

Factors Affecting Online Food Quality Control among Delivers in Delivery Process in Malaysia

Guan Yuchen

PhD Candidate

SEGi University

Abstract: *With the mobile commerce and online business development, online food becomes more popular in Malaysia market in recent years. Many researches are on customer behavior and services quality, such as the customer satisfaction, customer loyalty, purchase intention and repurchase intention. In online food industry, online food quality control is important from the providers to the customers, so this qualitative study will focus on online food quality control during the delivery process. With the interview with the experienced delivers in Malaysia market, this research is to explore what factors can maintain the quality of online food in the delivery process, with the components of services, online food quality, mobile commerce and the online food ordering business.*

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I. Introduction

Food quality is significant for both online and off-line (physical) food suppliers to offer the high qualified food to the customers and also significant to increase the customers' purchase intention and repurchase intention in food and beverage industry. Recently, the online food ordering is more and more popular in the market with the wireless contact to customers, smart payment approach, and the easy access to the online information. On the online food ordering industry, there are more researches on the purchase intention (Singh, 2020; Yuan, et al., 2020), on the customer satisfaction topic, and customer loyalty topic (Yusra and Arawati, 2020) and the food and service quality in the marketing field. However, they more focus on the customers personal behaviors with the impact of the food quality and the services in the online food ordering, and these previous researches have been conducted within the quantitative method to test the relationships between the online food quality oronline food services and the customers' behaviors.

On the food quality, there is less research on the delivery process in to maintain the food quality on the services and the food health. In particular, when the Covid-19 spreads in some countries, especially in China, the online food delivery can contribute to keeping food quality control stable in the food health and food safety from the Covid-19, with the "contactless" pickup and delivery services to make the deliver workers and customers safe, this delivery can also make the food health and quality sustainable in the whole delivery process (Hilary and Sophie, 2020). Chengyi Lin (2020) also reported that the delivery technology contributed to overcoming the challenges of Covid-19 and providing a high qualified safe food to the customers at home. The latest research on the supply chain quality management on the online food industry by Hong, et al. (2020) is just on the Chinese market situation and has limit to explore the online food delivery to the food quality control in other markets.

Hence, this research will explore the factors affecting online food delivery on the food quality and services in Malaysia market. This is just focusing on the food quality control during the online food delivery from the providers to the customers in Malaysia to maintain food quality to customers to improve their further services in online food industry in Malaysia.

II. Problem of Statement

With more popular in the market, online food has some problems which make the customers dissatisfaction with the online food quality. In the recent research, the cleanliness and hygiene are considered during online food being delivered to customers and addressed by the customers on the food delivery system (Prabhash, 2020). This cleanliness and hygiene can be managed and controlled by the delivers with the carefully re-checking when taking from the restaurants and the process of delivering. If the food delivery system cannot control and maintain the food quality, the online food industry may be influenced with more complaints on the hygiene issues and cleanliness, and there would be less and less customers in the industry of online food in markets. Hence, to study the food delivery is important to maintain the quality for online food industry and the factors can contribute to the online food development in the market.

Furthermore, there are some issues among delivers. For instance, these delivers can easily access the delivery market to start the operational delivery works, and they have less job position training and no stable compensation and benefits rewards from the platforms of online food delivery system (Veen, et al., 2019). This also leads to the delay delivery issues, more complaints from customers, and low delivery services provided by delivers. In this case, it is essential to improve the delivery services to increase the online food quality maintenance and control in that industry. Hence, this research will explore what strategies can be done among the delivers to innovate their delivery services to control and maintain the online food quality in Malaysia market.

Research Objectives and Research Questions

With the introductions and the problem of statements on online food quality and delivery industry, general research objective is to explore the online food quality control during the delivery process in Malaysia. Then the specific objective is to explore what factors can affect the online food quality in the delivery process, to find the present policies those can influence the online food quality in the delivery process, to explore the further strategies can be applied to increase the online food quality control effectiveness in delivery process.

Therefore, the specific research questions are shown below:

- (1) At present, what policies can influence online food quality control in Malaysia delivery process?
- (2) What factors can influence online food quality control in Malaysia delivery process?
- (3) What strategies can be applied for the further online food quality control in Malaysia delivery?

III. Literature Review

This review is about the discussion of the study components, the theories used, as well as methodological gaps in this part.

3.1 Study Components

In this literature review, the study components include the service (especially the delivery service), the online food quality, and the mobile commerce and online food ordering business.

Services and delivery service

It is defined as the act, the process or the actuation those are provided by the company or individuals. Comparing to the physical goods, the service is the intangible actions in the economy and the market (Zeithaml, et al. (2014). Philip Kotler and Kevin Keller (2018) defined services as acts or performances provided by one party to another. In this research, the service is the delivers' performance and their acts of delivering the online food to customers. The past research studied the online food delivery in other market in qualitative method, and in the delivery process, the service is the intangible products the delivering workers providing the delivery actions to pass the goods to the customers from the restaurant (Pigatto, et al., 2017). In that study, the samples are the companies in Brazil market to study the online food delivery services. In this study, it is also about the online food quality control in the delivery process, and the quality maintenance and management are related to the services offered by the delivers in Malaysia. The service is a too wide topic, so it is specific within the delivery service of online food. Based on Kundu and Chatterjee (2018), there are three dimensions on the online food delivery services: foodtastes, qualityof food, and delivery services. Hence, with more focus, this is just on the food quality maintained and controlled under the delivery service.

Online Food quality

The food quality is related to performances of the food fulfilling the customers' need s withinrestaurants (Ha and Jang, 2010; Suhartanto et al., 2019). Then Namkung and Jang (2007) stated the detailed indicators, like menu, the freshness and healthiness, the food presentation, and the food temperature evaluating the food quality. Then Liuand Hung (2017) stated the food quality among the menu, the size of food, the presentation, and other indicators in restaurants. Hence, in this study, the online food quality can be indicated by these indicators as well as the delivery time, delivery package, and so on, from the views of the delivers

Mobile Commerce and online food ordering business

The electronic commerce is an old concept that is the forms of economic activities that are conducted by the electronic connections in the past research (Wigand, 1997). Then the mobile commerce is the extension of the electronic commerce that transactions are replaced through the mobile devices (Abdennebi and Debabi, 2017). The online food ordering business is as one of the mobile commerce and it is completed through the mobile devices, like the smartphones or tablets. In the market, the customers can view the food pictures and other customers' comments online, and the customers can select the food and make payment online, then the food will be delivered to the customers. Once the customers received, it is they also can make the comments in the online.

This is the simple online food ordering process in the current market. Hence, the online food quality control is studied in the part process of the mobile commerce, focusing on the delivery process in Malaysia market.

Methodological gaps

The methodological gaps were based on literature review to past researches those are online food delivery. For instance, Veen, et al, (2019) studied the online food topic with the workers of delivery process as the samples with case study and semi-structured interview questions. Pigatto, et al., (2017) studied the online food delivery with the 30 companies as the examples in Brazil market. On the online food quality control, there are more researches conducted with the customers as the samples, and there are less researches done with the delivers as samples. Within the delivers as samples, there are some researches focusing on the employee behaviors intention, not the food quality control topic. Hence, the gaps exist on the methodology, with the sample selection on online food quality topic, the sample techniques, and the research places or markets (like Brazil, China, and in Malaysia).

Based on that literature review on the methodological gaps, this qualitative research is to interview with high experienced delivers with the open-ended questions. This is under the interpretivism research philosophy, and it is to build a new understanding on the social contents and worlds and the content, so this new understanding is with the quite different samples, with the delivers' view to maintain the online food quality (Saunders et al., 2019). The high experienced delivers are selected with the snowball to interview, because it is very difficult to know who are delivers with many years experiences in the online food delivery in Malaysia.

Theories used

In this research, the theories are different from other qualitative researches. For instance, Pigatto, et al., (2017) conducted the research with the services customer services theory, because it is more focusing on the marketing analysis among the customers' selection the delivery services company. Another research, it is focusing the view of the employees in the delivery companies with the labour process theory on the online food (Veen, et al., 2019). However, this topic is the online food quality control and it is studied focusing on in Malaysia delivery process. Hence, those theories are not suitable to control and maintain the online food quality in the delivery process. Focusing on the online food quality control by the delivers as the participants, the quality management theories can be considered in this research.

Based on the Total quality management in the textbook, the theories of Deming's theory as well as Shewart Cyclecan can be used to manage the quality (Wheaton and Schrott, 2018). It is because that the Deming's theory and Shewart Cycle easily can be applied to manage and control the online food quality in the delivery process. Based on Deming's system among the four steps, the System Appreciation is that the delivers are to understand delivery company's processes and their works; the variation knowledge is that the delivers should understandcauses of variation (what makes the delivery process unable maintain the food quality; the knowledge theory is for the delivers to understandwhat should be known in the delivery process, and psychology knowledge is for these delivers to understand the human nature and to improve their service quality in the operation. Plan-Do-Check-Act cycle is also good for online food delivery service continuous improvement. In the delivery process, the plan or the objective of the delivers are to control and maintain the online food quality, then the delivers can make efforts to implementation, and check their actions or performance. With the checking, the previous performance can be self- evaluated and self-analyzed by themselves tomake better strategies to act for online food quality control. Hence, the delivering workers can improve their online food quality control by the delivering workers improving their actions.

IV. Contribution

This research will have the contribution to the online food quality control from the view of the delivers during the delivery process in Malaysia market Many researches were done on the food quality and online food quality, so the online food quality control is not a new topic. However, these researches are more on the customers intentions and behaviors in quantitative research, such as the customer satisfaction, loyalty (Yusra and Arawati, 2020), and purchase intention (Singh, 2020; Yuan, et al., 2020). Some researches are also done in the food providers' views and the food quality services offered by restaurants (He et al., 2019). This qualitative research just focuses on the online food quality control during the delivery process among the delivers in Malaysia, and this is significant to improve some practical issues, like the reckless delivers in the market (Allison Lai, 2019). With a different view among the delivers to maintain and control the online food quality, it is significant for building online food delivery regulations and improving the online food delivery services in Malaysia market.

Scope of Study

In this study, it focuses on the online food quality control in Malaysia online food industry. With this online food industry, there are many food providers in the restaurants and food delivers between the food

providers and customers, so this study is just on the online food delivery process to maintain the online food quality by the delivers. During this process, this study is not on the customers evaluation and assessment on delivery performances and their services. It is to study with the delivers as the participants, because that the delivers with more delivery experiences, with more valuable suggestions and information to improve their services based on the Shewart Cycle with more plans, actual action, more checking experiences and final suggestions to further actions. In this case, it is more valuable to get the factors affecting the online food quality control during the delivery process in Malaysia.

V. Conclusion

In conclusion, this research proposal is in qualitative method to explore the factors effecting the online food quality control among the delivers in Malaysia delivery process. With the introduction problems of statement, the literature reviews, this study will be done with the interview with the experienced delivers to explore what factors and these factors will contribute to delivery services improvement and online food quality control in Malaysia market.

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