

Bibliometric Analysis of Online Food Delivery Service

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ABSTRACT

Due to the COVID-19 pandemic, some restaurants have had to adapt their business models to include innovative online food delivery (OFD) services (Gavilan et al., 2021). Customers are becoming more accustomed to utilising apps to order meals from their cellphones (Valley et al., 2022). Food delivery services have developed as a new trend in the food and beverage business as technology has advanced in the twenty-first century. People can now order food by simply pressing a button (Aryani et al., 2022). Food delivery platform operators have developed a new technological model for food delivery services that allows customers to use a mobile app to connect with a variety of local eateries and food providers. The COVID-19 epidemic and shutdown had an impact on small eateries and businesses during and after the outbreak. The Malaysian Ministry of Higher Education has cautioned students not to leave their existing residence within 24 hours of the announcement since the first MCO. Many students were stuck in university dorms and nearby non-residential rental housing areas. As a result, students always use the online food delivery service (OFD) to save time. Food Panda, Grab Food, Lalamove, and other online food delivery services are among the options.

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