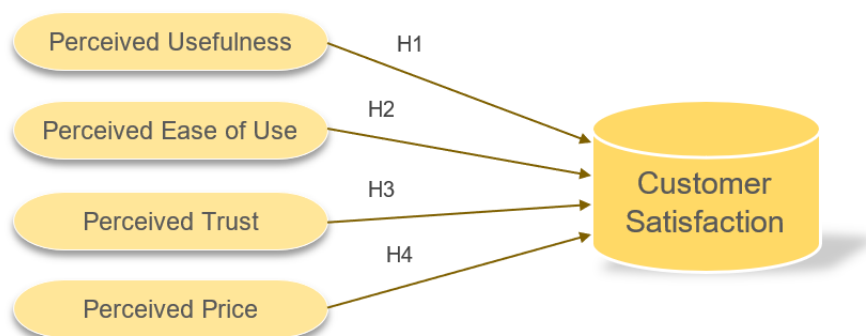
RESEARCH METHOD

Sample and Procedure
The targeted participants of the research were people from all walks of life who had the experience of buying McDonald's food during pandemic COVID-19 with the McDonald's food delivery. The sample size of this survey is 112 McDonald's customers. The data was collected by using a Google Form questionnaire.

Measures
To assess the variables used in the analysis, we used a three-section questionnaire. The questionnaire was distributed to measure customer satisfaction by using the Likert scale from 1 "Strongly Disagree" to 5 "Strongly Agree." For demographic-personal data, we used single-statement items to determine the demographics of the respondents, including age, gender, nationality, monthly income, occupation, and education level. For Customer Loyalty, we created a 6-item scale to assess customer loyalty towards McDonald's food delivery for their online purchase. Customer loyalty refers

to a measure of the likelihood of customers repeating business with a company or brand (SendPulse, 2021).

In the Consumer Behaviour Factors, we created an 18-item scale to assess consumer behavior factors towards McDonald's food delivery during the COVID-19 pandemic. According to Dudovskiy (2021), Consumers apply consumer behavior during purchasing, searching, evaluating, and disposing of products and services to satisfy their needs. In the Perceived usefulness, we created a 5-item scale to measure the perceived usefulness of McDonald's food delivery during the COVID-19 pandemic. In the Perceived Ease of Use, we also created a 4-item scale. A 5-item scale in Perceived Trust. A 4-item scale in Perceived Price. Last, in Customer Satisfaction, we created a 3-item scale to identify customer satisfaction towards McDonald's food delivery during COVID-19 pandemic. Customer satisfactions refer to consumers' overall experience, including the overall pleasure and satisfaction of the product and services. The scale items were created based on the satisfaction of the online order experience, the consumer's willingness to continue purchasing on McDelivery app/website and being happy to recommend McDelivery apps/websites to their family and friends.

RESULTS

Table 1. Summary of Respondent's Demography (N=112)

Response	Frequency	Percentage (%)
Gender Female Male	 28 84	 25.0 75.0
Age Under 21 years old 21-30 years old 31-40 years old 41-50 years old 51 years old and above	 47 51 8 3 3	 42.0 45.5 7.1 2.7 2.7
Nationality Malaysian Indonesian Others	 90 22 0	 80.4 19.6 0
Monthly Income No Income Below RM 1000 RM 1001-RM 3000 RM 3001-RM 5000 RM 5001 and above	 86 8 9 8 1	 76.8 7.1 8.0 7.1 0.9

Occupation		
Student	90	80.4
Employed	17	15.2
Self-Employed	3	2.7
Unemployed (looking for a job)	0	0
Retired	0	0
others	2	4.5
Education Level		
Secondary high school	19	17.0
Diploma	13	11.6
Degree	74	66.1
Master	1	0.9
Others	5	4.5
What platform do you often use to order McDonald's food delivery?		
McDelivery apps	70	62.5
McDelivery websites	16	14.3
Others	26	23.2

There was a total of 112 respondents (N=112) participated in this survey. Table 1 above shows the majority of our respondents were between 21 and 30 years old (45.5%) and the percentage of the category under 21 years old is quite nearly to the majority which was 42%. The respondents were mainly female (75%) and Malaysian (80.4%). Furthermore, the respondents mostly had no income (76.8%) as most of the respondents are still a student (80.4%) and there was 66.1% Degree student among the respondents. 62.5% of the respondents were using McDelivery apps to order McDonald's food delivery while 14.3% of the respondent were using McDelivery. 23.2% of the respondents chose others such as Grabfood and FoodPanda to order McDonald's food delivery.

Table 2. Summary of Customer's Loyalty and Customer Satisfaction Toward McDonald's Food Delivery During COVID-19 Pandemic (N=112)

Response	Frequency	Percentage
Would you still purchase McDonald's food delivery apps/website after the COVID-19 pandemic gets better and everyone can dine in again?		
Yes	64	57.1
No	4	3.6
Maybe	44	39.3
What are the limitations of purchasing McDonald's delivery on the McDelivery app/website?		
Unable to purchase if do not have a bank card or e-wallet	16	14.3
The quality of the food product is unsure	21	18.8
The limited choice of food products on the McDelivery app/website	47	42
Food delivery time is lengthly	22	19.6

Others	6	5.4
Do you think that the McDelivery app/website needs to have any services or features improvement? Yes No	 36 76	 32.1 67.9

Table 2 above shows the 112 responses to customer loyalty and customer satisfaction toward McDonald's food delivery during the COVID-19 pandemic. There was 46.4% of the respondents less than once a month for using the McDelivery app/website to order McDonald's food delivery during the COVID-19 pandemic. However, there are most of the respondents (33.9%) spend RM21 to RM30 once purchase order of McDonald's food delivery. Thus, it still maintains the customer loyalty it should have. Furthermore, most of the respondents (44.6%) often use online banking transfers to purchase McDonald's food delivery and 33% of the respondents choose to purchase on McDelivery apps/website because of the McDelivery quick delivery service. There were 67% of the respondents who would like to recommend McDelivery app/website to their friends and family while 57.1% of the respondents would continue to purchase McDonald's food delivery after the COVID-19 pandemic gets better. The findings show that most of the respondents are satisfied with the McDelivery apps/website.

Table 3. Descriptive statistics, Cronbach's Alpha coefficients, and Zero-Order Correlations of All Study Variables

Variables	1	2	3	4	5
Perceived Usefulness	0.867				
Percieved Ease of Use	0.766***	0.874			
Percieved Trust	0.686***	0.801***	0.873		
Percieved Price	0.608**	0.522***	0.575***	0.881	
Customer Satisfaction	0.608***	0.485***	0.524***	0.844**	0.882
Number of Items	5	4	5	4	3
M	4.18	4.12	3.99	4.15	4.40
SD	0.67	0.66	0.68	0.75	0.59

Note: N = 112; *p < 0.05, **p < 0.01, ***p < 0.001. Diagonal entries in bold indicate Cronbach's Coefficient Alpha; M = Mean; SD = Standard Deviation

Table 3 above shows all the variables' descriptive statistics, Cronbach alpha, and interrelationships among the factors which are the correlations. It is the summary of the reliability test and significant to use Cronbach's Alpha value of variables based on their number of items to determine the consistency of variables. Based on Table 3, the perceived usefulness and perceived trust

employed 5 items each, perceived ease of use and perceived price employed 4 items each, and customer satisfaction employed 3 items. A 5-point Likert scale was presented for all the items of variables in the questionnaire. According to the Journal of Applied Psychology, 0.7 of Cronbach alpha is the acceptable level of reliability, while 0.8 and above is preferred and a very good level (Eunseong & Kim, 2015). As can be seen, there are strong relationships between the items in each variable as the Cronbach alpha of all the perceived factors is in the range of 0.8 to 0.9. Customer satisfaction hit the highest Cronbach alpha value (α=0.882), followed by the perceived price (α=0.881), the perceived ease of use (α=0.874), the perceived trust (α=0.873), and the perceived usefulness (α=0.867) which is the lowest Cronbach alpha value. The results indicate that all the items in each variable are respectable and reliable.

In addition, the correlation coefficient for all the variables falls between 0.485 and 0.844. The results indicate that there are positive relationships between all the study variables as there are positive values and denote that the change of the value of one variable will directly affect another variable. Thus, it is significant for all the correlation coefficient between variables as a p-value of all the variables are below 0.001. The lowest coefficient value (β=0.485) has a moderate positive relationship between the perceived ease of use and customer satisfaction. Based on a journal, the perceived ease of use means that a person who believes the particular system is easy to use (Lanlan, Ahmi, & Popoola, 2019). Customers will also increase their satisfaction level with using particular food delivery apps if it is convenient to order food with a variety of food options and easier to have a transaction processing (Gupta & Nair, 2021). For instance, customers agree that they can easily to conduct a transaction and have quick navigation through the numerous food options while ordering by using McDelivery apps/website which will increase the perceived ease of use. The highest coefficient value (β=0.844) has a strong positive relationship between the perceived price and customer satisfaction. The results indicate that the price of McDonald's food delivery including the delivery fee has an important impact on customer satisfaction. The main factor affecting perceived price is the consequences of the purchase, which customers feel value for money and fairness when making purchase decisions (Du Plessis, Rousseau, & Boshoff, 2007). As customers will evaluate the worthful after making a purchasing decision (Monroe, 2012). For instance, McDelivery apps/website offers a lot of packages at a cheaper price. It will be more worthful instead of purchasing the foods and beverages separately. Moreover, the perceived price is affected by the free delivery of McDonald's food delivery. Customers are glad to have free delivery on the McDelivery app/website when purchasing online. Hence, customer satisfaction increases while the perceived price increases. In summary, the correlation coefficient for all the relationships is positively related but this does not mean that all the independent variables significantly impact the dependent variable.

Table 4. Summary of Regression Analysis

Customer Satisfaction Towards McDelivery App/Website Variables entered (R^2 Change = 0.728)	Beta

Perceived Usefulness	0.190*
Perceived Ease of Use	-0.062
Perceived Trust	0.009
Perceived Price	0.756***
Adjusted R^2	0.717
F-value	71.450
Durbin-Watson Statistic	1.805

Note: N = 112; *$p < 0.05$, **$p < 0.01$, ***$p < 0.001$.

Table 4 above shows the regression analysis to test our hypotheses. Perceived usefulness, perceived ease of use, perceived trust, and perceived price act as independent variables. The predictors have a p-value of 0.000, indicating a significant relationship with the dependent variable. Customer satisfaction was found to be statistically related to both perceived usefulness (H1) and perceived price (H4). The correlation between perceived usefulness and the perceived price was positive to customer satisfaction with beta values of 0.190 and 0.756. Hence, H1 and H4 were supported. The value of R^2 was 0.73, indicating that perceived usefulness and perceived price explain 73% of customer satisfaction. According to the findings, perceived usefulness and price were the two most important factors that influence customer satisfaction with McDelivery apps and websites in Malaysia. We discovered that perceived price has the greatest influence on customer satisfaction, with the highest beta value (0.756), followed by perceived usefulness, which has a beta value of 0.190. In Malaysia, perceived ease of use and perceived trust had no significant impact on customer satisfaction with McDelivery. As a result of this result, H2 and H3 are not supported.

DISCUSSION

According to the results, the perceived usefulness and perceived price of McDelivery app/website have a significant impact on customer satisfaction. As consumers devote less time to shopping and more to other interests, their desire for usefulness has grown. As a result, they have shifted their focus and preference to online shopping rather than visiting physical stores (Duarte, Silva, & Ferreira, 2018). Furthermore, the ability to transact orders when dealing with an online application or website adds to the perceived usefulness. According to (Davis, 1985), the subjective perception of users who believe that using certain technologies will improve the performance of their work is referred to as perceived usefulness. Moreover, the degree to which a person believes that adopting a certain system improves his or her job performance is referred to as perceived usefulness, which has a significant impact on the customer's intention to use that McDelivery apps/website (Amin, Rezaei, & Abolghasemi, 2014). The growing popularity of mobile services has posed a new challenge for service providers to develop more practical yet context-aware and user-friendly (Alahuhta, Lothman, Helaakoski, Koskela, & Roning, 2005). Consumers can now conduct a variety of transactions online using mobile devices and a stable internet connection. Customers can also interact with the online store directly to obtain additional information before purchasing any desired items. Rather than in-person experience, consumers make purchases based on visuals,

images, quality information, and product videos. As an outcome, the promise of e-commerce and online shopping is strongly responsive to user interfaces and how people interact with the online environment (Park & Kim, 2003).

Based on the study above, the most influential perceived factor influencing customer satisfaction is perceived price. According to the (National Restaurant Association, 2014), when choosing a quick-service restaurant, 85% consider price and value. McDelivery is also known as fast food because it provides the best meals in a quick self-service environment at a reasonable price due to it is a fast-food restaurant chain (Arora, 2012). In the fast-food restaurant industry, price plays an important role in customer satisfaction because it represents the total value that a customer pays for a service or product (Haghighi, Dorosti, Rahnama, & Hoseinpour, 2012). The reasonableness of a restaurant's food prices in comparison to those charged by competing restaurants that maintain the same quality standards is referred to as price fairness (Vanniarajan, 2009). In addition, (Homburg, Hoyer, & Koschate, 2005) studied the increase in customer satisfaction influenced by the effect of price in the German restaurant industry. The findings revealed that as satisfaction rises, the negative effects of price fall on repurchase intention, demonstrating that the two have always had an inverse relationship; if one rises, the other falls. When the cost of living rises, so does the level of satisfaction. Lower-income consumers prefer lower prices and better value, so restaurants with a low-income client base should prioritize lower prices, whereas restaurants with a higher-income client base should unquestionably charge more.

The research study reveals that perceived ease of use (H2) and perceived trust (H3) have no effect on customer satisfaction with online purchases made through a website or a McDelivery application. The low beta values of -0.062 and 0.009 indicate that perceived ease of use and perceived trust in customer satisfaction with McDelivery in Malaysia are relatively low. The degree whereby consumers believe that using a software methodology will be quick and easy is known as perceived ease of use (Wang & Pho, 2009). Based on (Davis, Bagozzi, & Warshaw, 1989), customers' expectations for purchasing online are mainly influenced by a cognitive evaluation of improving their buying experience. Customers are more likely to purchase from online retailers who emphasize time savings and quicker task completion (Alreck et al., 2009). According to (Luarn & Lin, 2005), the greater the perceived usefulness, the greater the number of transactions. While trust has been found to have a positive relationship with customer satisfaction, the relationship between trust and satisfaction varies greatly between studies. Previous research, according to (Yoon, 2002), has not established a link between trust and customer satisfaction. Thus, it is difficult to determine whether customers are satisfied because they rely on online purchases (Kim, Chung, & Lee, 2011). Therefore, H2 and H3 were rejected.

CONCLUSION

In conclusion, we found that perceived price and perceived usefulness are the most critical determinants of customers' satisfaction with the McDelivery app/website. Besides, the data analysis shows that customer satisfaction

with McDonald's food delivery during the COVID-19 pandemic is high. Our findings indicate that most of them are eager to suggest the McDelivery app/website as the choice of an online food delivery purchase platform to family and friends and most of them still purchase McDonald's food delivery from the McDelivery app/website after the COVID-19 pandemic gets better again in the future. In addition, customer loyalty is essential; hence it must be maintained and improved because it is easier and more cost-effective to retain existing consumers than attract new consumers. Besides, the findings also suggest that customers value the McDelivery apps/website online purchasing platform's simplicity of use and easily compare the price of the products. Furthermore, the findings show that most of them are willing to wait for promo codes and limited-time offers on McDelivery apps/websites. The results of the research study provide valuable insights and guidance for managers to understand organizational behaviors better, allowing them to improve customer satisfaction. This study provides significant insights into consumer behavior during a global pandemic. The questionnaire was conducted online using Google Form due to the COVID-19 pandemic. Although it was very challenging, we have tried our best to do our best. We hope that our assignment task was well worth the effort we made.

REFERENCES

Alahuhta, P., Lothman, H., Helaakoski, H., Koskela, A., & Roning, J. (2005). Apricot Agent platform for user-friendly mobile service development. *Lecture Notes in Computer Science, 3432*, 65-78. doi:10.1007/978-3-540-31967-2_5

Al-Msallam, S. (2015). Customer satisfaction and brand loyalty in the hotel industry. *International Journal of Management Sciences and Business Research, 4*, 1-13.

Alreck, P. L., DiBartolo, G. R., Diriker, M., Dover, H. F., Passyn, K. A., & Settle, R. B. (2009). Time pressure, time saving and online shopping: Exploring a contradiction. *Journal of Applied Business Research, 25*(5), 85-92. doi:10.19030/jabr.v25i5.1009

Amin, M., Rezaei, S., & Abolghasemi, M. (2014). User satisfaction with mobile websites: the impact of perceived usefulness (PU), perceived ease of use (PEOU) and trust. *Nankai Business Review International, 5*, 258-274. doi:10.1108/NBRI-01-2014-0005

Andaleeb, S. (2006). Customer satisfaction in the restaurant industry: An examination of the transaction-specific model. *Journal of Services Marketing, 20*(1), 3-11. doi:10.1108/08876040610646536

Arora, R. (2012). A mixed method approach to understanding the role of emotions and sensual delight in dining experience. *Journal of Consumer Marketing, 29*, 333-343. doi:10.1108/07363761211247451

Brunero, S., Lamont, S., & Fairbrother, G. (2009). Using and understanding consumer satisfaction to effect an improvement in mental health service delivery. *Journal of Psychiatric and Mental Health Nursing, 16*(3), 272-278. doi:10.1111/j.1365-2850.2008.01371.x

Cho, G. I., Ahn, H. Y., & Noh, Y. G. (2006). The effects of customer's satisfaction and wellbeing menu of fastfood industry. *Korea Academic Society of Tourism Management, 20*(3), 146-147.

Cruz-Cárdenas, J., Zabelina, E., Guadalupe-lanas, J., Palacio-Fierro, A., & Ramos-Galarza, C. (2021). COVID-19, consumer behavior, technology, and society: A literature review and bibliometric analysis. *Technological Forecasting and Social Change, 173*, 1-13. doi:10.1016/j.techfore.2021.121179

Darke, P. R., Freedman, J. L., & Chaiken, S. (1995). Percentage discounts, initial price, and bargain hunting: A heuristic-systematic approach to price search behavior. *Journal of Applied Psychology, 80*(5), 580-586. doi:10.1037/0021-9010.80.5.580

Davis, F. (1985). *A technology acceptance model for empirically testing new end-user information systems: Theory and results* (Doctoral Dissertation). Massachusetts Institute of Technology, Massachusetts.

Davis, F., Bagozzi, R. P., & Warshaw, P. R. (1989). User acceptance of computer technology: A comparison of two theoretical models. *Management Science, 35*(8), 982-1003. doi:10.1287/mnsc.35.8.982

Duarte, P., Silva, S. C., & Ferreira, M. B. (2018). How convenient is it? Delivering online shopping convenience to enhance customer satisfaction and encourage e-WOM. *Journal of Retailing and Consumer Services*, 44. doi:10.1016/j.jretconser.2018.06.007

Dudovskiy, J. (2021). *Consumer buyer behaviour definition*. Retrieved from Business Research Methodology: https://research-methodology.net/consumer-buyer-behaviour-definition/

Dutton, J. E., Dukerich, J. M., & Harquail, C. V. (1994). Organizational images and member identification. *Administrative Science Quarterly, 39*(2), 239-263. doi:10.2307/2393235

Du Plessis, P. J., Rousseau, D., & Boshoff, C. (2007). *Buyer Behaviour: Understanding Consumer Psychology & Marketing.* Cape Town: Oxford University Press.

Eunseong, C., & Kim, S. (2015). Cronbach's coefficient alpha: Well known but poorly understood. *Organizational Research Methods, 18*, 207-230. doi:10.1177/1094428114555994

Gupta, R., & Nair, K. (2021). Food delivery apps: Intention to use during Covid-19. *Academy of Entrepreneurship Journal, 27*(5S), 1-9.

Haghighi, M., Dorosti, A., Rahnama, A., & Hoseinpour, A. (2012). Evaluation of factors affecting customer loyalty in the restaurant industry. *African Journal of Business Management, 6*, 5039-5046. doi:10.5897/AJBM11.2765

Homburg, C., Hoyer, W. D., & Koschate, N. (2005). Customers' reactions to price Increases: Do customer satisfaction and perceived motive fairness matter? *Journal of the Academy of Marketing Science, 33*, 36-49. doi:10.1177/0092070304269953

Hong, C., Choi, H., Choi, E. K., & Joung, H. W. (2021). Factors affecting customer intention to use online food delivery services before and during the COVID-19 pandemic. *Journal of Hospitality and Tourism Management, 48*, 509-518. doi:10.1016/j.jhtm.2021.08.012

Hsieh, Y. H., & Yuan, S. T. (2019). Toward a theoretical framework of service experience: perspectives from customer expectation and customer emotion. *Total Quality Management & Business Excellence, 32*(5-6), 1-17. doi:10.1080/14783363.2019.1596021

Kim, M. J., Chung, N., & Lee, C-K. (2011). The effect of perceived trust on electronic commerce: Shopping online for tourism products and

services in South Korea. *Tourism Management, 32*, 256-265. doi:10.1016/j.tourman.2010.01.011

Lanlan, Z., Ahmi, A., & Popoola, O. M. J. (2019). Perceived ease of use, perceived usefulness and the usage of computerized accounting systems: A performance of Micro and Small Enterprises (MSEs) in China. *International Journal of Recent Technology and Engineering, 8*, 324-331. doi:10.35940/ijrte.B1056.0782S219

Li, C., Mirosa, M., & Bremer, P. (2020). Review of online food delivery platforms and their impacts on sustainability. *Sustainability, 12*(14), 1-17. doi:10.3390/su12145528

Luarn, P., & Lin, H-H. (2005). Toward an understanding of the behavioral intention to use mobile banking. *Computers in human behavior, 21*, 873-891. doi:10.1016/j.chb.2004.03.003

Maimaiti, M., Zhao, X., Jia, M., & Ru, Y. (2018). How we eat determines what we become: Opportunities and challenges brought by food delivery industry in a changing world in China. *European Journal of Clinical Nutrition, 72*(9), 1282-1286. doi:10.1038/s41430-018-0191-1

McDelivery. (2021). *McDelivery*. Retrieved from https://en.wikipedia.org/wiki/McDelivery#Austria

McDonald's Corporation. (2021). Retrieved from https://id.wikipedia.org/wiki/McDonald%27s#cite_note-7

Meehee, C., Bonn, M. A., & Li, J. (2019). Differences in perceptions about food delivery apps between single-person and multi-person households. *International Journal of Hospitality Management, 77*, 108-116. doi:10.1016/j.ijhm.2018.06.019

Minjung, R., & Park, A. (2018). Adoption of O2O food delivery services in South Korea: The moderating role of moral obligation in meal preparation. *International Journal of Information Management, 47*, 262-273. doi:10.1016/j.ijinfomgt.2018.09.017

Monroe, K. (2012). Price and customers' perceptions of value. *Advances in Business Marketing and Purchasing, 19*, 129-152. doi:10.1108/S1069-0964(2012)0000019012

Mohamed, R. N., & Norzaidi, M. D. (2012). Cultural uncertainty on brand trust of fast food industry in Malaysia. *Procedia - Social and Behavioral Sciences, 42*, 399–412. doi:10.1016/j.sbspro.2012.04.204

Mohd Nazri, M. H., Kee, D. M. H., Abd Wahab, M. A., Subli, A., Mohd Azmi, M. A., Varghese, S., & Sinha, T. (2020). Customer satisfaction with the goods and services offered by MYDIN. *International Journal of Tourism & Hospitality in Asia Pasific, 3*(1), 31-45. doi: 10.32535/ijthap.v3i1.722

Muangmee, C., Kot, S., Meekaewkunchorn, N., Kassakorn, N., & Khalid, B. (2021). Factors determining the behavioral intention of using food delivery apps during COVID-19 pandemics. *Journal of Theoretical and Applied Electronic Commerce Research, 16*(5), 1297-1310. doi:10.3390/jtaer16050073

National Restaurant Association. (2014). National Restaurant Association releases 2014 restaurant industry forecast video. Retrieved from https://www.prnewswire.com/news-releases/national-restaurant-association-releases-2014-restaurant-industry-forecast-video-244000561.html

Park, C. H., & Kim, Y. G. (2003). Identifying key factors affecting consumer purchase behavior in an online shopping context. *International Journal*

of Retail & Distribution Management, 31, 16-29. doi:10.1108/09590550310457818

Pigatto, G., Machado, J. G. C. F., Negreti, A. D. S., & Machado, M. L. (2017). Have you chosen your request? Analysis of online food delivery companies in Brazil. *British Food Journal, 119*(3), 639-657. doi:10.1108/bfj-05-2016-0207

Ramayah, T., & Ignatius, J. (2005). Impact of perceived usefulness, perceived ease of use and perceived enjoyment on intention to shop online. *ICFAI Journal of Systems Management, 3*(3), 36-51.

Raywen, O. (2018). *Now you can get McDonald's delivered to your doorstep 24/7.* Retrieved from https://soyacincau.com/2018/08/02/mcdonalds-malaysia-now-delivers-24-7/

Riana, D., Hidayanto, A. N., Hadianti, S., & Napitupulu, D. (2021). Integrative factors of e-health laboratory adoption: A case of Indonesia. *Future Internet, 13*(2), 26. doi:10.3390/fi13020026

SendPulse. (2021). What is customer loyalty: Definition and guide. Retrieved from https://sendpulse.com/support/glossary/customer-loyalty

Suhartanto, D., Dean, D. L., Leo, G., & Triyuni, N. N. (2019). Millennial experience with online food home delivery: A lesson from Indonesia. *Interdisciplinary Journal of Information, Knowledge, and Management, 14,* 277-294. doi:10.28945/4386

Tan, H., & Kim, V. W. E. (2021). Examining the factors that Influence consumer satisfaction with online food delivery in Klang Valley, Malaysia. *The Journal of Management Theory and Practice, 2*(2), 88-95. doi:https://doi.org/10.37231/jmtp.2021.2.2.115

Technews, M. (2021). *McDonald's improves McDelivery services.* Retrieved from https://mb.com.ph/2021/12/01/mcdonalds-improves-mcdelivery-services/?amp

Vanniarajan, T. (2009). A tool for measuring service quality in restaurants. *Journal of Marketing & Communication, 4*(3), 41-52.

Vincent, Y., Goh, S. K., & Rezaei, S. (2017). Consumer experiences, attitude and behavioral intention toward online food delivery (OFD) services. *Journal of Retailing and Consumer Services, 35,* 150-162. doi:10.1016/j.jretconser.2016.12.013

Wang, J-S., & Pho, T-S. (2009). Drivers of customer intention to use online banking: An empirical study in Vietnam. *African Journal of Business Management, 3,* 669-677.

Yoon, S. J. (2002). The antecedents and consequences of trust in online-purchase decisions. *Journal of Interactive Marketing, 16,* 47-63. doi:10.1002/dir.10008