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**PERCEPTION OF DELIVERY SERVICES IN MALAYSIA DURING
MOVEMENT CONTROL ORDER (MCO)**



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Abstract

Delivery services in Malaysia has become a new norm. Malaysians are now comfortable with delivery services during the global pandemic of covid-19. This study had been conducted because there are too many issues about delivery services in Malaysia, although some people using delivery services, and some may not. Reports have suggested that some companies have a bad management of delivery services. For examples, some delivery services companies have technical issues such as (i) slow delivery, (ii) damaged goods, and many other issues. The aim of this paper is to provide an analysis on the perception of Malaysian citizen towards delivery services during the Movement Control Order (MCO). To do so, researchers used a quantitative method to collect data among Malaysian citizens. The total amount of respondents who answered the questionnaire are n=1310. The research findings suggest that the level of perception towards delivery service in Malaysia during MCO is very high (M=3.17).

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1. Introduction

Technology has played a key role in revolutionizing the food delivery service, it has contributed to the changes in consumer preferences as their dependency of technology has motivated them to do everything online comprising getting cooked meals delivered to their doorstep. Convenience is the prime factor to the consumers, as to place an order is as simple as few clicks on any mobile devices. Technological dependency, convenience and less time taken for the food to be delivered aids as a good reason for the consumers to choose the services offered by the online food ordering and delivery service portals. According to Sethu and Bhavya Saini (2016), their aim was to investigate the students perception, behaviour and services help the students in managing their time better. It is also found that ease of availability of their desired food at any time and at the same time easy access to internet are the prime reasons for using the services. Essential services business is allowed during movement control order (MCO). Malaysia receives the impact as the workers from non-critical sectors are asked to halt and obey the MCO by the Prime Minister of Malaysia.

Kandasivam (2017) In 2016, 17.9 million Malaysians accessed the Internet via their mobile phones. By 2020, this figure is expected to reach 21.1 million mobile phone Internet users. The food delivery riders have become the new “unsung heroes” of this pandemic as reliance on their services during this COVID19 outbreak. The riders are tirelessly delivering food to consumers during the Movement Control Order (MCO) at the expense of their own health. The food delivery riders spent an average of about six hours on the road daily to deliver food from restaurants to houses. The delivery services are included as essential services business during the phase of MCO.

Online food delivery plays a significant role in customer experience and satisfaction by many factors such as availability of food, customer ratings, payment methods and human interaction (Kwong et al., 2017). Food delivery services are doing a massive outcome following the imposition of the movement control order nationwide. It is an unexpected downturn for the economy as the impact of the pandemic is unforeseen. Certainly, other industry bears the brunt of the damage. Shopping mall shops and restaurants start to empty out during MCO. World economy significantly drops during pandemic across the globe.

2. Problem Statement

This research had been done because there are too many to discuss about delivery services in Malaysia, some people using delivery services, and some may not. This is because delivery services majority are used by all people in Malaysia. Researchers did this research to know what the perception towards delivery services in Malaysia is because some delivery services have poor service and customer dissatisfaction.

Nowadays, some companies have bad management of delivery services. This is because, some companies take it easy in the interests of their customers and make it difficult for their customers. For example, a customer requests that his item be shipped to another branch, but his request is rejected for the reason given that the item has been registered. Obajimi (2019) says that health campaigns that use traditional media are having problems namely, public acceptance of health campaigns broadcast through television, radio or print media is very limited and not all audiences understand the message you want to

convey. The existence of social media is seen as a great tool to help in delivering health campaigns because social media is gaining popularity and demand for social media is very high today.

Besides that, some delivery services companies have technical issues such as slow delivery, damaged goods, and so on. Basically, a delivery services company make a mess during the shipping process for example not providing customer tracking numbers. This makes customers very disappointed with the service they provide. According to Averbakh and Baysan (2012), it is stated that around 50% of the people have purchased or services online, and around 28% of the online purchases have actually failed and around one out of five customers had bad experience over delivery services. These failures have been due to technical problems customers encountered sites and problems in finding products. This has led people to do a bad perception towards the delivery services. Thus, the delivery services make the people distrust of the service provided by a delivery services company.

3. Research Questions

- What is the perception of Malaysian towards delivery services in Malaysia?

4. Research Objective

- To identify Malaysian perception towards delivery services during MCO period including food, parcel and many more.

5. Research Methodology

This study employed the quantitative study approach to identify the level of acceptance towards delivery services in Malaysia. The study consists of 33 questions and have been divided into three sections namely section A, Demographic have 12 questions, while section B The level of satisfaction among Malaysian towards delivery services in Malaysia during MCO have 11 questions and lastly section C The perception towards delivery services have 10 questions. The questionnaire was distributed on April 22nd, 2020 and it took approximately around 3 weeks to encourage respondent to respond towards the questionnaire. The research gathered 1310 number of respondents. The 1310 respondents have responded to the questionnaire and the answer was used for data collection. Researchers use descriptive statistics to see the overall mean from the research findings. The data was collected through online survey by using a platform of Google Forms. The methods had been used to distribute a questionnaire by using social media platform such as Instagram, Facebook, and WhatsApp Messenger. A four scale was used for the respondents to answer the question relating to measure the Malaysian perception towards delivery service during MCO period (Ridzuan et al., 2015).

6. Results and Discussions

6.1. Descriptive Statistic

- Demographic

The profile of the sample is discussed in terms of five demographic characteristics: sex, race, age, education, and occupation

Table 1. Demographic

Profile	Frequency	Percentage (%)
Age		
18 - 30 Years old	1089	83
31 – 40 Years old	86	6.6
41 – 50 Years old	55	4.2
51 – 60 Years old	61	4.7
61 Years old and above	19	1.5
Sex		
Male	485	37
Female	825	63
Ethnics		
Malay	1220	93.1
Chinese	27	2.1
Indian	26	2
Others	37	2.8
Occupation		
Student	903	68.9
Government employee	116	8.9
Private Sector	166	12.7
Housewife	32	2.4
Self-employed	63	4.8
Retired	30	2.3
Origin		
Rural Area	527	40.2
Urban Area	783	59.8
Have you used delivery services such as Pos Laju, Grab, Foodpanda, J&T, Bungkus it and etc during Movement Control Order Period (MCO)?		
	1243	94.9
YES	67	5.1
NO		
Which delivery services do you use often? (More than one answer by respondents)		
Pos Laju	870	66.4
J&T Express	537	41
Foodpanda	490	37.4
Grabfood/Grabexpress	382	29.2
Preffered Others	85	4.2
Lalamove	55	3
Bungkus It	39	6.4
Not Using	31	1.2
Why do you use delivery services (More than one answer)		
To buy food	731	55.8
To buy groceries	160	12.2
Selling online	237	18.1

To post parcel/letter	274	20.9
Shopping online	733	56
Not Using	34	2.6
Others	5	0.38

Table 01 shows the profile of respondents. Based on the findings, most of the respondents who are answered the questionnaire are aged 18-30 years old (83%). Majority of the respondents are female (63%) and Malay ethnic (93.1%) have the highest number of respondents. Majority number of the respondents are students (68.9%) and a large number of them are from urban area (59.8%). Most of the respondents have use delivery services (94.9%).and the most delivery services used is Poslaju with the highest number of votes (66.4%). Moreover, the most reasons for using delivery services is to buy food with several (55.8%) vote and (92.1%) percent are satisfied with the delivery services. Lastly, majority number of the respondents would recommend using delivery services during RMO (93.1%) and according to the findings (90.9%) number of respondents agreed that the service charge for delivery services is reasonable. On top of that, majority number of respondents are consumer (63.3%).

Table 2. The perception towards Delivery services

Effects	Mean
Delivery services are helpful and polite.	3.33
Delivery services are trustworthy.	3.28
I received my parcel in a good shape.	3.26
I received clear information throughout the delivery process.	3.24
Delivery services took good care of my parcel	3.17
I am confident that my food will arrive in a good condition even though it is raining.	3.14
I believe that delivery services drive safely on the road	3.13
Delivery services always keep a good hygiene.	3.12
I received my parcel on reasonable time.	3.04
I believe the delivery guy is negative Covid-19	3.00
Overall	3.17

Based on table 02 above, Malaysian have the positive perception towards delivery services during the Movement Control Order. This can be supported by Tun Dr. Mahathir Mohamad when he posted a video where he is using delivery services during the Movement Control Order. He also commented that the services were fast, efficient and the rider was very polite (Roslan, 2020). Other than that, the Prime Minister of Malaysia Tan Sri Muhyiddin Yassin also praised the delivery riders for contributing to serving the nation. “You are doing one of a noble job. My message is taking care of your health, stay safe,

do not ride your motorcycle too fast. You're also a great person” stated by the Prime Minister, Tan Sri Muhyiddin Yassin (Ismail, 2020, para. 6). Therefore, Malaysian are very supportive, kind, and polite in every situation. On top of that, Malaysian have a very positive perception towards the delivery services especially during the Movement Control Order.

7. Conclusion

This study explored the Malaysian’s perception towards delivery services towards delivery services. This issue shows a positive outcome which scored a (3.17 mean) for the level of the Malaysian’s perception towards delivery services. Malaysian are satisfied with delivery services in Malaysia because they believe that people will have a wider job opportunity during the pandemic. Moreover, Malaysian also believe that by using delivery services it will make their life easier. Malaysian’s perception towards delivery services are positive. Malaysian thinks that delivery services in Malaysia are trustworthy, polite, and helpful.

It can be concluded that, Malaysian citizen have a positive perception towards delivery services that are provided in Malaysia. Malaysian government needs to encourage people to use the delivery services in the wake of the global pandemic to avoid spreading the Corona Virus to other people. The delivery service needs to receive high levels of support from the government to facilitate the trading process more efficiently. According to Tony Tey Pian Hwang, said that hawkers who usually complained of poor sales saw their stocks cleaned out in just a few hours (Benjamin., 2020).

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