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NURTURING HOSPITALITY, TOURISM AND WELLNESS WORLD

HOSPITALITY CLUSTER

Editors:

Mazne Ibrahim, Derweanna Bah Simpong, Velan Kunjuraman, Normaizatul Akma Saidi & Raja Norliana Raja Omar

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Marlisa Abdul Rahim, PhD
Nor Dalila Marican, PhD
Derweanna Bah Simpong, PhD
Normaizatul Akma Saidi, PhD
Velan A/L Kunjuraman, PhD
Siti Fatimah Ab Ghaffar, PhD
Hasif Rafidee Hasbollah, PhD
Hafizah Muhammad, PhD
Nur Mazne Ibrahim
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Factors Influencing Visitors in Choosing the Ecotourism Sites: The Study of Min House Camp, Kubang Kerian, Kelantan, Malaysia

Ahmad Hijaz Mohd Faisal, Amutha Valli Chelvam, Cheah Qin Pei,
Suriani binti Mohd Ghani & Mohd Fadil Mohd Yusof
Faculty of Hospitality, Tourism and Wellness, Universiti Malaysia Kelantan
Corresponding email: fadil@umk.edu.my

ABSTRACT

Ecotourism is one form of tourism that is aggressively promoted by developing countries to increase the number of international visitors. Ecotourism involves nature-based activities and cultural preservation. This article tries to explore the issues and challenges in managing the ecotourism sites in the Min House Camp, Kelantan Malaysia. This resort has been awarded as ASEAN community bases tourism standard. This property has been acknowledged by the Malaysian Ministry of Tourism as one of the Green Hotel in the country. In this exploratory case study, qualitative research has been employed in the form of semi-structured in depth interviews. A total of ten participants were interviewed to get their views about the factors that influence them to visit the place. Findings show that the outdoor and indoor activities that provided by the Min House Camp that based on nature, attracted visitors to visit their ecotourism sites. Anlso, issues and challenges in managing the ecotourism sites at the Min House Camp in Kubang Kerian, Kelantan were discussed.

Keywords: *Ecotourism, Kelantan, Min House Camp, ecotourism product, issues and challenges*

INTRODUCTION

Tourism is one of the largest industry in the world today and the sector has also been recognized as a one of the major service industries in the world. Furthermore, tourism has potentials to improve factors including social, environmental and economic level of a government. Thus, the government views tourism as a development tool that gives priority to protect the environment and tradition with positive impacts. In addition, tourism will be used to enhance the economic growth of a country and many countries highly encourage tourism development for their economic development. The poor countries can be developed by cities with tourism. The government has seen tourism as a tool for infrastructure development, employment opportunities, foreign exchange, balance of payments, regional development and generate benefits for local residents. Tourism development can improve individual income as well as income for the host country (Bhuiyan, Siwar, Ismail, & Islam, 2011).

The ecotourism is a form of tourism, thus, the ecotourism should meet the demand side criteria that are normally used by the World Tourism Organization to define and differentiate tourists in general. Virtually, all definitions of ecotourism refers to the natural environment, the prefix "eco" generally being taken to mean "ecology" or "ecosystem" (Weaver & Lawton, 2007). This reference alludes to the perception that ecotourism should be nature based that is its attractions should be based primarily on the natural environment or other elements. Since its emergence in the mid 1980's, ecotourism has co-involved with a number or related activities, including nature-based tourism, wildlife tourism, adventure tourism and alternative tourism. All of these terms, to a greater of lesser extent have been used as synonyms for ecotourism.

According to Wight (1993), sustainable ecotourism imposes an 'ethical overlay' on nature-based tourism that has an educative emphasis. Although this overlay has arguably been implicit, if not explicit, in earlier discussions of ecotourism, the concept does appear to have evolved into something explicitly normative over the past decade. This

is in part a reflection of increasing recognition among industry and government that nature-based tourism can only be sustained in the long term if a principled and proactive supply-side management approach is adopted. Furthermore, most definitions of ecotourism are aimed at promoting the environment ecological conservation or sustainability, then "eco" in ecotourism. Ecotourism which preserves the natural attractions to be appealing to the tourists can also have a good business potential: no nature, no tourism product. So, preserving the product is the same as making profit. In conservation and alternative organizations and travel agents, ecotourism is one way to achieve other purposes such as developing ecotourism, and retaining its appeal. However, humans living in natural attraction can only be introduced by images that make things even more complicated. In addition, ecotourism later will be moving beyond the travel business as well as with the travel agent etc. The purpose of this debate is to support the global conservation efforts aimed at protecting endangered species and habitats (Reimer & Walter, 2013).

Like other countries, Malaysia is well known for its delightful and authentic attractions. One of the states in Malaysia that is famous for its natural attraction and beautiful destination is Kelantan (Sufahani, 2013). The State of Kelantan is situated in the East Coast of Peninsular Malaysia, neighbouring with Thailand in the North and the States of Perak, Terengganu and Pahang in the West and South. With most of the physical areas in the state are still untouched, Kelantan is famous for its natural environments and cultural heritage which have influenced the development of the tourism industry to generate local economy. In line with the national policy, tourism development in Kelantan is also progressing rapidly with an increase of domestic tourist arrivals as well as international tourists. The purpose of this present study is to advance knowledge of the factors influencing visitors in choosing the ecotourism sites particularly at Min House Camp, Kubang Kerian, Kelantan, Malaysia using semi-structured in-depth interview session.

There are three objectives of this research:

1. To investigate the factors that influence visitors to visit ecotourism sites in Min House Camp, Kelantan.
2. To identify products and services that may increase visitors to ecotourism sites in Min House Camp, Kelantan.
3. To determine issues and challenges in managing ecotourism sites in Min House Camp, Kelantan.

LITERATURE REVIEW

Definition of Ecotourism

The ecotourism is the tourism that based on the nature which the appreciation and observation of the place is the main motivation and the cultures that are being served in the areas. The ecotourism mostly contains the interpretation of the nature features and also the educational segments. Generally, the visits of the nature destinations are being conducted by the tour operators that are specialized for the place. The ecotourism tends to reduce or minimize the negative impacts on the nature and preserved the socio-cultural environment. The ecotourism help to maintain the natural areas which are being used as the attractions by keeping the natures and preserving the place. It also generates the economic benefits for the local communities. The ecotourism also provides the job employment and offer the opportunities for the locals to earn income. It also provides the awareness on the cultural assets and the conservation of the natural place among the tourists and the locals.

According to the World Tourism Organization (WTO), it defined that ecotourism is the fastest growth tourism segment. Shukri and Yajid, (2015) stated that the ecotourism is also one of the promising tourism segments in the world today. According to the United States Ecotourism Association, "Ecotourism is a responsible journey that promotes nature conservation and maintains the well-being of the locals." The Ecotourism Association (1992) has set up ecotourism as 'responsible travel to natural areas that preserve the environment and improve the well-being of the locals' (Md., 2011).

Tourism in Malaysia

Malaysia, there are 54 protected areas which is more than 1000 hectares, or about 4.5 percent of the country's land surface. The areas include 28 nature reserves, 16 national parks, nine managed nature reserves and one protected landscape. Previous statistics shows that nature-based activities are the fastest growing tourism product in Malaysia.

The National Ecotourism Plan (NEP) in 1996 is to help the federal and state governments in improving Malaysia's ecotourism potential. The Plan indicates 52 project suggestions, associate to 48 areas, and 4 suggestions that are not-specific, around 20 areas in Peninsular Malaysia, Sabah and Sarawak interpret for the great extent of ecotourism by local and international tourists. The Plan is purposed to serve both as a proper tool within the overall maintained development of Malaysia and the economy as a whole and as productive instrument for prevention of natural and cultural heritage of the country (Marzuki, Hussin, Mohamed, Othman, & Som, 2011).

Due to high demand, the tourism industry in developing countries such as Asia, Africa, Oceania and Latin America are indirectly influenced. These nations focus on ecotourism by utilizing their nature environment as attractions. Ecotourism can be best characterized as a nature-based tourism and includes training, understanding of the natural environment and figured out how to be environmentally practical. It explains that natural environment has traditional components and ecologically sustainable engaged with evaluating the capability of feasible ecotourism as a fitting come back to the nearby network and long-term preservation of the resource (Najihah, Abas, Hanisah, Malek, & Hassin, 2018).

Malaysia has wealth and varieties in her natural environment that involves wetlands. RAMSAR said that there are 41 types of wetlands in Malaysia. There are mangrove swamps, peat swamps, mudflats and coral reefs. Wetlands are one kind of environmental attractions that fascinate visitors and nature lovers from both foreign countries and Malaysia itself. Ecotourism also involves participation of local people in many activities (Mohamed, 2007). Natural resources at tourism areas and sustainable tourism development are developing topics in the tourism literature. Forest areas are major sites for the preservation of ecological system and natural resources as well as the providing of recreational and tourism option for the people. Forests areas have key environmental values and they are frequently begun in sensitive surrounding. Malaysia has a several forest recreational areas and reserves. Recreation forest is a forest nominated local recreational use. Recreation forests of Malaysia engage more visitors from local and foreigners. Ecotourism which has appeared as a sustainable tourism is considered as one solution to assist the ecological and cultural resources of tourism areas, produce local economic opportunities and encourage travellers high environmental concern. Ecotourism must support prevention via better management of visited natural areas and ecosystems. Ecotourism activities focus on learning via explanation of local ecology, ecosystem and cultural heritage (Bhuiyan et al., 2011).

Ecotourism in Kelantan

Kelantan is located in the East Coast of Peninsular Malaysia, neighbouring with Thailand, in the North and the States of Perak, Terengganu and Pahang in West and South. As most of the areas in Kelantan are being untouched, Kelantan is popular for its natural environments and cultural heritage that affects the growth of the tourism industry which in turn creates local economy. Tourism improvement in Kelantan is developing with an increase of local tourists arrivals as well as foreigners (Marzuki et al., 2011). Based on data from the main State Government website, tourist arrivals have increased from 201,000 in 1984 to 1.2 million in 1995 and 4.27 million in 2004 (Kelantan State Government Statistics, 2007). The income from this tourism industry has provided 8% annual economic income to the State Government during the period. There is no doubt ecotourism plays a major role in generating income, creates or increases more new employment and also stimulates economic development.

Kelantan Tourist Centre had been given the authority to change Kelantan to popular tourist destination in Malaysia. TIC had taken an initiative step on January 2007, by collecting tourists' profile data from guestbook. There was no additional analysis made to the data. During 2009, the overall tourists are 836 international tourists visited TIC to search details on Kelantan. Europeans alone made up the 73 percents. Most of them are from France followed by Netherland, United Kingdom and Germany. Australia and New Zealand contributed 10 percents which are from Oceania countries and the rest are from other parts of the world (Sufahani, 2013). Kelantan Darul Naim state is full of cultural and nature-based tourism resources. Kota Bharu is full of buildings with architectural values, historical sites and unique local cultures. Kota Bharu represents interesting background of Malay system, loyalty and royalty. Kelantan has sufficient to provide tourists who are interested in eco and agro tourism. It includes waterfalls, mountains, caves, streams and tropical jungles and some sites that have not been developed but had been visited by tourists from time to time (Ismail, 2008).



Figure 2.1: The map of Kelantan.

Study Area

This research focused on the resort situated at the Kubang Kerian area located in Kota Bharu Kelantan, which is the Min House Camp. The Min House Camp is the place which its flora and fauna are being preserved with the green scenery covering the resort area. This resort is a perfect place to conduct the study as it indicates and represents the ecotourism sites generally. The Min House Camp has received many appreciations and accredited by various organizations. The awards and achievements that the Min House Camp achieved include Asean Green Hotel Standard (2018-2020) by the Asean Tourism Standard, the Asean Community Based Tourism Standard (2019-2021), acknowledged by the Malaysian Ministry of Tourism as The Green Hotel and receives “Excellence Certification” by the Trip Advisor in 2017, Guest Review Awards (2018) by Booking.com and the awards for the Best Tourism Product for The East Coast Region Tourism Highlights 2018/2019 by Tourism Malaysia.

The Min House Camp opened everyday throughout the year with several of activities that suit the taste bud of people whom enjoyed nature at its fullest. The varieties of activities and facilities in the Min House Camp related to the ecotourism and agro-tourism are the main attractions for the domestic and international tourists to come and stay in this resort. It also has been recognized by the Kelantan Tourism as one of the main attractions in the state of Kelantan.

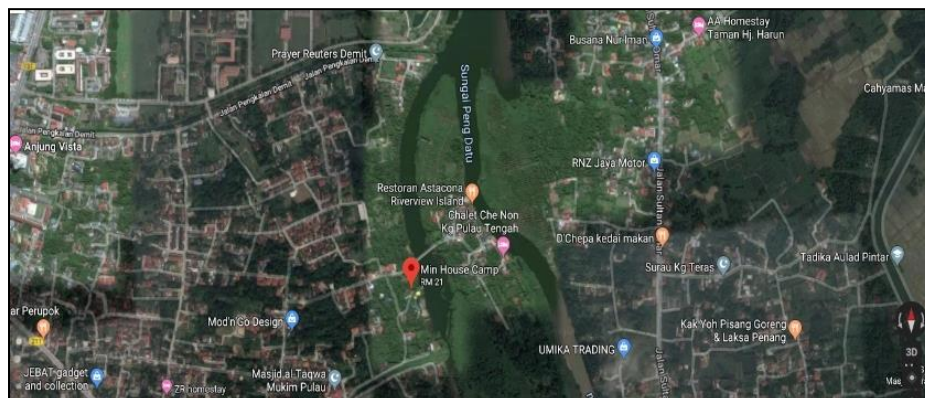


Figure 2: Location of Min House Camp in Kelantan.

METHODOLOGY

The objective of the research design is to ensure the validity of the study. To achieve the research objective, this study has gathered information about the performance measures. Therefore, in collecting data from the owner of the Min House Camp and the tourists, few questions had been made to enable the study to obtain reliable and accurate information. The sampling strategy that is being used in this research is the sampling strategy that targeting the specific individuals or groups and focuses on the criterion-based sampling techniques which is the purposeful sampling. The participants are being selected based on the criteria that the research required; they are staying or had been staying at the Min House Camp, have tried any of the products and services in the Min House Camp or have worked in the Min House Camp as the workers or the management. This research offers the depth in

understanding the ecotourism focusing in the Min House Camp. Therefore, it targets a specific individual and groups. This research has gathered 10 participants from different criteria. The participants that have been involved in this research are the upper authorities or management of the Min House Camp which include the owner and his wife, the two temporary workers of the Min House Camp and seven tourists that are staying in Min House Camp. The tourists include five foreign tourists and two local tourists.

Data Collection Method

This research uses one type of interactions with the participants which is the semi structured in-depth interview. The in-depth interview gives the participants a more loose way of answering the question as the interviewer does not need to follow a rigid form. The participants are freer to express their opinion and sharing their own perceptions. This research also use and refer the previous research regarding the ecotourism as the additional information in conducting the research as the primary data will not be able to cover all the research needs and purpose.

In this research, the researcher use 10 participants consist of the owner, two temporary staff, two local tourists and 5 foreign tourists. The researchers went to the Min House Camp for three days; on the 14th September, 28th September and 29th September. On the first visit, the researchers met with the owner of the Min House Camp, participant 4 and participant 5 which are the students from the University of Malaysia Terengganu and the family tourists. On the second visit, researchers tried to find tourists to interview however, the management informed that the tourists arrived late and the researchers could not meet them. So, the researcher went again to the site the next day and interviewed 5 foreign tourists from Australia. The other two participants which are the temporary staff of the Min House Camp had been interviewed by researcher via phone on the 9th October. The onsite interviews have been made at the dining area of the Min House Camp and it took about 20 minutes to 30 minutes for one participant to be interviewed. While the phone interview took about 10 minutes per participant.

Table 3.1
 Summary of Total Number of Interviewees

No.	Organization / Individuals	Number of Interviewees
1	Entrepreneur Owner of the Min House Camp Kubang Kerian (Kota Bharu, Kelantan)	1
2	Employees Temporary staff working at the Min House Camp	2
3	Tourists Local tourists Foreign tourists	2 5
	Total	10

Table 3.2
 List of Interviewees by Code, Role, Category and Type

Interviewees (RP)	Position
1. Entrepreneur	
RP 1	Owner of the Min House Camp Kubang Kerian at Kota Bharu, Kelantan
2. Employees	
RP 2	First temporary staff at the Min House Camp
RP 3	Second temporary staff at the Min House Camp
3. Tourists	
RP 4	Local tourist- UMT student
RP 5	Local tourist- Family travelers
RP 6	First foreign tourist - Australia

RP 7	Second foreign tourist - Australia
RP 8	Third foreign tourist - Australia
RP 8	Forth foreign tourist - Australia
RP 9	Fifth foreign tourist - Australia

Data Analysis Process

The researchers use the thematic analysis. Thematic analysis is a straight forward process to analyse qualitative data. An advantage of doing the thematic analysis is it is theoretically-flexible which means that it can be used within different framework to answer different types of research questions. This method enables researchers to develop a deeper appreciation for the group or situation they are researching. There are few processes involved to analyse the data. The researcher collected the data from audio recording of the interviews that had been conducted in the Min House Camp. Next, researchers needs to do coding, that is to code the data that had been recorded. This phase is to import features of data that might be relevant to answer the research questions. After that, researcher has to conduct code validation. This process is to ensure the integrity of the code is not being misinterpreted. The fourth process of thematic analysis is framework identification. The researcher identifies themes and sub-themes patterns that have emerged from the coded data. The fifth process is for the researcher to finalize the name of each theme, write its descriptions and illustrate it with a few quotations from the original text to help communicate its meaning to the reader.

FINDINGS AND DISCUSSIONS

Factors That Influence Visitors to Visit Ecotourism Sites in Kelantan

Findings from this study has suggested nine factors that has influenced visitors to visit ecotourism sites in Kelantan are; to spend time with family (1), outdoor activities (2), stop point (3), nature attractions (4), internet (5), learning Malay language (6), location (7), pricing (8), and to learn culture and tradition (9).

1. To spend time with family

The Min House Camp is a relaxing place which attracts visitors to visit. The Min House Camp is situated far away from the city where there is no pollution, no heavy traffics, not many buildings and no stress at all. Visitors who live in the city and always being busy with their work and personal life need some time to spend with their family members during weekends.

2. Outdoor activities

i. Kayak

The Min House Camp provides some activities to the visitors to enjoy the nature. Kayak is one of the activities at the Min House Camp. Most of the visitors love to kayak at the Min House Camp because it is fun to many people. Each Kayak session will involve few numbers of people.

ii. Seeing Firefly

Firefly is an insect that is facing extinction threat since the pollution gets worse. Firefly is an insect that has light on its abdomen and glows at night. In Malaysia there are only few places where the fireflies can be seen. The Min House Camp also provides visitors a site to see the fireflies at night. It attracts almost every visitor to go there.

iii. Observing Kelulut bee

Kelulut bee is also one of the factors attracting the visitors to visit the Min House Camp. Kelulut bee here is not for commercial purpose. The Min House Camp has collaborated with Universiti Sains Malaysia for this Kelulut bee project. Kelulut bee is different from other types of bee. It creates unique taste of honey compared to other bees.

3. **Stop Point**

The tourists that wanted to go to the Pulau Perhentian Kecil and Kuala Besut usually make the Min House Camp as a stop point before they continue their journey to Terengganu. The Min House Camp is located near to Terengganu and easily can be reached by boat. Those who want to visit islands in Terengganu usually would stay for one night before starting their journey to the island.

4. **Nature Attractions**

i. Sight seeing

The Min House Camp is situated in the middle of the jungle and surrounded by small village areas, river and wildlife. In the Min House Camp, there are few animals such as turkeys, turtles, monkeys, chickens, snakes, ducks, fish, geese and birds. The Min House Camp also has many types of herbal plants and trees. This evidently show that the Min House Camp is full of nature attractions and surrounded by insect's sounds. It is a true village life style place.

ii. "Lokan"

Since the Min House Camp is surrounded by river, there are varieties of aquatic life there. "Lokan" is a species of aquatic life which is similar to clam but different in shape and size. Most of the people do not know about "Lokan" and its benefits. But at the Min House Camp, the "Lokan" is not for commercial purposes. Visitors can experience catching "Lokan" at the Min House Camp.

iii. Organic herbs

Nowadays people are more inclined towards modern medicines and treatments such that they are rarely exposed to the organic herbs, hence less interest. The Min House Camp has planted few herbs. Organic herbs are not only good for human health but it also good for the environment.

iv. Honeycomb

In the Min House Camp there are many honeycombs. There the processes of producing honey from the honeycombs are done from the beginning until the end. This is also a natural product. There are people who love nature more than city life. This product attracts more visitors to visit the Min House Camp.

5. **Internet**

The use of the internet is key in promoting hotels, resorts and holiday packages. Internet is the platform which makes everything to be viral and invites more people to visit the promoted places. Tourists and visitors, foreign and local, posted videos and pictures about the places they visited and some create blogs to share their experience with others. This triggers others to visit the interesting places. In the internet, search engine such as Google is the heart. Even tourists shared their reviews in Google. Apart from Google, there are few applications that help tourists to plan their trip and stay such as Trip advisor, Agoda, Trivago, Booking.com, Facebook and Instagram.

6. **Learning Malay Language**

Tourists have different purposes for visiting the Min House Camp. Some came for group gathering, some for camping and some for island visiting. Some tourists visited here as a trip to learn and talk Malay language. They learn Malay as an extra language. Malaysia is a multi-racial country. So they visited the Min House Camp at Kelantan here to talk with local people here and to improve their language. Through this, trip they also get to know the Kelantan local dialect.

7. **Location**

The Min House Camp is different from other resorts. The surrounding of the Min House Camp is attractive as it is surrounded by villages, trees and plants. It offers more of "kampung style" of which nowadays

become scarce as many people do not have a lot of experiences living in the countryside due to the development in the country. Other than that, the location of the Min House Camp which based in nature environments provides many activities that attracts visitors to visit the camp site.

8. Pricing

The Min House Camp offers cheap and affordable price per day. The price per day is RM 25 only, the cheapest price among other resorts. The accommodation is good for visitors to stay there. They provide bunk bed, double bed and single bed. The highest price is RM 250 is for a standard family room.

9. To learn culture and tradition

The Min House Camp also practicing some Malay traditions for activities purposes. In the Min House Camp, making the “onde-onde” is one of the popular activities. To make the “onde-onde”, visitors have to make rice flour on their own using grinding stone. Then, to make it green in colour, the Min House Camp provide “pandan” water. The pandan is planted at the Min House Camp garden. Brown sugar also will be provided. By using the traditional grinding stone, visitors can get to know the traditions and culture of Malay people. The handicrafts also related to culture and tradition.

Potential Products and Services That May Increase Visitors to Ecotourism Sites in the Min House Camp Kubang Kerian, Kelantan

Findings from this study indicated several potential products that influence visitors to visit ecotourism sites in the Min House Camp, Kubang Kerian Kelantan. There are six products such as kayak (1), Lokan (2), Kelulut bee (3), Fireflies (4), Handicraft (5) and Living life among locals (6). These products attracted visitors the most to the Min House Camp in Kubang Kerian, Kelantan.

1. Kayak

Kayak is one of the most popular activities that is offered by the Min House Camp for visitors. Kayak is a small narrow watercraft which is propelled by means of a double – bladed paddle. A life vest will be provided for everyone who is using the kayak and they will be given a briefing on safety guidelines that they need to follow before they can go for kayaking. Visitors will usually enjoy seeing the beautiful scenery of natural flora and fauna alongside Lubuk Durian river while they do kayaking.



Figure 1.3: Location for kayak activities

2. Lokan

Lokan is a type of flywheelruss mollusc which is abundant in seafont mud. Lokan is a kind of edible seafood which has some similarities with oyster. Finding “Lokan” in the Min House Camp create new experience to the visitors that never had known Lokan catching. Visitors can experience searching for “Lokan” with their bare hands and feet. After searching for the Lokan, visitors can cook it either by grilling it at the BBQ area or just simply boiling it at the open kitchen.

3. Kelulut Bee Honey

Kelulut bee honey or in Malay “Madu Kelulut” is a product that is available at the Min House Camp. Kelulut bees are insects of the Apidae family such as Honey Bees that take nectar and flower pollen as a food source. Kelulut bee does not sting and is able to produce honey and several other products like propolis, pollen and so on.



Figure 1.4: The Kelulut Bee House

4. Fireflies

At night, the Min House Camp offered a tour around the area to see fireflies. Fireflies are found in temperature and tropical climates. The Min Camp House which manages the firefly seeing takes visitors along the Lubok Durian River from the Min House Camp jetty for 30 to 45 minutes to see the fireflies' lights. The best time to see the fireflies is from 8pm to 11pm. However, during the lightning and rainy months, visitors cannot see the lights as the flashes do not produce light at that time. This location is a habitat of the fireflies due to the ever-growing tree that is the source of this growing insect planted at the Min House Camp.

5. Handicraft

By using peluru seed, visitors that visited the Min House Camp can experience a process to make a traditional yo-yo and bring it back home as a souvenir. Visitors also will be provided with information regarding peluru trees which makes it educational to visitors that came from various age groups.

6. Live among locals

International visitors love to stay at the Min House Camp because the place is peaceful. Visitors from outside can explore Malay culture and lifestyle. The locals around the Min House Camp are so friendly.

Issues and Challenges in Managing the Ecotourism Sites in Kelantan

The findings from the interview have highlighted some issues and challenges in managing the ecotourism sites in Kelantan. There are issues and challenges that the Min House Camp has to manage in giving and providing their best to the visitors or tourists. There are few issues that have been discovered during the interview sessions with the participants and the challenges of managing the Min House Camp.

1. The key partners

The key partner is one of the issues and challenge in managing the Min House Camp. The Min House Camp let the villagers and locals who are short on capital and place to start their own business use the Min House Camp area in order to earn income. However, they tend to leave when they are more stable and it causes the Min House Camp to experience the shortage of staff and also the activities that Min House Camp can offer to their visitors.

2. Facilities

The facilities are other issues that the Min House Camp Has to face. In terms of the infrastructure, the ecotourism industry is similar to other business as it also has to have the construction of basic facilities to support the overall value chain. In this case, the emphasis is on the basic facilities for recreation and travel, and maintenance of local resources (Lee, San, & Hsu, 2011). The managing of the facilities is a must for the ecotourism sites particularly for the Min House Camp that provides activities to attract their visitors.

3. Lack of Workers

The lack of workers in the Min House Camp also is one of the issues and challenges in managing this ecotourism site. The lack of workers at the Min House Camp will lead to the ineffective management of the place.

4. Monsoon Seasons

The monsoon seasons in Malaysia primarily in the east coast of Peninsular Malaysia are common events to the locals. It usually happens during the last month of the year. The tourism sites usually are affected the most as the season came. During monsoon season, Kelantan will experience the flood. A significant number of tourists are aware and mentioned that rainfall during the Northeast monsoon season (November to March) is a disadvantage to the three islands (Chan, 2009). Heavy and long duration of rains often render one's vacation miserable as it rains almost all the time (Chan, 1989).

5. Accidents

The accidents could happen anywhere, regardless the time and place. So, it is not strange that accident could happen in the places which provide many activities for their visitors. As the Min House Camp is the place that provides many activities, there are times when they experience the unfortunate events in their organization. The accidents usually happen when the visitors participate in the activities such as finding the 'Lokan'.

6. Marketing Channel

Marketing channel is the medium which the business uses to provide the information to attract their customers. The marketing channel used must be able to reach the customers in order to get the result that the business wants.

FINDINGS

This study seek to explore the factors of attraction in the Min House Camp in Kubang Kerian in supporting the growth of ecotourism. To accomplish this purpose, the study examined result from analysis of in-depth interviews with the owner and visitors in the Min House Camp on the factors that influence visitors to visit ecotourism, potential products and services that may increase visitors to ecotourism sites and issues and challenges in managing the ecotourism sites at Min House Camp in Kubang Kerian, Kelantan.

Factors That Influence Visitors to Visit Ecotourism Site at the Min House Camp, Kelantan

In analyzing the interview data, a few factors which make the tourists come to visit the Min House Camp Kubang Kerian include the nature based outdoor and indoor activities that are promoted by the Min House Camp. The data revealed that visitors are very interested to visit the camp site because of many unique activities that are not provided at other hotels at the city or town area but can be experienced at the Min House Camp. Different experience to learn something new can be obtained there. It is possible that a lot of tourists like to visit and stay at the Min House Camp due to many indoor and outdoor activities which involve nature attractions such as kayak, firefly, Kelulut bee, catching Lokan, planting organic herb plant, cooking class, and many others. These activities become special factors to attract the local and foreign visitors to come and visit. Findings also indicated that the foreign visitors as opposed to the

local visitors, considered the Min House Camp not only as an eco-resort but also is a good place for them to learn and experience the Malaysian cultures such as Malay language, food, handcraft and others.

Potential Products and Services That May Increase Visitors to Ecotourism Sites in the Min House Camp, Kelantan

Derived from the analysis of the interviews, due to the natural environment in the Min House Camp its products and services are related to the activities that their visitors can experience. The activities can be divided into two types of activities which are indoor activities and outdoors activities. The indoor activities that are provided by the Min House Camp in the resort for their visitors include Malay cuisine cooking class, "onde-onde" class, BBQ, Kelantanese handcraft class, traditional games and learning stingless Honey Bee. Meanwhile, the outdoor activities that are also offered at the Min House Camp to the visitors are kayaking, searching Lokan, enjoying fireflies, planting organic herbs and visiting local Malay village. Through the products and services that are provided by the Min House Camp, the resort can be considered as a green hotel that can attract a lot of tourists to come to visit Kelantan, in addition to its special activities.

Issues and Challenges in Managing the Ecotourism Sites in the Min House Camp, Kelantan

Our findings also indicate that the Min House Camp also have two main issues and challenge that have to be overcome which can be categorized into unnatural and natural issues and challenges. Firstly, in unnatural issues and challenges, the key partner is one of the issues and challenges is when the Min House Camp let the villagers and local who are short of capital and place to start their own business use the Min House Camp in order to earn income, the partners tend to leave when they have stabilized their businesses. In addition, the Min House Camp also lack of good facilities such as no lamps at the entrance road leading to the Min House Camp from the main road and also lack of signboards showing the directions placed at other places. Furthermore, accidents also happened during activities participated by their visitors. Another unnatural issue is in marketing channels which not enough publicity had taken place. Identically, the natural issues and challenges that is facing by the Min House Camp is the monsoon season in Malaysia primarily in the east coast of Peninsular Malaysia. It is a common scenarios to the locals that during the monsoon season, Kelantan will experience the flood and that will affect the Min House Camp all outdoor activities.

LIMITATION

While carrying out this research, there were a few limitations that may cause some barrier on completing the research process. The first limitation is the difficulty to find the respondents that are willing to answer the interview questions. Although there were many visitors came to the resort, but they were not available as they were busy involving in the activities. Besides that, some of the participants are foreigners who tried to talk in Malay since they are taking Malay course as a foreign language subject. That has made it difficult for the researchers to understand the pronunciation of the foreigners during the interviews.

At the same time, the findings that were obtained only show the response of the Min House Camp owner and visitors to that particular resort, which may not be generalized to all ecotourism sites in Kelantan. In addition, the research only measured some factors. Apart from this, the interview with the foreign tourists has to be postponed to the next day as the visitors unfortunately did not arrive on the interview day. Besides that, before going to the Min House Camp for the interview, the visitors have difficulties in transportation.

RECOMMENDATION

The Development of Infrastructures

The facilities and infrastructure must be excellent in order to attract the tourists or the visitors to stay in that place. The Min House Camp must enhance their facilities not only in the Min House Camp itself but also the surroundings of the resort Min House Camp. One of the participants suggested that the Min House Camp facilities have to be improved especially the entrance and the road to the Min House Camp. It is too dark if the tourists came at night and recommended that the Min House Camp have to increase the streetlight all the way to the Min House Camp. The

other participant also stated that the Min House Camp is quite difficult to find and it should prepare the signboard from the main road to the Min House Camp.

Marketing

The Min House Camp has to fully utilize the social media to promote the resort Min House Camp instead of waiting for the visitors that have stayed there to promote it to other people. The Min House Camp can use the social media such as the Instagram, Facebook and YouTube channel. It is a great medium for the Min House Camp to introduce their products and services to the potential visitors from all over the world.

Authorization and Decision Making

The Min House Camp management must be more assertive in regards with the activities and the partnership that the Min House Camp works with. Based on the interview, it is found that the participant from the authorities of the Min House Camp stated that they give the community and the villagers near the M House Camp the opportunity to work for them in order to enhance their life but some of villagers left the Min House Camp and it makes the Min House Camp suffers the lost and have to find other people to continue the activities. So, the Min House Camp must be more firm and strict in finding the partner for the business.

Investment on the Manpower

The Min House Camp has to increase their workers by hiring more people to work in the place. The participant from the Min House Camp temporary worker stated in the interview that when he first came at the place, there is lack and shortage of workers that affects their work efficiency when the work cannot be done faster. So, the Min House Camp has to increase the workers and send their workers for the training of the activities to improve their job performance, enhance productivity and quality of work, as well as satisfy the guests.

Other Recommendations

The Min House Camp must highlight their place uniqueness and in this case the Kelulut bee honey. After the interview with the participants, the most interesting thing that they like and mention is the honey of Kelulut bee. Thus, the Min House Camp must commercialize their special products such as Kelulut bee honey to attract more visitors to come.

CONCLUSION

This is an exploratory, which does not include systematic measurement of the environmental, cultural and livelihood impacts of the ecotourism project in the Min House Camp. This study's objectives also have been successfully achieved as the factors influencing visitor visiting the Min House Camp have been found. To draw more tourists to an ecotourism destination, the ecotourism sites need to retain and conserve unique features of the site and continuously improve the awareness and service performance of tourism operators, enhance the tourism infrastructure and support facilities, and provide attractive cultural attributes.

Above all, this study also shows the potential products and services that increase the visitors to the Min House Camp and the issues and challenges in managing the Min House Camp. Ecotourism can have little effect on nature, protect biodiversity, create jobs and generate money for the local community. Sustainable source of materials are used in any ecotourism area. It provides all residents with positive experience, creating understanding and appreciation for local culture and environment. Ecotourism offers information on local ecological and political issues.

Currently, there is no other research that are focusing solely on one particular ecotourism sites, thus, the researchers hope that there will be more research conducted in the future so that the researchers can compare and contrast the information to get the outcome that are most accurate. The limitation, recommendation and data that are being collected are hopefully will be able to help other researchers in the future to get a better understanding on the ecotourism sites primarily.

Lastly, the conscious for the environment, the exposure of travelling and the urge to visit the natural areas that are being preserved in order to enjoy and appreciate nature will contribute to the development of ecotourism. The cultural features which accompany past and present and promotes conservation, has low visitor impact and provides for beneficially active socio-economic participation of local populations. The ecotourism sites are one of the attractions that are becoming popular, thus, by enhancing and supporting the ecotourism industry in Kelantan indirectly will stimulate the growth of the Malaysian tourism industry too.

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Perception towards Online Food Delivery among University Students in the East Coast Region of West Malaysia: Analysing the Potential of Online Food Delivery

**Ain Nursyamimi Nordin, Che Zulkiflie Che Rashid, Wan Nor Atiqah
Wan Nor Azman, Cheong Shu Ling & Mohd Fadil Mohd Yusof**

*Faculty of Hospitality, Tourism and Wellness, Universiti Malaysia Kelantan
Corresponding email: fadil@umk.edu.my*

ABSTRACT

Technology development contribute to the growth of e-commerce especially for a developing country such as Malaysia. E-commerce development has made online food delivery services convenient for people who want to get food delivered at their doorsteps. Although consumers continue to go out for meals, consumers feel very convenient to order food online since it frees the customer from personally visiting the restaurants. The main focus of the study is to investigate the potential growth of online food delivery in the East Coast region of West Malaysia especially in Kelantan among public university students. The perception of public university students at the East Coast region towards online food delivery services is also examined. In this research, a quantitative survey was adopted using a total sample of 356 university student in the East Coast region of West Malaysia mainly in Kelantan. Survey were distributed online using likert-scale type of questionnaire. The results showed that most of the university students were positive about using online food delivery services. Using the apps, majority of the students gain a lot of benefits such as time saving, lower food price and fast delivery. By running this service, it can also bring job opportunities to the young and bring an advancement in the food delivery system in Malaysia.

Keywords: *Online Food Delivery, E-Commerce, Perception, Consumers*

INTRODUCTION

Nowadays technology development contributes to the changes of the society in terms of their lifestyle, income levels and social condition. A growing number of customers interact in the fast-paced world is becoming progressively branded by technology-facilitated changes. Interact with technology instead of directly with service providers. Online food delivery is one of the technological development that enables customers to order food using apps in a convenient way without having to wait in line. In Malaysia, the development of online food delivery is promising as many companies emerge such as Grab Food, Food Panda, DahMakan and many more. Urban Asian households start hunting convenient, fast food and dining out until the trend become a style for consumption (Dong & Hu, 2010). Most urbanites are experiencing fast pace of life in the city, spending most of their time commuting to workplace and left with little time to cook at home.

In Malaysia, online shopping has recently begun as a medium for consumers and corporate transactions (Saprikis, Chouliara, & Vlachopoulou, 2010). This study is to examine the perceptions of public university students toward online food delivery, the reasons for using online food delivery among public university students, as well as, its particular advantages also about the factors that influence them to use that service and whether they are satisfied or not with the service. Investigations have been using gender, diet, and nutrition to investigate consumer satisfaction towards the online food delivery service but did not study the potential of online food delivery among public university students' markets. This research was important because it has provided valuable commitments to the university students and enhances better facilities and better online food delivery services. As a result, online food delivery

businesses know where to concentrate and formulate better strategies for the future to further increase the number of customers. Even at home, some people are busy with their daily life and they do not have time to cook. Eating out is a trend among Malaysians due to rising influence, urbanization, changing lifestyles and an increasing number of working mothers. As the income of the household increases, people spend more time at work and less time preparing food at home (Gazi, 2018).

There are three objectives of this research:

- 1.1 To examine the perception of public university students towards online food delivery services
- 1.2 To determine the reasons for using online food delivery among public university students
- 1.3 To determine the advantages of online food delivery

Significance of the Study

Accordingly, this research provided information about university student's perception toward online food delivery service in public university students. This research was important because it has provided valuable commitments to university students and enhances better facilities and better online food delivery services. As a result, online food delivery businesses know where to concentrate and formulate better strategies for the future to further increase the number of customers. For example, providing more extensive service in urban or rural areas and discounts on cooperatives to increase customer loyalty. Additionally, online food delivery providers can convince clients that they will benefit from the services provided to facilitate them to eat without having to cook or eat out, and encourage them to continue their involvement in promoting this service for expanding their long-term relationship goals.

LITERATURE REVIEW

Overview of the Current Study

Previous studies found the critical dimension of factors driving consumers for online food delivery choice are food (including food service, food type, taste of food, etc.), price of the food, and word-of-mouth (Ali & Nath, 2013), (Cullen, 2008), (Gunden, 2017), (Kim & Geistfeld, 2008), (Narine & Badrie, 2008), (Njite, Dunn, & Kim, 2008). Food quality, food type, cleanliness of the restaurant, location and reputation of the restaurant are identified as the key decision attributes used by Dublin consumers of the selected restaurants (Cullen, 2008). Word-of-mouth informational sources and external ratings are viewed as key decision-making tools for high-end food selections (Gunden, 2017). Besides, a few studies highlighted the need for consumer education on how to choose the food level when making online food buying. For example, online food delivery businesses know where to focus and formulate better strategies to increase the number of customers for the future. Also, it can provide more extensive service in urban or rural areas and discounts on cooperatives to increase customer loyalty. Additionally, online food delivery providers can prove to clients that they will benefit from the facilities to the service provided to them to eat without having to cook or dine in at any restaurants.

An online business is any internet business that sells services, products, or advertising through online. According to Moshrefjavadi, Dolatabadi, Nourbakhsh, Poursaeedi, and Asadollahi (2012), online shopping is the purchase of products or services on the internet. It means going online, landing on the website of a seller, selecting something, and making arrangements for delivery. The purchaser pays either with a credit or debit card or upon delivery for the good or service online. The popularity of online shopping has grown, mainly because people find it easy and convenient to find a cheap shop from the comfort of their home or office. Online food delivery is a business that offers online food purchasing services (Medici, 2019).

Credence Attributes and Cue Utilization Theory

Since consumers have no enough information and capability to determine the reason for buying from restaurants, they have to use some heuristics indicators to evaluate it. The difference between an online business and a website is that the latter sells something using the internet's global communications infrastructure. According to Moshrefjavadi et al. (2012), online shopping is the purchase of products or services on the internet. It means going online, landing on the website of a seller, selecting something, and making arrangements for delivery.

Chung et al. (2007) have revealed that intrinsic cues (taste and freshness) are more important than extrinsic cues (price, packaging, and brand name) in determining Indian consumers' overall quality perceptions of online food delivery service. Despite the importance of this issue, a survey of the literature indicated that to date no study has been conducted in examining the indicators that consumers prefer to use online food delivery systems to order food rather than dine-in at restaurants.

Research Hypothesis

According to Shafer and Zhang (2012), a hypothesis basically classified in two types which are a null hypothesis and a sample-based alternative hypothesis, it is a statistical method where a choice is made between a null hypothesis and a sample-based alternative hypothesis. In the end, the results of a test procedure of hypotheses is the selection of one of the two possible conclusions, whether reject null hypothesis which means accept the alternative hypothesis, or fail to reject null hypothesis (Massey & Miller, 2012). In this research, there were three hypotheses.

H1: There is relationship between trend and perception towards online food delivery.

H2: There is relationship between lifestyle and perception towards online food delivery.

H3: There is a relationship between price and perception towards online food.

Research Framework

A conceptual framework has been conducted to determine the connection between trend, lifestyle, price, and perception of online food delivery.

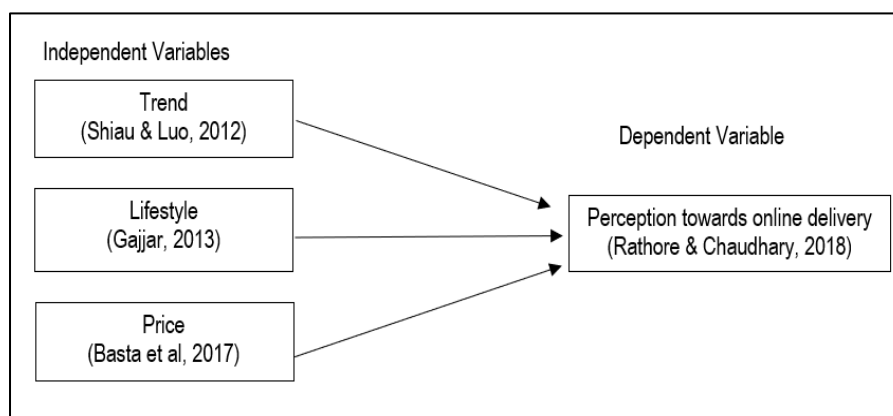


Figure 1: Research framework of the study

METHODOLOGY

Research Design

Quantitative method were used in this study and it is an inquiry into a social problem, providing an explanation for phenomena by collecting numerical statistics that are analysed the use of primarily mathematically based strategies such as in precise statistics. Quantitative method usually starts with the collection of records based entirely on a hypothesis or principle and is observed with descriptive or inferential statistics software. For this research, the researchers have conducted the research by using descriptive research which is survey. Descriptive research is defined as a research method that describes the characteristics of the population or phenomenon that is being studied. This methodology focuses more on the “what” of the research subject rather than the “why” of the research subject.

Data Collection

The questionnaire was pre-tested by using a purposive sampling of approximately 30 university students in University Malaysia Kelantan (UMK). Cooper and Schindler (2006) collaborative participant pre-testing method was used. Data for the main study was collected during September 2019 with an internet survey (Google Form). Internet surveys have been used previously in studies to collect data (Lautiainen, 2015; Uimonen, 2011). The questionnaire was given to the respondents to fill up on the spot by using an iPad at the targeted locations which are UiTM, USM and UMK City Campus. The data collection process was done in around 3 days.

Sampling

In this study, the target population has consisted of public university students from the East Coast region of West Malaysia which are University Malaysia Kelantan (UMK), University Sains Malaysia (USM), and University Technology MARA (UiTM), because of this area do not have the platform-to-consumer delivery service before. The purposive sampling design was used for this research. According to Barratt, Street, Victoria, and Ferris (2013), purposive sampling is a method of understanding concealed populations that has a long history in the dark field. It depends on the researcher's situated knowledge of the field and rapport with members of targeted networks. Based on the population of public universities on the East Coast, this study aimed to achieve a minimum sample size of 351 respondents. The unit of analysis was the individual university student. An internet survey questionnaire (Google Form) was given to 380 respondents, this was done to realize enough samples for the use of this study. The final completed samples included a total of 356 usable questionnaires, representing a 94% response rate. All 356 questionnaires were analyzed.

Table 2 provides a demographic profile of the respondents who participated in the study. The sample was slightly dominated by female respondents (67.4%) and the majority of the respondents fall in the 18-22 age group, and 46.6% of the respondents were Malay. Approximately 99.2% of the respondents were single. Furthermore, 57.9% of respondents were from University Sains Malaysia (USM), and the majority of the respondents were degree level (96.6%). There were 45.2% and 50% of the respondents spent 3.1-5 hours in daily usage of mobile phones, and 1-3 hours in daily usage of online shopping. 45.2% of respondents have 2-3 purchases annually, and 42.2% of the respondents probably have the intention to purchase online this year. 37.9% of respondents preferred Malay food when order online food delivery.

Table 2

A demographic profile of respondents

	n	%
Gender		
Male	116	32.6
Female	240	67.4
Age		
18-22	208	58.4
23-27	145	40.8
28-32	3	0.8
Race		
Malay	166	46.6
Chinese	116	32.6
India	73	20.5
Others	1	0.3
Marital Status		
Single	353	99.2

Married	3	0.8
University		
University Malaysia Kelantan (UMK)	139	39
University Sains Malaysia (USM)	206	57.9
University Tehcnology MARA (UiTM)	11	3.1
Education Level		
Diploma	6	1.7
Degree	344	96.6
Master	6	1.7
Daily Usage of Mobile Phone		
1 hour and below	6	1.7
1-3 hours	48	13.5
3.1-5 hours	161	45.2
5.1-7 hours	98	27.5
7 hours and above	43	12.1
Frequency of Online Purchase		
Once every year	62	17.4
2-3 purchases annually	161	45.2
4-5 purchases annually	66	18.5
6-8 purchases annually	23	6.5
9 purchases and above annually	44	12.4
Intention to Purchases This Year		
Absolutely no	31	8.7
Probably no	84	23.6
I do not know yet	24	6.7
Probably yes	150	42.2
Absolutely yes	67	18.8
Preferred Food in Online Food Delivery		
Malay cuisine	135	37.9
Chinese cuisine	77	21.7
Indian Cuisine	55	15.4
Western cuisine	85	23.9
Other cuisine	4	1.1

Data Analysis & Findings

There were three data types of data analysis used in this study, that were frequency analysis, descriptive analysis and reliability analysis. The data obtained was analysed by using Statistical Package for the Social Science (SPSS). The IBM SPSS and even 5-Likert scale were adapted to analyse the data collected from the questionnaire. The scale points were labelled as follows: 1= Strongly Disagree, 2= Disagree, 3= Neutral, 4= Agree, and 5= Strongly Disagree. Frequency distributions, mean, and percentage (%) were calculated as per each answer choice. The mean score and standard deviation were calculated as per each subsection. Findings with a P-value <0.01 were regarded to be statistically significant. Table 3 indicated the items measured in each variable, and it identified the

variables' strength of association during the reliability analysis and indicates the Cronbach's alpha coefficient of each of the four variables in the scale.

Table 3
 Result of Cronbach's Alpha Coefficient

Variables	Number of item	Cronbach's Alpha Coefficient	Strength of Association
Trend	4	0.905	Excellent
Lifestyle	5	0.841	Good
Price	5	0.920	Excellent
Perception towards Online food delivery	5	0.935	Excellent

A composite score was calculated for each variable by averaging respondent's answer across the item in each variable. The higher the Cronbach's alpha coefficient, the stronger the association.

Frequency Analysis

Table 4
 Respondent Demographic Profile

Demographic profile of Respondent	Category	Frequency N=356	Percentage (%)
Gender	Male	116	32.6
	Female	240	67.4
Age	18-22	208	58.4
	23-27	145	40.8
	28-32	3	0.8
Race	Malay	166	46.6
	Chinese	116	32.6
	Indian	73	20.5
	Others	1	0.3
University	UMK	139	39
	USM	206	57.9
	UiTM	11	3.1
Marital Status	Single	353	99.2
	Married	3	0.8
Education Level	Diploma	6	1.7
	Degree	344	96.6
	Master	6	1.7

The demographic result has been shown for the respondents in Table 4. Among 356 respondents, 32.6% were male and 67.4% were female. The majority of the respondents were relatively young with 58.4% between 18-22 years old. Other than that, the majority of respondents that have answered this questionnaire were Malay with 46.6%. The number of respondents were relatively high from UMK which is 39% of the total, the highest among the other three universities have been chosen. Mostly the respondents were single with 99.2%. The highest respondents were from Degree holder which is 96.6%.

Descriptive Analysis

Table 5
 Descriptive Statistic

Variables	N	Mean	Standard Deviation
Trend	356	4.0204	0.46509
Lifestyles	356	3.7882	0.68561
Price	356	4.0635	0.50207
Perception towards online food delivery	356	4.4657	0.27157

Table 5 showed Descriptive Statistic for Independent Variables and Dependent Variables. From the result, the highest mean for the independent variable was the price which is 4.0635. From this study, the researchers can conclude that price had been the main attracted item when using this online food delivery. Respondents can easily compare the price of the food online and without need to go out to check the price for each food that the restaurants offered. While the mean for the dependent variable which perception towards online food delivery was 4.4657. From this result, it showed that the respondents are agreed with the trend variable, lifestyle variable price variable, and perception towards the online food delivery variable. From this result, the researchers can conclude that the perception towards online food delivery is positive that the online food delivery platform is necessary to be launched at the East Coast Region.

Reliability Analysis

Table 6
 Reliability Statistic

Variables	N	Mean	Standard Deviation
Trend	356	4.0204	0.46509
Lifestyle	356	3.7882	0.68561
Price	356	4.0635	0.50207
Perception towards online food delivery	356	4.4657	0.27157

In this study, reliability test has been conducted to evaluate Cronbach's Alpha values for all variables. Based on the table, it showed the result of Cronbach's Alpha Coefficient for Independent Variables and Dependent Variables for this research. Based on the table above, all the variables were 0.8 above. Thus, the questionnaires have been accepted. Four questions were used in Trend variables, the Cronbach's Alpha Coefficient result was 0.905 which excellent therefore the questions were reliable for Trend. Other than that, four questions have been used for lifestyle variable and the result was 0.841 which the result was good and the questions for lifestyle were reliable. For the price variable, the result showed that 0.935 which is excellent and the questions for the price were reliable. Lastly, for perception towards online food delivery, five questions have been used and the result is 0.935 which is good.

DISCUSSION & RECOMMENDATION

From the result that researchers gain, it shows that most of the respondents show positive perception and they are very happy to have this service at their place. There are three factors we had studied that will affect the perception towards online food delivery which are Trend, Lifestyle and Price. For the trend factor, Pearson's correlation coefficient analysis shows that 0.334 indicated a low positive correlation between independent variable trend and dependent variable perception towards online food delivery. It shows that most of the students are welcoming the online food delivery platform in the East Coast Region. This is because it is convenient and easy for them to have their food without the need to go out.

For lifestyle factors, the correlation coefficient of 0.378 that Lifestyle is related to the objectives of this study and has a low positive relationship with the perception of online food delivery. From this study, the reasons why customers choose to use online food delivery is because it is easier for them to choose and compare high-quality

food from the menu and restaurant that offers high-quality food in the application. For the price, the result shows, the correlation coefficient of 0.390 that Price is related to the objectives of this study and has a low positive relationship with the perception towards online food delivery. From this study, we can conclude that the price had been the main attracted item when using this online food delivery. Firstly, they can retrieve and compare the price by using the apps without going to that store. Some people do not like to ask about the food price when buying at the store. From all the results, price plays the main factor as to why people like to have this kind of service.

Several limitations were found during this study. Firstly, a vital limitation of this study is that the samples were collected only in the Kelantan area. Malaysian users are widely spread out, as well as those in the other states, including Sabah and Sarawak. Furthermore, online delivery service is usually available in Malaysian urban and suburbs. The concentration of the sample collected in Kelantan may not be adequate in generating an overall image that reflects the whole online food delivery population in Malaysia. Online food delivery users from other states or suburban may show completely different attitudes, subjective norms and perceived control behavioural of intention to buy, compared to users that staying in the Kelantan area. As a result, the generalization of the findings onto a wider population nationwide should be done with caution.

The response bias from respondents can be expected as consumers with different backgrounds may respond to the questions differently. Some respondents are online food delivery consumers, but some are not at all. Therefore, an evaluation made by respondents may not be accurate due to different levels of understanding of the issues. Furthermore, this study was conducted by way of a self-administrated questionnaire. Therefore, the assessment by the respondents to the questions in the questionnaire remains unknown. Respondents might evaluate the questions inaccurately due to the gaps or misunderstanding between the respondent's understanding and the perceptions measured by the question. On the other hand, the honesty of respondents in answering the questions during the survey is taken for granted, which may create a constraint during this study.

For future research, we recommended that this kind of research can be carried out in other states in West Malaysia, or East Malaysia since this research has been carried out in East Coast Region, West Malaysia and was distributed to University students. It is because there are many choices of online food delivery apps that have started in these regions such as Dah Makan, Grab Food, Food Panda and many others, which means that respondents have more experiences with the online food delivery apps. So, they can answer questions more clearly, and the researcher also can get more detailed results.

CONCLUSION

This research study on the perception of online food delivery in order to analyse the potential of the online food delivery in the East Coast Region. The main purpose of this research is to determine what are the response of the sample if online food delivery is established in the East Coast Region, whether they will be happy or not. As we know, online food delivery like Food Panda, Grab food, and Dah Makan especially in Kelantan are still not established. To our knowledge, this is the first study that demonstrates the perception of online food delivery, especially in the East Coast Region. Previous research only focuses on online shopping and outdoor eating habit. In this study, there were only three factors that might affect the perception of online food delivery among University students. Among them were trend, lifestyle, and price that requires attention in examining the perception of online food delivery. Thus, these three factors were suggested to be included in future research to gain an in-depth understanding of University students' perception towards online food delivery and it will be advantages for the study which relates to perception towards online food delivery. In conclusion, this study is useful to help improving the food industry in Malaysia although it is still early. We believe that many more companies will offer this service at other places. This can increase the varieties in customers' options when purchasing food or any item online.

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Malaysian Hospitality as Perceived by Visitors

Aina Nabila Mohd Abd Rahim, Ku Wai Yin, Nur Syafiqah Ali Tasiron,
Wan Nur Hamizah Tun Mohd Rosidi & Mohd Fadil Mohd Yusof
Faculty of Hospitality, Tourism and Wellness, Universiti Malaysia Kelantan
Corresponding email: fadil@umk.edu.my

ABSTRACT

The hospitality industry is commonly associated with accommodation, food and beverage services that generates profits. This industry not only creates job opportunities, but also has been recognised as a global industry that stimulates local economy. While many literature addresses hospitality in the context of commercial point of view, some scholars began to explore the definition of hospitality as perceived by visitors. This article explores the meaning of hospitality as perceived by visitors to Malaysia and investigate the characteristic of the Malaysian hospitality. Understanding local hospitality and its attributes as perceived by tourists are significant to improve services and therefore to provide genuine local hospitality for visitors when they travel especially to a destination far away from their home.

Keywords: Hospitality, Hosts, Local hospitality, Malaysia

INTRODUCTION

The hospitality industry has been one of the fastest growing industries around the world. Hotels, bars, and restaurants which provide accommodation, dining, and drinking are under an umbrella of the word 'hospitality' (Lashley, 2017). Hospitality creates an impression of guests being hosted and welcomed, however in reality, not all of the guests have the best experience in being treated by host and they might have different viewpoints towards the local hospitality services providers. Providing and creating good services as well as genuine local hospitality are important aspects of differentiation that may improve visitor's satisfaction and promote loyalty and recommendation. The host-guest relationships must be established in order to define the term hospitality. Guests must be treated respectfully by offering them food, drink and shelter if one needed. As explained by Lashley (2017), the commercial hospitality does not consider offering hospitality as a moral obligation as practiced in the past and therefore there are much to be learned about understanding and meeting customers' needs to make them feel welcomed.

Recognizing the importance of local hospitality in welcoming visitors, this research study aims to explore how a guest is being treated by local hospitality host, and how the guests perceive the meaning of hospitality. There are several studies focusing on the social interactions between guests and service staff in commercial settings but small number of studies recorded on the guests' experiences on the local hospitality (Cetin & Okumus, 2018). There are two different settings of tourists interactions with hosts to be explored; the commercial (managerial) and the local (traditional) hospitality (Cetin & Okumus, 2018). Understanding local hospitality is significant to create competitive advantage and point of differentiation. One of the major attractions of a destination is its local hospitality that can make tourists feel welcomed. Tourists who are able to experience genuine local hospitality may make them to return and promote destination loyalty.

Defining Hospitality

The word of hospitality have different meaning and understanding depend on what the objectives and perspective. The management of hotels and food and beverage outlet are also included in hospitality (Cetin & Okumus, 2018).

On the other hand, the meaning of hospitality are flexible and it is commonly used to define the moral duty of welcoming the strangers with care (Poulston, 2015) without involving in any financial exchange or contract.

According to Derrida, (2010), the word of hospitality also can be stated as the right of a traveller or guest from different land not to be treated as an enemy when they are located in a new and strange place where they are not familiar with the hosting country persons. According to Lynch, Germann Molz, McIntosh, Lugosi, and C, (2011) the hospitality host have some responsibility to serve and treat guests by provision of human basic needs which include shelter, foods and drinks. "Be my guest" is a common expression referring to consent to a request. It also reflects the importance given to the guests.

Hospitality is one of non-physical components of the tourism product. Tourism experiences are human-intensive. Williams and Buswell (2003) stated the experiences of a person are depending on quality of interaction with the host and also the products and services received. According to Kim (2014), there are some of the significant components effecting the memorable tourist experiences and those components included friendliness, helpfulness and hospitableness of the locals. Kastenholz, Carneiro, and Eusébio, (2018) also discussed local hospitality as priority of positive tourist experiences and a sought after desire for many tourists.

Heuman (2005) and Lashley (2008) insisted that the main factors effecting tourist's perceptions of local hospitality are the characteristics and the behaviours of hosts. Tourists should also feel comfortable, joyful, cared for and secure among locals (Heuman, 2005). They need to feel and be treated as they are guests rather than an outsiders during their interactions with hosts (O'Gorman, 2009). Interacting in the sense of the services provided by host and how the host treats the guest at the politest ways, all this significant moment will definitely affect the guest's perception on the truly meaning of hospitality. As stated above, hospitality is mostly defined as having a strong relationship between the host, thus this research will focus more on the perception of guests who receive the hospitality services provided by host and generate a brand new idea and knowledge on how the guest understand the meaning of hospitality.

METHODOLOGY

The purpose of this study is to investigate the meaning of Malaysian hospitality as perceived by visitors, identify the Malaysian hospitality as experienced by them. As an exploratory study, qualitative research approach has been employed to investigate the experiences of visitors about local hospitality. A semi-structured in depth interviews was adopted as the data collection method. Qualitative research aims to investigate and comprehend individuals' convictions, encounters, frames of mind, conduct and connections through methods such as interviews or focus group discussions. In-depth interview technique was used as a method to get all the related information and ideas from the respondents through the interview sessions. The number of participants interviewed for this study were ten consists of domestic and international visitors.

Sultan Ismail Petra Airport, Kota Bharu was selected as the main area to conduct interviews. The airport is appropriate venue to conduct interviews because most of the visitors are using air transportation to travel. Therefore, identifying participants at the airport was convenient as many of them took time to wait for a flight while having drinks and refreshments at various eating places inside the airport area. The researchers approached the potential participants by inviting them politely to participate in the interview session. Prior to asking questions, the researcher explained briefly about the purpose of the study and asked them whether they would agree to participate. Most of the visitors been approached were willing to participate. Some of them would like to have a brief interview session due to time constraints and some wanted to spend more time to share what they had experience during their holiday.

Universiti Malaysia Kelantan campus is also being selected to conduct interview session because UMK is the nearest place to the researchers, where respondents who often travel to overseas and visit other countries can easily be found. UMK is one of the suitable places for this research because some of the students from UMK also travel a lot to other countries for their own purpose, so they are totally qualified to be the respondents for this research. The method used by the researcher to collect data from respondents around the UMK was by asking the targeted people who walk passed and the researcher asked for permission to have their information taken. After knowing the people had traveled more than 3 times to other countries, the researcher will select them to be one of the respondents for this research. This is because researchers need to ensure the respondents have enough experience in receiving the

services rendered by the hospitality host from different countries in order to provide their own opinion towards the research questions. Researchers took 5 days to collect all information needed from the respondents and all of the respondents' interview sessions were recorded and saved for further use. In average, the interview took about twenty minutes and the researchers jotted down important key points mentioned by the respondents. A simple souvenir was given to the participants upon the completion of the interviews as a token of appreciation for participating in the study.

FINDINGS

As presented in Table 1, participants were consists of domestic and international visitors at Sultan Ismail Petra Airport Kota Bharu, students and also lecturers from University Malaysia Kelantan. This section will be presenting the result of finding of the data collected from the targeted samples. The main source of the information and data is from the interview sessions with the respondents as targeted by this study. Besides, the research objectives mentioned in this study will be related to the result of the findings.

Table 1
The summary of respondent's information.

International Tourist		
Respondent ID	Location	NO. of respondents
RP 2	Holland	1
RP 5	France	1
	TOTAL	2
Domestic Tourist		
Respondent ID	Location	NO. of respondents
RP 1	Kuala Lumpur	1
RP 3	Kuala Lumpur	1
RP 4	Kuala Lumpur	1
RP 6	Johor	1
RP 7	Kedah	1
RP 8	Johor	1
RP 9	Terengganu	1
RP 10	Terengganu	1
	TOTAL	8

DISCUSSION & RECOMMENDATION

Table 2
Tourist view about Malaysia hospitality.

Interview questions	Themes	Selected interview transcripts
The meaning of hospitality	Services	"When people offer services that means by hospitality, we just support them." (RP4) "The services guests get from hosts, I mean the hotel." (RP 5) "Our services regarding to provide convenience accommodations for tourists." (RP 6) "I think hospitality is about the service that I receive from particular parties." (RP 7) "The word hospitality means services that provided to the tourist such as accommodation, transportation and so on." (RP 8) "I realized hospitality is more to services, treats... like that." (RP 10)

The characteristic of Malaysia hospitality	Helpfulness	<p>“Very friendly, in term of helping people.” (RP 4)</p> <p>“During our travel, not all roads we know and mastered. When we asked the people there, we can know which road to use. The people who stayed there that helped us to show the ways.” (RP 10)</p>
	Sociability (Nice, Kind, Welcoming)	<p>“I think people are very nice, humble...” (RP 1)</p> <p>“I think is very good, people are kind.” (RP 2)</p> <p>“They are welcoming in general, in terms of be with them I think it is something good because most of them are welcoming.” (RP 5)</p>
	Friendly	<p>“They are very friendly, in term of helping people.” (RP 4)</p> <p>“Very friendly and also very welcoming us to visit their places.” (RP 8)</p>
Comparison of Malaysia hospitality with other countries	Work-related issues	<p>“They are not very welcoming to people who come from oversea especially Australian (because) they will feel that we coming there to take their jobs.” (RP 1)</p>
	Personal attitude	<p>“I think people are kind, they want to talk to you and they want to help you, maybe in my country people is more everybody is more to themselves...” (RP 2)</p> <p>“New Zealand is about the locality, which is if you (are) from Asian (countries), they are a bit racist, which is ermm, Indonesia. They don’t like Indonesians but they like Malaysians a bit...” (RP 3)</p> <p>“When compare Malaysia and other countries, here... kind of rude, you know... They don’t treat foreigners as well as they treat Malaysian...” (RP 4)</p> <p>“I think Thailand is friendlier than local people in Malaysia.” (RP 7)</p>
	Communication issues	<p>“(In) Other countries they are very hard to understand English as well. Over here people can understand English more.” (RP 4)</p>
	Services	<p>“The hotel service in Malaysia is far better than (in) many countries.” (RP 5)</p> <p>“The hotel in Indonesian is quite nice. They tidied up all things every day in our rooms including toilet. But, some hotels in Malaysia have a bad service. I think our people lack of skill until they overlooked the important thing.” (RP 6)</p> <p>“For Malaysia, the hospitality is more efficient and professional but in Indonesia it’s friendlier.” (RP 9)</p>
Country issues	<p>“Malaysian hospitality is quite advances compared to Aceh, because Aceh is still recovering from the disaster before which is tsunami. I think they need more times to catch up with Malaysia if they want to same level with Malaysia.” (RP 8)</p>	

Services in hospitality is a responsibility to provide a particular type of activity or thing that people need, such as transportation, accommodation, foods and other services depending on the motivation of the guests. In other words, the main purpose of the services is to satisfy the needs of guests in the ways of providing food and drinks as well as recreational services. Most of the respondents understand the service is one of the most common activity and a meaning in the hospitality industry.

Hospitality is known as a party providing services with care and kindness to people who are in need. So, the relationship between host and guest is important while the host is on duty to serve the guest with liberality and goodwill. Part of this response showed that the characteristic of Malaysian Hospitality which is the host in Malaysia are good in sociability, care, generosity and helpfulness in order to be able to retain and provide good services and fulfil the needs of the guests.

In the comparison between Malaysian hospitality and other countries' hospitality, most of the response given involved the country issues, communication, the host personal attitude, and also work-related issues. After carried out this research, there were several recommendations that can be drawn to improve the quality of Malaysian hospitality. Based on the research findings, the characteristic of Malaysian hospitality can be categorised into three themes which are helpfulness, sociability and also friendly. In order to reduce the negative comments from guests, Malaysian hospitality host should improve their human resources management by providing recruitment and training. Recruitment is the first important factor to improve overall performance of a services provider host. This is because by recruiting a group of employees who have positive attitudes and good self-discipline, they will usually perform their duties well. They are the front liners who will meet and serve the guests first once the guests reach the hotel before they going to their hotel rooms, thus the performance of hospitality host will be improved by enhancing the recruitment strategy.

On the other hand, a well training program for hospitality industry employees is also one of the recommendations put forward to increase the customers' good experiences in a hotel. Employees are able to improve their sociability and communication skills during a well prepared training program provided by professional teams. Both of these skills are important for the entire hospitality services provider because communication is the first thing that needed in both guest and services provider interaction in order to be clear about the guests' needs and avoid misunderstanding. The hospitality service provider only be able to help and fulfil the guest's needs after they know what exactly they truly wants. As a conclusion, the recommendation is focused on the improvement of the skills and performance of the hospitality services provider. This is because the hospitality industry is a wide industry which includes a lot of works and need professional skills to perform to maximize a guest good experiences, fulfilling their needs and lastly earning profits from this industry.

CONCLUSION

This study is to find out the meaning of hospitality as perceived by tourists in Malaysia and also with an aim to know what are the tourists or guests in Malaysia understanding about hospitality industries through their experiences in services provided by Malaysian hospitality. This research targeted foreign tourists nearby Sultan Ismail Petra Airport, Pengkalan Chepa and Universiti Malaysia Kelantan. There are a total of 10 respondents involved to give their own opinion and ideas towards the research questions through interview sessions. After collected all the relevant data and information, researchers identified the data and grouped it under specific research questions for further use. The qualitative method was chosen to carry out this research because qualitative method is effective in identifying intangible factors. For the data analysis, thematic analysis is employed which emphasizes identifying, analysing and decoding patterns of the meaning within qualitative data. Lastly, all of the information gathered has been analysed to generate the final research result.

In a nut shell, most people understand that hospitality is a service industry and it provides the basic needs of individuals who are away from home. The hospitality services include accommodation, foods and drinks, transportation and also entertainment. Generally, hospitality is a big services industry and it is able make a person feel comfortable and welcome even when they are surrounded by strangers when they are away from home. On the other hand, the characteristics of hospitality in Malaysia are also concluded through positive comments after interview by the targeted respondents. Most of them said that Malaysian hospitality is better than other countries as Malaysian hosts are kind, friendly, helpful and easy to communicate with as more of the people here are able to speak a lot of languages which other countries rarely have.

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Factors that Affect Passenger Satisfaction towards Low Cost Carrier in Sultan Ismail Petra Airport in Kelantan

Atikah Ahmad, Lui Yee Wen, Syafiq Ayob, Harnidah Samengon & Mohd Fadil Mohd Yusof

Faculty of Hospitality, Tourism and Wellness, Universiti Malaysia Kelantan

Corresponding email: fadil@umk.edu.my

ABSTRACT

The airlines industry has always been popular because people are always travel around the world using the airlines and there are indicators that make them still using the airlines. The study aimed to examine the relationship between the empathy, reliability, and price and passenger satisfaction of low cost airlines in Sultan Ismail Petra Airport. Specifically, this study has three main objectives. To achieve the research objectives that had been set, the researcher used the quantitative method. The sample of this study was 2740 and the number of respondents who had answered the questionnaire that consists of 30 questions are 338 but only 309 respondents were valid in this research. The researchers used the reliability test and Pearson's correlation for the data analysis. The findings summarized that the respondents were very satisfied with the price that is offered by the low cost airlines. Even though the reliability is also a reliable factor, the respondents did not think that as the main factor that makes them satisfied, same goes to empathy factor. This result showed that the respondents are more satisfied with the price so the airlines should take note to upgrade their services that related with the customers. With the better services offered to the customers, the higher number of customers will be using the services.

Keywords: *Low cost airlines, passenger satisfaction, empathy, reliability, price*

INTRODUCTION

Airline industry can be considered as a critical industry in the worldwide economy particularly filling in as an imperative segment in the travel industry and stays fundamental directly to the global business (Tiernan & Rhoades, 2008). The carrier business is a critical patron towards economic development. It has not just expanded world exchange action by empowering quicker and simpler development of travelers and products, yet has additionally given employments to a large number of individuals. Airline industry is divided into two sectors which are low cost carriers and full service carriers. A low cost carrier is a carrier that works with a particularly high accentuation on limiting working expenses without a portion of the customary administrations and courtesies gave in the passage, bringing about lower tolls and less comforts. There was an important issue arises in this sector which is the satisfaction of passenger or customers. One of the basic procedures for increasing the competitiveness of the airline company is to maximize the customer satisfaction in order to build the customer loyalties (Kumar, Batista & Maull, 2011). The loyalty of the customer is the result of a reliably positive enthusiastic experience, a physical fulfillment based on the character and an appreciation of an ordeal that includes the products or services.

According to Atilgan (2008), in most of the service settings customers may not receive the level of service they expected before the actual service experience. Empathy is important in services industry like airlines industry because it can directly affect the satisfaction of passenger. For example in 2018, the Air Asia Group was being caught for throwing the passengers' luggage including a bicycle. The video clip was taken by an Air Asia passenger and went viral (New Straits Times, 2018). This has bought down the image of Air Asia Group and the passengers were disappointed with the services of Air Asia Group. According to study done by Ariffin, Salleh, Aziz and Asbudin in year 2010, tangible and empathy were shown to be very important in explaining passengers' satisfaction for low cost carriers.

Besides, air passengers with high price awareness tend to turn to another lower-priced brand (Anuwichanont, 2011). Basically, there are four airlines in Malaysia performed as low cost carrier which are Air Asia Airline, Malindo Airline, Firefly Airline and Scoot Airline. In Kelantan, there are also four low cost airlines available for the passengers in Sultan Ismail Petra Airport. Only three low cost airlines which are Air Asia airline, Malindo Airline and Firefly Airline be examined in this study due to Scoot Airline is still new to the users of the Kelantan airport. Competition is formed between these low cost carriers in Malaysia. It is noticed that among these low cost carriers, Air Asia Airline captured the largest share market, followed by Firefly Airline, then the last is Malindo Airline in 2016 and 2017. The increasing and decreasing of market shares among these low cost carriers is actually directly relates to the guest satisfaction towards the services.

In summary, passenger satisfaction is essential for an airline organization, as Gómez, Arranz and Cillán (2006) stated that reliable travelers are very critical to the airline, as they require less communication and are less priced. Loyal customers understand the airline's process and offer suggestions for improvements. Their feedback can help in research and development (R&D) and in improving processes. Therefore, this study intended to examine the relationship between price and passenger satisfaction towards low cost airlines in Malaysia. Next is to study the relationship between reliability and passenger satisfaction towards low cost airlines in Malaysia and lastly is to determine the relationship between empathy and passenger satisfaction towards low cost airlines in Malaysia. Last but not least, this paper has five parts. The first part is introduction, second is literature review, the third part is methodology followed by result and discussion and finally the last part is the implications, recommendation and the overall conclusion.

Significance of the Study

Academic

For the academic, it gave an earlier knowledge about what is airline industry and the purpose of airline industry. It also can give an information about the type of low cost airline industry and every company as well as advantages for every of the airlines industry. In addition, this study can be used as reference in future research in the aspect of guest satisfaction.

Airline Industry

For the airlines industry, the finding from this study has helped the low cost providers to understand their passengers better. By having clearer picture on the factors that influencing passengers' satisfaction, all the low cost carrier providers are able to strategize their operation and plan in order to fulfill their passengers' needs.

LITERATURE REVIEW

Passenger Satisfaction

Passenger satisfaction is a judgment that an item or administration highlight or the item or administration itself given an agreeable dimension of utilization related satisfaction that included dimensions of under-or-over satisfaction (Budiono, 2009). The capacity to fulfill passenger is basic in administration industry because of the way that fulfilled customer will remunerate the organizations with great practices. Specifically, researchers have discovered that improving customer satisfaction will drive higher future benefit (Anderson, 1994), increase consumers' readiness to pay a more expensive rate, encourage them to make decent suggestion and utilize the items or services frequently (Reichheld, 1996) plus develop customer loyalty (Fornell, 1992). Investigations by Reichheld, Markey and Hopton (2000) show that the staggering expense of procuring new clients for as long as three years can prompt unrewarding client connections.

As such, all these exact confirmations have recommended that consumer loyalty assumes a huge job in producing long-term benefits for organizations in terms of sustained customer loyalty and profitability (Homburg, 2006). There have been many attempts to clarify and define customer satisfaction in the service and marketing literature. Subsequently, numerous meanings of consumer satisfaction have been given by specialists. Oliver (1997) joins consumer satisfaction to the buyer's satisfaction reaction in which the dimension of utilization related satisfaction

is pleasant and unpleasant. Day (1984) portrays consumer satisfaction as a post buy assessment on the buy choice, while Hunt (1977) views satisfaction as an evaluation made when the item or experience was tantamount.

According to Budiono (2009), customer satisfaction is a judgment that a product or service feature or the product or service itself given an enjoyable level of consumption-related fulfillment that included levels of under-or-over fulfillment. Passenger satisfaction is a standout amongst the best-contemplated zones in promoting. This is on the grounds that it has turned into a transcendent factor in accomplishing organization objectives, and is viewed as a pattern standard of execution and a conceivable standard of magnificence for any organization (Munusamy & Chelliah, 2011). The customer is always right was the slogan that indicated a high priority and the importance of customer satisfaction (Fecikova, 2004).

Empathy

Based on Somwang (2008), empathy is about providing individual attention and care to customers. Customers are always delighted to deal with any companies where the staff are approachable, the organization is willing to understand their customer's requirements, the system is easy to access and can provide thoughtful services to their customers. This factor depends on how well-organized, courteous and approachable the organization when services are needed. Empathy is the ability "to sense the client's private world as if it were your own, but without ever losing the quality" (Rogers, 2007). Confidence and empathy are the basic on which any effective relationship, communication and understanding can build. They are crucial to develop ideas and solutions, effective communication, problem solving, and avoid or prevent conflicts. Empathy also is an important capability, which all people must develop in order to progress and continue with their life (Pederson, 2007).

According to Harpen (2007), empathy is defined as the ability to understand, to blench and to disconnect from your personal feelings and important in creating effective and constructive relations. Empathy is to recognize other's feelings, the cause of the feelings, and to be able to participate in the emotional experiences of individuals without be a part of it (Keen, 2007). According to Pembroke NF (2007), empathy should characterize health care professionals and patients communication in order to achieve the desired healing result. Empathy focuses on individualized attention such as providing the seat a passenger prefers or meals in advance and frequent flyer program (Kim and Lee, 2011).

Empathy encompasses the access to customers, communication to customers and understanding the customers resulting in individualized attention to customers. This is considered as a very important element of in-flight service process and covers the level of individuals and personal attention and the understanding of specific customer's needs (Kasper Helsdingen, Gabbott and John Wiley, 2006). Empathy is the ability of the organizations to provide personal attention and care to their customers (Parasuraman, 1985 and Yong, 2000). Empathy which is defined as a level of understanding the customer's needs and concern for their well-being shown by the personal, is an integral part of the passenger's quality evaluations (Babbar and Koufteros, 2008).

Price

Based on Zeithaml (1988), price is what is given up or sacrificed to obtain a product or service. Bei and Chiao (2001) stated that "the price is defined as what is given up or sacrificed to acquire a service or product", whereas Kotler and Armstrong (2012) proposed that the price refers to the quantity of a product or service; the sum of values exchanged in order to obtain or use a product or service by a customer. How customers perceive prices, the high price and the low price of the product will have a major impact on the intention of the customer to buy. The customer will be careful about the costs paid by different customers, nobody is happy to pay more money compared to different customers.

The decency of the cost will affect the view of the customers and will finally affect their readiness to become a customer. Kotler and Keller (2012) and some previous studies have characterized cost as something that can be estimated which comprises of a few pointers. For example, the attractive prices, fair prices, discounted prices, competitive prices, and suitability for prices.

Reliability

According to some empirical studies, reliability is the most significant component of online business quality, which is likewise a significant measurement in the SERVQUAL scale. In the virtual condition, it is fundamental to make clients to believe that the association will perform what it promises to do. Reliability refer to the judgment of the accuracy and promises by the company towards customers. There were some attributes in reliability dimension that can make customers recognize the consistency and credibility which were accurate delivery or complete services and provide its service at the time it promises to do so.

For the airline industry, airline departs and arrives on time scheduled as its promises also included in reliability dimension. Reliability was made a decision by clients during the result procedure. They inferred that Reliability was the most significant measurement to clients. Excellent service processes are required to create superior service quality. Berry et al. (1994) later rearranged their discoveries into two degrees of service quality which are the quality level at which the expected service is delivered and the quality level at which service exceptions or problems are handled.

In fact, low-cost airline business is the same as other service businesses that it requires loyalty from their regular customers or passengers (Natnaporn, 2017). According to Homburg, Koschate, and Hoyer (2005), satisfied customers may be willing to pay premium prices for products, thus also contributing to increased profitability. There are other factors that influence the choosing of low cost airline. In fact, an instance price, comfort, time and quality of service are arranged by the criteria for leisure travelers. While time, comfort and quality of service are important in travelers with the business purpose and followed by price as a secondary impact (Baker, 2013 and Tolpa, 2012).

Conceptual Framework

A conceptual framework has been constructed to investigate the connection between the empathy, price, and reliability towards passenger satisfaction. The conceptual framework was presented as follow:

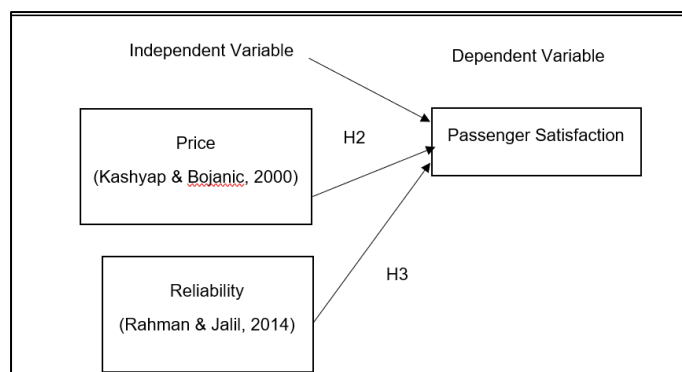


Figure 1: Conceptual framework
Sources: Rahman & Jalil (2014), Kashyap & Bojanic (2000)

METHODOLOGY

Research Design

This study deployed quantitative method which was a questionnaire survey method to collect primary data where a structured questionnaire was used. This is a quantitative study and according to Saunders, Lewis, and Thornhill, (2009) it has been categorized as an explanatory study. Data was collected from the sample only once. Therefore, this study can be identified as a single cross-sectional analysis. The extent of researcher interference to the study was minimal and the study was conducted in a natural environment with a normal flow of procedures with regard to the research environment and thus this was considered as a non-contrived study. The research population for this study consists of all passengers that use low cost airlines in Sultan Ismail Petra Airport, Kota Bharu, Kelantan. Individuals who have arrived at Kelantan airport are identified as the sampling elements and which include both male and female. The researchers used the convenient sampling technique to select the respondents by hard copy

questionnaire distribution was used to gather data. 338 questionnaires were distributed and 309 were received. After checking the quality of responses, 29 cases were omitted due to missing values. Based on 309 complete cases basic analyses were carried out. The results of the research data were obtained from 309 respondents through questionnaire method. IBM SPSS Statistics version 25 was used to analyse the data and the result was explained in details in the later chapter.

Data Collection

As for this study, the researcher has used questionnaire and secondary data to collect data. The questionnaire is often a simple set of questions posed to produce particular information to fill the needs of research information on related topic. In order to fulfill this research objectives, the researchers have distributed a set of questionnaire to respondents in order to obtain the data. When distributing the questionnaires to the respondents, the researchers have directly asked the participants for their cooperation to answer the questionnaires. The questionnaire paper has been separated into three section which are Section A, Section B and Section C. All data has been distributed to all passenger of low cost carrier at the Kota Bharu Airport. The respondents that have been involved in this research were the persons who always used low cost carriers as their flights. The questionnaire has been distributed and collected in one week. The questionnaires have been presented to the respondents in English and Malay. After all questionnaires are answered by the respondents, the data has been collected. The questionnaires have been collected by the researcher in order to secure the information obtain.

The collection of secondary data was the data that can be reused and the data can be retrieved from both internal and external sources of the organization. The main reason to use the secondary data is to provide a literature review and as evidents required by the research. The sources used by the researcher was external sources where data is collected from journal that were relevant with the research topic.

Sampling

The most suitable method of sampling for this research and selected by the researchers was convenience sampling which is one of the types of non-probability sampling. Marshall (1996) said that convenience sampling is a technique that is easier to access and that time, effort and money are the least expensive for the researcher. Practical sampling was the right choice for this study due to the time and financial constraints. In convenience samples, the population outline turns into the pool of people in the example source which may exclude all sections in the objective populace or just have a couple of individuals from specific fragments relying upon how the example source is assembled (Michaela, 2011). Convenience sampling selected most readily available people for the study. It is not way to determine the representativeness.

In achieving reliable and valid sample of this study, the researchers used the equation from Krejcie & Morgan (1970) to determine the sample size. The formula is shown as below:

$$S = \frac{x^2 N p (1 - p)}{e^2 (N - 1) + X^2 p (1 - p)}$$

n = sample size

N = population size

e = the degree of accuracy expressed as proportion (0.05)

x^2 = chi-square of degree of freedom 1 and confidence 95% (3.841)

p = proportion of population (if unknown, 0.5)

Data Analysis

There were three data types of data analysis used in this study, that were frequency analysis, descriptive analysis and reliability analysis. The data obtained was analysed by using Statistical Package for the Social Science (SPSS) version 25 and the result was explained in details.

Table 1
 Characteristics of Respondents

Characteristic		Frequency	Percentage (%)
Marital status	Single	141	45.6
	Married	167	54.0
	Others	1	0.3
Age	Below 20	10	3.2
	21-30	147	47.6
	31-40	110	35.6
	41-50	36	11.7
	Above 51	6	1.9
Gender	Male	101	32.7
	Female	208	67.3
Education level	Diploma	67	21.7
	Degree	142	46.0
	PhD	8	2.6
	Master	8	2.6
	Other	84	27.2
Income level	RM1000-RM2000	85	27.5
	RM2001-RM3000	130	42.1
	RM3001-RM4000	64	20.7
	RM4001-RM5000	17	5.5
	Above RM 5001	13	4.2
Race	Malay	232	75.1
	India	17	5.5
	Chinese	54	17.5
	Other	6	1.9
Flying Frequency	1-2 times	115	37.2
	3-4 times	125	40.5
	More than 5 times	69	22.3

FINDINGS

Profile of samples

Table 1 showed the characterization of the respondents. Of them, 67.3% were female, 47.6% were between 21 to 30 years old, 54% were married, 75.1% were Malay, 46% had an educational level of university or college background, and 42.1% had a monthly income between RM2001 to RM3000. In addition, 73.1% of them reported that they have been flying with Air Asia company, 32.4% of them have been flying with Malindo company, 14.9% of them reported that they have been flying with Firefly company, and 40.5% of them fly 3 to 4 times in a year, 37.2% fly 1 to 2 times in a year and 22.3% of them fly more than 5 times in a year.

Evaluation indicators used to access the passenger satisfaction in the airport

Table 2
 Mean and standard deviation of dependent variables and independent variables (n=309)

Subsection	Item Description	Mean	Standard Deviation
Price	This airline's services are reasonably priced.	4.1877	0.48051
	This airlines offer satisfactory value for what it price.	4.0550	0.45607
	This airlines provide a good service for the price.	4.1909	0.51514

	I choose this airlines because of the low price.	4.3948	0.52790
	I will continue to choose the airlines that offers more attractive price.	4.6019	0.55256
Reliability	When I have a problem, the airlines shows a sincere interest in solving it.	4.2136	0.49643
	Employees handle your request at the first time when you need service.	4.2039	0.54103
	The airlines provide its service at the time it promises to do so.	4.2395	0.61443
	The airline departs and arrives on time scheduled.	4.1877	0.62188
Empathy	If your flight is delayed, the airline refunds you.	3.9288	0.66066
	The airline's crew are very friendly and helpful.	4.4369	0.52229
	The airline's crew handle your request earnestly.	4.4434	0.49759
	The airline's crew understand my specific needs.	3.8706	0.35503
	The flight prepares special services for the elderly and disabilities.	4.4239	0.55086
	The flight company updates flight details with you through email/SMS.	4.3495	0.57052
Passenger Satisfaction	I did the right thing when I decided to use the airlines.	4.2945	0.50388
	My choice to use the airlines was a wise one.	4.3366	0.51911
	I feel satisfied with the low cost airline services provided.	4.2880	0.53259
	The airlines always fulfil my expectations.	4.2201	0.50012
	I am pleased to have visited the airlines company.	4.2265	0.55870
	I feel very comfortable to travel with low cost airline.	4.2783	0.50985
	The good facilities in the low cost carrier will satisfy their passenger.	4.5178	0.57308

Table 2 summed the mean score and standard deviation of each item and each subsection. The highest mean in price factor is question five where the respondents will continue to choose the airlines that offers more attractive price, which was 4.6019 and the standard deviation was 0.55256 where the second question gained the lowest mean in measuring price factor which about the airlines offer satisfactory value for what it price was 4.0550 and the standard deviation was 0.45607.

For the second subsection which is reliability factor, the third question owned the highest mean in measuring reliability factor which was 4.2395 and 0.61443 for standard deviation which asked about if the airlines has provided its service at the time it promises to do so while the fifth questions gained the lowest mean in reliability factor where it asked if the flight delayed, will the airlines make refund to the respondents, which only scored 3.9288 for its mean and 0.66066 for its standard deviation.

For the third subsection which is empathy factor, the second question is about if the airline's crew has handled the respondents request earnestly has scored the highest mean in measuring empathy factor which was 4.4434 and 0.49759 for its standard deviation. But, the third question which asked if the airline's crew understand my specific needs has scored the lowest mean in empathy factor which was 4.4239 and the standard deviation was 0.35503. For the fourth subsection which is passenger satisfaction, the last question that been asked in measuring the passenger satisfaction was about whether the good facilities in the low cost carrier will satisfy their passenger has scored the highest mean in measuring passenger satisfaction which was 4.5178 and the standard deviation was 0.57308. While the fourth question has scored the lowest mean which asked if the airlines always fulfil the respondent's expectations. The mean and the standard deviation of this question were 4.2201 and 0.50012 respectively.

Hypothesis Results

Table 3
 Pearson Correlation Analysis

		PV	RV	EV	CSV
PV	Pearson Correlation	1			
	Sig. (2-tailed)				
	N	309			
RV	Pearson Correlation	.916**			
	Sig. (2-tailed)	.000			
	N	309			
EV	Pearson Correlation	.834**	.750**		
	Sig. (2-tailed)	.000	.000		
	N	309	309		
CSV	Pearson Correlation	.881**	.879**	.850**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	309	309	309	309

** Correlation is significant at the 0.01 level (2-tailed)

Results of Cronbach's Alpha inspection for the scales shown in Table 2 indicates that these scales have Cronbach's alpha coefficient at over 0.6 and total variable correlation coefficient at over 0.3. (Nunnally & Burnstein, 1994). Therefore, this shows that all scales and observed variables are reliable and used in subsequent exploratory factor analysis.

H1: There is a relationship between price and passenger satisfaction towards low cost airline in Sultan Ismail Petra Airport, Kelantan.

Based on the finding, table 3 showed the correlation relationship between price towards passenger satisfaction with correlation coefficient of 0.881. The significant level of price factor and passenger satisfaction was 0.000 which the results was highly significant. Thus, the price and the passenger satisfaction has a high positive correlation between each other.

H2: There is a relationship between reliability and passenger satisfaction towards low cost airline in Sultan Ismail Petra Airport, Kelantan.

Based on the finding, table 3 showed the correlation relationship between reliability towards passenger satisfaction with correlation coefficient of 0.879. The significant level of reliability factor and passenger satisfaction was 0.000 which the results was also highly significant. Thus, the reliability and the passenger satisfaction also has a high positive correlation between each other.

H3: There is a relationship between empathy and passenger satisfaction towards low cost airline in Sultan Ismail Petra Airport, Kelantan.

Based on the finding, table 3 showed the correlation relationship between empathy towards passenger satisfaction with correlation coefficient of 0.850. The significant level of empathy factor and passenger satisfaction was 0.000 which the results was also highly significant. Thus, the empathy and the passenger satisfaction also has a high positive correlation between each other.

DISCUSSION & RECOMMENDATION

This study aims to determine the factors that affect the passenger satisfaction towards the low cost carrier in Sultan Ismail Petra Airport, Kelantan. The three factors that been determined in this study were price factor, reliability factor and empathy factor. This study revealed that all three factors have strong relations towards the passenger satisfaction in the airport. This is in line and consistent with the previous studies in the findings of Musa (2016). The study also

reveals that there is significant relationship between empathy and passenger satisfaction among the low cost carrier in the airport of Kelantan. This means that low cost carrier that understands the special needs of the customers and prepared special services will significantly increase the passenger satisfaction among the low cost carrier in Kelantan. In addition, the factors that have the strongest relation towards passenger satisfaction was reliability factors. This means that the passengers of low cost carrier in Sultan Ismail Petra Airport in Kelantan not only care about the price, they also care more about the reliability of services that are provided by the low cost carriers in Kelantan.

Upon completing this study, the researchers provided some recommendations for the future research. This research can be used as a reference in the future studies on the low cost airlines. First and foremost, the researcher must ask the respondent whether they are willing or not to answer the questionnaire. The researcher also has to explain properly to them about the instruction so that the accuracy can be achieved. When researcher explained the instruction instead of letting them read it by themselves, they understood better and it has saved their time. The data collection also is accurate and sincere.

Secondly, the future research might have to use multilingual for respondents due to the language barrier. Some of the respondents might not be able to understand the questions given in some language. So, using a multiple language in questionnaire it can be of help in collecting the data accurately when the respondents understand questions asked. The current research was limited to three aspects of the passenger satisfaction which were price, reliability and empathy. Future work should examine other potential factors that might influence the passenger satisfaction towards low cost carrier.

Next, to get more accurate and precise data collection is to provide a good instruction on how the respondent should answer, explain briefly about the purpose the questions given. Some respondents did not read the questions properly so thus answering without understanding it. This is why it is very important to explain the meaning of the questions in a simple way and try to not ask complicated questions but just based on their preference to questions and related to their answers. The instruction also must be given to help the respondents in answering the questions. So that the authenticity of the data can be preserved to avoid data invalidity.

Moreover, to collect the data easier, focus on more population of variety of places rather than focusing on one place only. If only one place is selected to get an information like Sultan Ismail Petra Airport, it will be more difficult to collect. Researcher can choose to gain data from an electronic media and add more places to collect data. The data will include some variations and it will result in more precise answers to relate between independent variables and dependent variables.

Last but not least, researcher may have to add more independent variables that can relate to the dependent variables which is customer satisfaction. With the more places to collect data, respondent behavior varies more depending on their environment or their lifestyle. For an example, in the environment such as a developed places, respondents tend to choose full service airline due to their financial affordability. Furthermore, a lifestyle of the respondent can be related to the result of the data, for instance, those who are not interested to travel will not choose an airline transportation and tend to go with other means of transportations.

CONCLUSION

In conclusion, a lifestyle and income change, the reliability and empathy has different result and impact in choosing one's need and wants. Their background profile can be considered as an influencer to their chosen airlines. This study gained information through deep analysis about the factors and other considerations that can affect the choice of low cost airlines. It shows that passengers with average 21 to 30 years are convinced to choose a low cost airline than other airlines. They preferred the low cost airlines to cut cost and looking for the best price when go traveling using airline transportations.

It is important to choose an airline transportation for those who are travelling far distance because it can save time to go from one destination to another. A low cost airlines always have a promotion to many destinations of choice. It is good opportunity for those who like to travel around the world. For the young, it is a good time to travel to many places using low cost airlines to see and learn a new culture in different places. Usually a travelers with a bag pack tend to visit other places and it is very useful to choose low cost airlines as the main transportation. They

can get many benefits from it especially in financially especially to cut cost. Although it is just a low cost airline, it is quite similar to full service airline but the service and satisfaction level are not the same as the full service airline. But it is worthwhile to use the low cost airlines.

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Purchasing Behaviour towards Food Based on Cheese among Consumers in Kota Bharu

Muhammad Firdaus Samsudin, Nor Aina Syafieka Saupi, Nurul Hidayah Ibrahim,
Teo Choon Sia & Nur Azimah Othman

Faculty of Hospitality, Tourism and Wellness, Universiti Malaysia Kelantan

Corresponding email: azimah.o@umk.edu.my

ABSTRACT

The focus of this study involved the observation of variables such as taste, price and texture. This study is conducted in Kota Bharu. A set of questionnaires were distributed to 384 respondents in Kota Bharu. There were eight (8) surveys that were discarded due to invalid response, monotonous and many incomplete answers. Therefore, it was excluded from the analysis. Descriptive analysis is used to obtain the frequency, percentage and mean by using Statistical Package for Social Science (SPSS) windows version 24.0. The test for the reliability was undertaken to provide information about the consistency of the data collected that has been rated by respondents. The analysis was separated into four (4) sections. The first section was about the taste of the food trend based on cheese. The second section was about the price of the food trend based on cheese. The third section was about the texture of the food based on cheese and the fourth section was about the purchasing behavior of the consumer which all of them were analysed using the descriptive statistics. At the end of this analysis, it indicates the inferential statistics to respond all the formulated hypotheses using the regression. An inferential analysis performed by using Pearson Correlation Coefficient (r) and Regression (r^2) to examine the relationship and influence that exist between the two variables that are the independent variables and dependent variables. Food based on cheese shows a high influence towards purchasing behavior based on the following result; taste with a value $r=.456$, price with a value $r=.581$ and texture with a value $r=.504$. The result of all these analysis are positive for taste, price and texture that mean the entire objective achieved. The objective of this study was to determine whether the taste, price and texture can influence the purchasing behavior of the consumer on food based on cheese.

Keywords: Food, Cheese, Purchasing, Behaviour

INTRODUCTION

Hospitality industry has been one of the fastest growing segments. There was no specific evidence that state where cheeses were originated. The proposed date for the origin of cheese making range was around 7200 ago (McClure, 2018). Trace of dairy fat in ancient ceramic fragments suggest that people have been making cheese in Europe for up to 7500 years (Subbaraman, 2012). However, there was an ancient legend that state that cheese had been 'discovered' accidentally by an Arabian merchant who filled his pouch made up of a sheep's stomach with milk, as he set out on a day's journey across the desert.

In modern time like now, there are a few of processes or steps to be taken in making cheese. It starts with acidification (change the acidity level of the milk and start the process of turning milk from a liquid into a solid). Then, coagulation (rennet is added to pressure the milk into solidify), curd and whey, salting (act as a preservative so the cheese does not spoil during long month or years of aging) and shaping (cheese is put into a mold to get the form of specific shape). Lastly was ripening which is a process ages cheese until it reaches optimal ripeness (Meier, 2018).

This study aims to examine the relationship between taste, price, food texture and purchasing behaviour toward food based on cheese. The idea behind this research was to investigate how independent variables affect dependent variables. There are three objectives of this research:

- 1.1 To determine that whether the price influences the consumer purchasing behaviour toward food trend based on cheese.
- 1.2 To determine that whether the taste influences the consumer purchasing behaviour toward food trends trend based on cheese.
- 1.3 To determine the relationship between the foods textures and the consumer purchasing behaviour toward food trend based on cheese.

Significance of The Study

Researchers

By conducting this study, other researchers will be encouraged to conduct more studies about this topic and convey the knowledge that exists regarding price, taste and food texture in the related industries.

Sellers

This study will bring benefits to the cheese sellers to improve their pricing strategy of food to stay competitive in the industry where consumer are more sensitive to price when it is related to food based on cheese.

Marketers

This study was also applicable for the hospitality marketers whereby they must understand that their customers increase through the current food trend that goes viral on social media and website that leads to the promotion of the product.

LITERATURE REVIEW

Taste

Taste perception plays an important role in determining individual food preferences and dietary habits (Bibiana, 2009). Taste as showed preferences can be viewed as an expression of social competence that seems to be socially created and determined by culture. Individuals frequently follow taste conventions that to a certain extent, driven by inherited cultural values. According to international food Information Council Foundation (2019), a survey that has conducted on food and health, discovered that 87 percent of the respondents said taste was the number one reason for purchasing specific foods.

The characteristic of taste receptor genes, together with the new development of genomic technologies, has generated a new avenue of research on the physiology of taste in humans. Cheese was an excellent way of preserving and storing milk for a long period. Cheese can be eaten directly or put into main courses, appetizers or even dessert. Nowadays, there were variety foods based on cheese that suit every taste in the market. There were a few consumers who dislike food based on cheese. The changing tastes of cheese by consumers have vexed food marketers for years. The marketer tries to meet the consumer's demand by producing different types of food based on cheese product. As a result, the taste of the cheese in the food may influence the purchasing behaviour of consumers.

Price

Price was the amount of money one must pay to obtain the right to consume a product. One person can buy ownership of a product with limited usage rights. Price is classified into two parts; objective price and perceive price. Objective price refers to the actual price of the product. Perceive price refers to the price that an individual believes

to have relation with the quality of the product. Consequently, marketing managers and their observers often focus on the status of their brands and on the status-seeking motives of their consumers (Gardyn, 2002) Wetlaufer, 2001.

Nowadays, people start to sell food based on cheese. Many companies have been concerning in expanding product based on cheese markets, by attracting new market and retaining existing customers. Due to the severe competitive pressures, many companies implement difference practices of marketing and sales promotion to persuade the customer or even force them to purchase their product among various brands of cheese-based product.

There are several reasons behind customer's willingness to pay more or less for the same food based on cheese products. Obviously, prices that connect with most aspects of consumption and the answer to this question potentially involves most of the concepts employed by consumer researchers to explain many aspects of consumer behaviour. Price represents the amount of money that consumers must pay to acquire a product. Consequently, consumers were aware to spend how much they had to pay relative to how much they have. Differences in the price of cheese-based food product may influence consumer's purchasing behaviour.

Texture

Texture is significant in determining the eating quality of foods and can have a strong influence on food intake and nutrition. Food texture has three major food categories such as solid, semisolid and fluid (Chen, 2015). The texture of dairy foods may change during shelf life process, interact and distribution of the ingredient is not carefully monitored during product development. According to Ivan (2017), from the product development perspective, early description of the final product texture is important, as it is considering the backbone over how the final product will be built.

According to John (2017), texture is usually the first sensory aspect of a product that people experience after colour. In most products, the tolerance to texture variation is quite large as compared to flavour. Cheese as food base have different texture and affect the purchasing behaviour of consumer. For example, mozzarella cheese used on top of pizza, cheese powder spread on spaghetti and cheese used in bread and dessert. All of the mentioned food based on cheese create different texture to consumer. It is important to design and manufacture products with favourable texture by considering the consumer's purchasing and eating behaviour.

Purchasing Behaviour

A dependent variable was the variable that was tested in a scientific experiment. The variable that depends on other factors is measured. These variables were predicting to transform the results of a manipulated experiment of independent variables. The dependent variable of this research is purchasing behavior towards food based on cheese. According to Kotler (1977), consumer's purchasing behavior was how individuals and groups choose to buy, use and disposal of products, services, ideas or experience to meet the consumer's demand. The researcher also states that purchasing behavior was the decision processes and acts people involved in by buying and using products which includes social and mental process.

Consuming cheese can deliver us the sources of calcium and other nutrients such as for bone health, dental health and help reduce blood pressure (Ware, 2017). According to Susan Dunn, Executive Vice President of Global Professional Services, Nielsen said that 'while diet fads come and go over time, innovative, back-to-basic foods that taste good, are easy to prepare and provide healthful benefits will have staying power' and these will influence the purchasing behavior towards food based on cheese.

Research Hypothesis

In this study there were three hypotheses formulated:

H1: There is a significant relationship between taste and purchasing behaviour towards food based on cheese.

H2: There is a significant relationship between price and purchasing behaviour towards food based on cheese.

H3: There is a significant relationship between texture and purchasing behaviour towards food based on cheese.

Research Framework

A research framework has been conducted to investigate the connection between the independent variables and dependent variables in purchasing the food based on cheese.

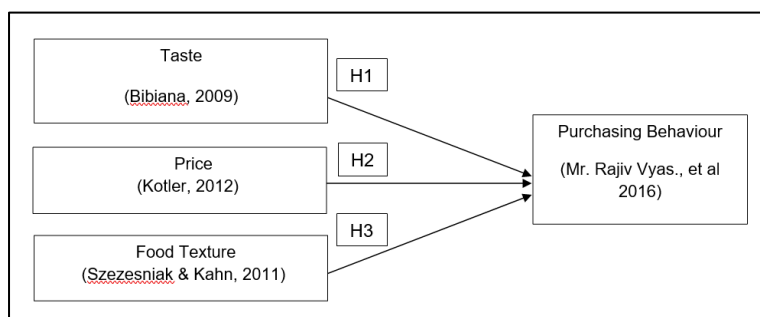


Figure 1: Research framework of 'Purchasing Behaviour towards Food Based on Cheese'.
 Adapted from Bibiana (2009), Kotler & Armstrong (2012), Szezesniak & Kahn (2011),
 Mr Rajiv Vyas., et al (2016)

METHODOLOGY

Research Design

This study used the quantitative method that the investigator primarily uses for developing knowledge such as experiments, surveys and collects data on predetermined instruments (Creswell, 2003). In addition, the quantitative method focuses on gathering of mainly verbal data rather than measurements (Bless & Higson-Son, 2005). Quantitative approach was one of the methods to develop the knowledge and collected statistical data from respondent in a large scale (Creswell, 2003). The researchers will use the quantitative method, by distributing the questionnaires to the consumers around Kota Bharu area.

A set of questionnaires distributed to the population in Kota Bharu to collect the data. Kota Bharu was chosen for this study because Kota Bharu was a town and a parliamentary constituency in Kelantan. There are many shopping malls around the area and mostly every mall sells cheese. The 384 target respondents for the survey are among the sample size of people in Kota Bharu. Thus, the questionnaires were given to those who entering the mall. Questionnaires were distributed to individuals. Besides that, the study also uses Google form as a medium to collect the data and the study pick random respondents to fill the Google form. The questionnaires and Google form are opened with instructions about the details of the study, objective and the purpose of the study. One hundred set of questionnaires were distributed to the respondents and 284 respondents filled the Google form. The data were coded and keyed in for analysis by using Statistical Package of Social Science (SPSS).

Sampling

The target population for the study was the total group of individuals from which the sample is drawn. Sample refers to the group of people that involved in this research. The persons who take part in this research will be referred as participants. In this study, the participants will be drawn from the residents of Kota Bharu. The simple random sampling method will be using in order to choose the participants. Simple random sampling is every member of the population has an equal and known chance of being the subject of the sample. Simple random sampling is suitable for a large sample where it provides the best chance of an unbiased representative sample. In achieving reliable and valid sample of this study, the researchers used the equation from Krejcie & Morgan (1970) to determine the sample size. The formula has shown as below:

$$S = \frac{x^2 Np(1 - p)}{e^2(N - 1) + X^2 p(1 - p)}$$

n = sample size

N = population size

e = the degree of accuracy expressed as proportion (0.05)

χ^2 = chi-square of degree of freedom 1 and confidence 95% (3.841)

p = proportion of population (if unknown, 0.5)

Data Collection

There were four data types of data analyses used in this study, that were frequency distribution, reliability analysis, regression analysis and correlation coefficient. The data obtained was analysed by using the Statistical Package for the Social Science (SPSS) version 24.0. Table 1 shows the characterization of the respondents. There were 384 respondents. From the table, most of them were female, which is 70.6%, aged between 19 to 30 years old. Most of their ethnicity are Malay (88.5%), 87.2% are single and 70.1% of the sample are students.

Table 1
 Sample description (n=384)

Socio-demographic characteristic	Category	n.	Percentage (%)
Gender	Male	113	29.4
	Female	271	70.6
Age	Under 18 years	12	3.1
	19-30 years	336	87.5
	31-39 years	13	3.4
	40-49 years	20	5.2
	50 years and above	6	0.8
Ethnicity	Malay	340	88.5
	Chinese	22	5.7
	Indian	15	3.9
	Others	7	1.9
Marital Status	Single	335	87.2
	Married	48	12.5
	Divorced	1	0.3
Employment Status	Government Sector	32	8.3
	Self-employment	67	17.4
	Student	269	70.1
	Others	16	4.2

FINDINGS

This study is conducted to see the purchasing behaviour towards food trend based on cheese. Therefore, this study aimed to determine the factors of food trend based on cheese that may influence the purchasing behaviour. Data were gathered through simple random sampling, which means that the survey was answered by the respondents who live in Kota Bharu. A quantitative approach through self-complete questionnaire surveys and Google form among the respondents was employed. Each of the data was analysed using SPSS (Software Package for Social Science) to generate frequency distribution, reliability test, regression analysis and correlation coefficient.

DISCUSSION & RECOMMENDATION

A number of scientist commonly recommended surveys with large sample sizes, the extension of analysis on further product categories and regions, as well as the inclusion of different states (Hemmerling, 2012). In future, the sample population of this study should engage in all Kelantan districts such as Tanah Merah, Jeli, and Bachok. The 184 respondents could be divided to these regions to obtain more precise data.

Furthermore, it is important in future to understand other variables that can be used to determine the purchasing behaviour of food based on cheese among the consumer such as the packaging, the labelling and how often consumer eat and purchasing cheese over the course of one week before one can imagine more specific questions related to food based on cheese. This is because not all of the consumers bought the food based on

cheese depend on the taste, price and texture (Keech, 2014). Lastly, it will become more effective if the researcher can apply online questionnaire such Google form as it takes short period of time to complete the questionnaire. Thus, it can save cost and time for the researcher to spread the questionnaire to the respondents involved. As a conclusion, the opportunity to study this topic could become an advantage. Therefore, those who loved cheese can take some actions by giving feedback and comments on social media on how to improve the cheese to become more delicious in future. As previously mentioned, effectively understands the food based on cheese, lead to purchasing behaviour.

CONCLUSION

In conclusion, with the change in lifestyle, eating food based on cheese has become a common experience and habit, which highlights the need for research on purchasing behaviour of food based on cheese among the consumers. The study delivers the first in-depth analysis of the factors in which consumers consider when purchasing food based on cheese.

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Factors That Affecting Generation Y Customers' Preferences towards Kuih Akok

Lee Weng Cheng, Muhammad Nasharudin Samsudin, Nurul Nadiah Mohd Nor,
Nor Airis Afira Makhtar & Nur Azimah Othman

Faculty of Hospitality, Tourism and Wellness, Universiti Malaysia Kelantan

Corresponding email: azimah.o@umk.edu.my

ABSTRACT

The purpose study is to investigate the factors of taste, texture and preparation time that might affect the preferences of the customer towards kuih Akok. This study can be significant for both practical and academic aspects. The sample is the customers from the generation Y. This study uses a survey method called "standardized questionnaire". Standardized questionnaire is a set of questions specially designed to get information from respondents (Lewis, 2016). A survey was carried out and 384 respondents completed the questionnaires which consisted of 26 questions. This study was conducted to determine how the taste, texture and preparation time influenced the Generation Y's preferences towards kuih Akok. Data was gathered through simple random sampling from respondents who live in Kelantan, Malaysia. Conclusions showed that taste is the main factor affecting Generation Y to purchase Kuih Akok.

Keywords: *Generation Y, Kuih Akok, Taste, Texture, Preparation Time, Kelantan*

INTRODUCTION

Hospitality industry has been one of the fastest growing segments, particularly in the food industry. Kelantan is one of the Malaysia's states. Kelantan or commonly known as Negeri Cik Siti Wan Kembang is outstanding by its own extraordinary culture. Kelantan is known with their uniqueness in history, beautiful architectural culture and the kindness and friendliness of its people. Not only that, Kelantan is also very popular with their traditional food and local delicacies. Food is actually one was to shape a culture's ethnic identity (Whitt, 2011). It is not solely reflect and expresse identity in life, but additionally mirrors cultural identity, produce boundaries and differences between cultures. This study aims to investigate the factors of taste, texture and preparation time that affect the preferences of the customer towards kuih Akok. It specifically focuses on generation Y in Kelantan, Malaysia.

There are three objectives of this research:

1. To determine the taste influences in Generation Y's preferences towards kuih Akok.
2. To determine the texture influences in Generation Y's preferences towards kuih Akok.
3. To determine the preparation time influences in Generation Y's preferences towards kuih Akok.

Significance of The Study

Practical Aspects

This study may benefit traditional kuih Akok sellers who can earn more income when kuih Akok is make known not only in Kelantan and Terengganu but also in other states like Selangor, Malacca and so on. It can produce a new entrepreneur who wants to sell kuih Akok and can expand their businesses to a wider range of consumers. People can also make kuih Akok in their own homes because homemade dessert is usually much cheaper than buying processed dessert from the market.

Academic Aspects

For the academic perspectives, there is currently a lack of information about Kuih Akok and this study can help to provide reliable data for future researchers to conduct further research and expand the topic by obtaining a deeper understanding of the traditional dessert research obtain from this study. In addition, marketers can utilize these studies as another way to reach consumers and provide a new way to shop or market their businesses. This study can enrich and broaden generation Y's preference of Kuih Akok and preserving Kelantan's traditional desserts despite continual waves of modernization.

LITERATURE REVIEW

Defining "Kuih Akok"

In this study, traditional Kuih in English mean dessert. Kuih Akok is a kind of traditional Malay food. It is the identity of the Malay heritage and culture, especially in the Kelantan and Terengganu. But nowadays the sales of dessert fall behind due to the high rivalry from other fast food and most of young generations do not like it (Skoglund & Svensson, 2013). Kuih Akok usually comes in many shapes and different names such as Akok Biasa (normal Akok), Akok Bunga or known as Akok Kemboja and Akok Pandan. The main differences between other Kuih Akok and Kuih Akok Pandan is in the flavour. Kuih Akok Pandan, has the taste and smell of screw pine leaves because there is a screw pine leaves flavour in this dessert while other types of Kuih Akok do not have it. There are two ways to produce this Kuih Akok which are traditional and modern ways. Traditionally, they use pieces of bricks, hot charcoal and coconut husk to bake the dessert while modern way uses oven which can allow high production to meet huge amount of demand in one time.

Taste

According to Spence, Smith, and Auvray (2015), there are a lot of researchers found that there is a distinction between the terms of 'taste' and 'flavour'. Generally, everyone has different tastes that will affect the various factors of selecting something in the daily routine. Kuih Akok is best known for its sweet taste in accordance with the Kelantan culture that loves to eat sweet food. This sweet taste of Kuih Akok has attracted Kelantan outsiders that they are willing to come to Kelantan solely to get Kuih Akok. Preferences or perceptions of food are not based on taste, aroma or texture of foods only but also eating habits (Drewnoski, 1997). This shows that eating habits of Kelantanese who are very fond of sweet food such as Kuih Akok is very unique. Furthermore, 'natural flavour' is a non-modified food flavour by artificial aromas and flavours enhancers (Commission, 2007). Thus, Kuih Akok is one of Kelantan traditional food that still retains the authenticity of taste. This is because flavours enhancers can cause the authenticity of the Kuih Akok to reduce or disappear.

Texture

According to Pascua, Koç, and Foegeding (2013), food texture is a cognitive property assigned to foods on the basis of how senses interact with the food by vision, touch and oral processing (F.Fundo & L.M.Silva, 2018). This statement is supported by Foegeding (2011), who mentioned that food texture is perceived during the conversion of food structure into a bolus through a complex series of oral manipulations including ingestion, processing, and swallowing. Texture features are considered important from both quality assurance and food safety perspectives (Wilhelm, Brusewitz, & Suter, 2004). Texture is a key quality parameter used in fresh and processed food industry to access consumer acceptability. Among the texture characteristics, hardness (firmness) is one of the most important parameters, which is often used to determine the freshness of food (Chen & Opara, 2013). Colour, flavour, and texture are important quality characteristics of food and major factors affecting sensory perception and consumer acceptance of food (Oey, Lille, Loey, Hendrickx, 2008; Pilavtepe-Celik, 2013).

Preparation Time

Global modernization, food technology and time constraint are the reasons why younger generations choose ready-to-eat foods rather than traditional food, including traditional kuih-muih (desserts) until the main dishes, the preparations rely on the elder (Shariff, Zahari, Norazmir, & Muhammad, 2015). As proven in previous literature

Hamzah, Karim, Othman, Hamzah, and Muhammad (2015), traditional food knowledge usually is passed on by the older to younger generations. Many have forgotten in this modern era the uniqueness of Malaysian cooking techniques and practices that our ancestors passed on to us (Raji, Karim, Chelshak, & Arshad, 2017). According to Nor (2012), the young generations have ignored the practices of Malaysia traditional food, which is being replaced by convenience food products. The study also mentions that transition and unlimited information technology are believed to influence the changes in food intake and practices. Knowledge of traditional kuih is often passed from generation to generation through oral traditions. The role of traditional kuih in cultural practices and religious beliefs is complex and varies among individuals and communities. (Hamzah, Karim, Othman, Hamzah, & Muhammad, 2015).

Research Hypothesis

In this study, there were three hypotheses:

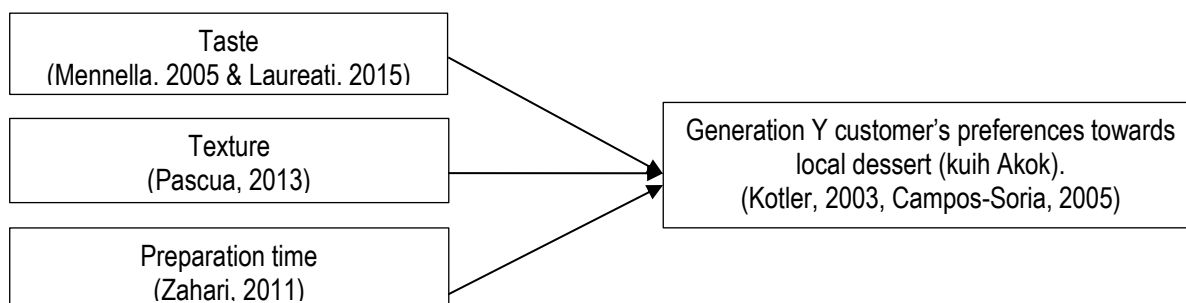
H1: There is a significant relationship between the taste and the Generation Y's preferences towards Kuih Akok.

H2: There is a significant relationship between the texture and the Generation Y's preferences towards Kuih Akok.

H3: There is a significant relationship between the preparation time and the Generation Y's preferences towards Kuih Akok.

Research Framework

A research framework was a tool for analysing different alternatives and contexts. It has been used to create conceptual characteristics and to systematize ideas. Strong conceptual frameworks capture something real and do so in a way that could be easily remembered and applied. A research framework has been constructed to investigate the connection between Independent variables which are taste, texture and preparation time and Dependent variable which is Generation Y's preferences towards local dessert of Kuih Akok.



METHODOLOGY

Research Design

This study used the quantitative method that approach to examine factors that affect generation Y preferences towards Kuih Akok. This study selected Kelantan as the location of the study because Kelantan is the state that maintains traditional food. This questionnaire has several sections that will ask about taste, texture and preparation time that will influence generation Y's preferences. This study takes generation Y in Kelantan as a sample of population. Sample size is the number of actual subjects chosen as samples to represent the characteristics of the population (Sekaran, 2003). In addition, quantitative research is one of the best approaches used to investigate the factors that influence generation Y. The questions in this survey are closed-ended to facilitate respondent response. It requires the respondent short time to complete the questionnaire as compared to open-ended ones (Henn, Weinstein, & Foard, 2006).

Data Collection

Data collection in the first stage in this study. The respondents for the survey questionnaires are among the sample size of people that visit Kelantan for the purpose of buying Kuih Akok. Thus, the survey was given to those who have experiences in buying or trying local Kelantan dessert which is Kuih Akok. The data collection process was undertaken around 10 to 14 days in the month of September 2019. The process of data gathering were thoroughly by all group members who went to selected locations and contributed the questionnaires to the locals. The questionnaire also included the instructions to answer the questions, objectives and the purpose of the study. Out of 384 questionnaires, all 384 questionnaires were ensured to be returned and invalid responses identified and not counted. The data was coded and keyed in for analysis by using Statistical Package of Social Sciences (SPSS), with latest Version 24.0.0.0.

Sampling

The sampling method used in this study was the Simple random sampling as a method to determine the sample. Each member of the population has an equal and known chance of being the subject of the sample. In this study, a set of questionnaires has been distributed to collect data in Kelantan from August 2019 to September 2019. The questionnaire was distributed in Google form and 384 respondents successfully completed the questionnaire. Questionnaires were divided into 5 sections namely A, B, C, D and E. Section A is about the demographic profile of the respondent, section B is about respondent's feedback of customer's preferences towards kuih Akok, section C respondent's feedback on taste, section D is respondent's feedback on texture and section E is about respondent's feedback on preparation time.

The responses for twenty-six instrument items or statements were based on Likert-scale. Questionnaire chose 5 Likert-scale because 5 Likert-scale is the best scale to get feedback from respondents. The Likert-scale is a five point which is used to allow the individual to express how they agree or disagree with a particular statement (McLeod, 2008). Thus, for this study, the five-point Likert with closed-ended questionnaire scales ranging from 1 = Strongly Disagree to 5 = Strongly Agree were used for the instrument. The data were analysed using Statistical Packages for Social Science (SPSS) version 24 to produce descriptive analysis including mean, median, frequency, median, percentage and standard deviation, and inferential analysis Pearson Correlation. In achieving reliable and valid sample of this study, the researchers used the equation from Krejcie and Morgan (1970) to determine the sample size. The formula will be shown as below:

$$S = \frac{x^2 N p (1 - p)}{e^2 (N - 1) + X^2 p (1 - p)}$$

n = sample size

N = population size

e = the degree of accuracy expressed as proportion (0.05)

x^2 = chi-square of degree of freedom 1 and confidence 95% (3.841)

p = proportion of population (if unknown, 0.5)

Data Analysis

There were three types of data analyses used in this study, that were frequency analysis, descriptive analysis, inferential analysis and reliability analysis. The data obtained was analysed by using Statistical Package for the Social Science (SPSS).

RESULT AND DISCUSSION

Profile of Samples

Table 1
 Sample description (n=332)

Demographical characterisers	Category	Percentage (%)
Gender	Male	33.40
	Female	66.60
Age	20 - 24 year old	68.10
	25 - 29 year old	11.40
	30 - 34 year old	11.80
	35 - 39 year old	8.70
Marital Status	Single	72.70
	Married	28.30
Education	PMR	3.00
	SPM	16.90
	STPM/ Diploma	20.80
	Degree	55.70
	Master	3.60
Race	Malay	81.00
	Chinese	14.20
	Indian	4.20
	Others	0.60

Table 1 shows the characteristics of respondents. Of them, 66.60% were female, 68.10% were between 20 to 24 year old, 72.70% were still single, 55.70% had a degree level of education and 81% were Malay ethnicity.

Customer's Preferences towards Local Dessert (Kuih Akok)

Table 2
 Mean, standard deviation of items and subsections (n=332)

Subsections	Items	Mean	Std. Deviation
Taste	I think Akok does not need any additional ingredients.	4.07	0.891
	I like the original sweet taste of Akok	4.27	0.849
	I like the original flavour of Akok.	4.30	0.864
	I like the original smell of Akok.	4.36	0.758
	I like the taste of traditional Kuih Akok	4.30	0.828
	I prefer to eat the local dessert such as Akok	4.11	0.895
	Food made by local producers better complies with my habits and tastes.	4.11	0.867
Texture	I like Kuih Akok because it has moist texture.	4.06	0.881
	I prefer to eat Kuih Akok because it has the soft texture.	4.25	0.794
	The colour of the Kuih Akok influences my preferences	3.77	0.942
	A combination of coconut milk and scent of screw pine leaves make Kuih Akok tasty.	4.26	0.803
	I prefer the Kuih Akok that has the wrinkly texture.	4.02	0.850
Preparation	I usually prefer Kuih Akok there is in oval shape.	3.99	0.869
	Using modern methods in making Kuih Akok more time saving.	3.86	0.903
Time	Kuih Akok is easily to find in Kelantan district.	4.23	0.797
	I am preferring the modern ways of making Kuih Akok because it more conveniences	3.52	1.047

Using the modern equipment for making Kuih Akok will improve the quality of the kuih akok.	3.59	1.074
Traditional method of making Kuih Akok is time consuming.	3.95	0.805
I prefer to buy the ready prepared of Kuih Akok rather than make it by my own.	4.18	0.868
Basically I know the basic knowledge about Kuih Akok.	3.42	1.162
I prefer the traditional local dessert rather than the westernize cuisine.	4.03	0.849

The subsection of 'Taste' exhibits the item 'I like the original smell of Akok' share the highest mean score which is 4.36. This shows that the respondents still like the traditional making Kuih Akok and its original taste. Taste can make an individual choose the food. These statements have been supported by Mannella (2005) and Laureati (2015) that is taste plays an important role in the individual's choice of food choice, acceptability and taste perception. Besides, 'I think Akok does not need any additional ingredients' with the lowest mean which is 4.07, means that respondents prefer to eat the original taste of Kuih Akok. Previously stated by Drewnoski (1997), this also allows Kelantan outsiders to be attracted by the sweet taste of Kuih Akok such that they are willing to come to Kelantan solely to get Kuih Akok. Preferences or perceptions of food are not based only on taste, aroma or texture of food only but also eating habits.

In the subsection of 'Texture', the statement that mentioned 'A combination of coconut milk and scent of screw pine leaves make Kuih Akok tasty' has the highest mean which is 4.26. Thus, this finding was relevant with the finding by Azie (2018); the process of making a tasty Kuih Akok requires a lot of eggs. The main ingredients use to make kuih Akok are a lot of eggs, coconut milk, water, flour, palm sugar, salts, screw pine leaves and cloves. Furthermore, 'The colour of the Kuih Akok influences my preferences' assumed the lowest mean which is 3.77, indicated that the respondents are not influenced by the colour of Kuih Akok, but only the taste of Kuih Akok.

The subsection of 'Preparation Time' showed that most respondents agreed that 'Kuih Akok is easily found in Kelantan district' which mean is 4.23. Therefore, it was relevant with the previous research which indicates by Shino (2016). Originally, the Kuih bakar in Kelantan were originated from the people from Pattani, Thailand who had a strong family background. The secret of the recipe for making delicious Kuih Akok is in the taste. The technique or process used to bake Kuih Akok is also very important to ensure that the food provided is delicious. Meanwhile, 'Basically I know the basic knowledge about Kuih Akok' carried a mean of 3.42. As proven in previous literature by Hamzah, Karim, Othman, Hamzah, and Muhammad (2015), traditional food knowledge usually is passed on by the older to the younger generations. However, as they transitioned towards greater independence and autonomy, food habit of youth reflected the changing role of parental influence on food choices especially on traditional kuih. The increase in dining out and buying take away food that occurs among youth is related to the decline in knowledge on the food and also on the traditional kuih quality.

Hypothesis Results

According to Sekaran and Bougie (2009), correlation analysis is used to describe about strength and direction of linear relationship between two variables. The inter correlations each of the study dimensions were obtained from the Pearson Product- Moment Correlation.

Table 3
 Correlations

		Generation Y preference	Taste	Texture	Preparation Time
Generation Y preference	Pearson Correlation	1	.794**	.372**	.726**
	Sig (2 tailed)		.000	.000	.000
	N		332	332	332
Taste	Pearson Correlation	.794**	1	.483**	.739**
	Sig (2 tailed)	.000		.000	.000
	N	332	332	332	332

Texture	Pearson Correlation	.372**	.483**	1	.474**
	Sig (2 tailed)	.000	.000		.000
	N	332	332	332	332
Preparation Time	Pearson Correlation	.726**	.739**	.474**	1
	Sig (2 tailed)	.000	.000	.000	
	N	332	332	332	332

** . Correlation is significant at the 0.01 level (2-tailed).

H₁: There is a relationship between taste and Generation Y customer's preferences towards local dessert (Kuih Akok)

The results showed that taste influence in Generation Y customer's preferences towards local dessert is correlated at 0.794 with the p-value 0.000 at 99% confident level. There is a strong positive relationship between tastes and Generation Y customer's preferences towards local dessert. Therefore, there is a significant relationship between taste and Generation Y customer's preferences towards local dessert (Kuih Akok).

H₁: There is a relationship between texture and Generation Y customer's preferences towards local dessert (Kuih Akok)

The results showed that the correlation between texture and the Generation Y customer's preferences towards local dessert (Kuih Akok) stood at 0.372 with the p-value 0.000 at 99% confident level. It showed a weak positive relationship between texture and Generation Y customer's preferences towards local dessert (Kuih Akok). This represents texture weak influence in the Generation Y customer's preferences towards local dessert (Kuih Akok). N represents the sample size of survey as 332 respondents. Therefore, there is a significant relationship between texture and Generation Y customer's preferences towards local dessert (Kuih Akok).

H₁: There is a relationship between preparation time and Generation Y customer's preferences towards local dessert (Kuih Akok)

The results showed that preparation time is correlated with the Generation Y customer's preferences towards local dessert at 0.726 with the p-value 0.000 at 99% confident level. This indicated a strong positive relationship between preparation time and Generation Y customer's preferences towards local dessert.

CONCLUSION AND RECOMMENDATION

The objectives of this research were to determine the taste influences in the generation Y's preferences towards kuih Akok, to determine the texture influences in the generation Y's preferences towards kuih Akok and to determine the preparation time influences in the generation Y's preferences towards kuih Akok. This research also had displayed that there was a strong relationship between taste and generation Y's preferences, weak relationship between texture and generation Y's preferences and strong relationship between preparation time and generation Y's preferences towards kuih Akok. As conclusions, this study is one of the best platforms for traditional cake's entrepreneurs like Kuih Akok. This is because they can obtain indication on how the generation Y's perceives Kuih Akok. They are also able to change the way they do business based on feedback from the respondents of this study. The gaps derived from this study also enable them to improve their business standards and help in improving the country's economy.

Limitation Next, researcher has decided to cover this research at a bigger scale which covers all parts of Malaysia instead of just focusing at one place such as Kelantan. There are limitations while researchers conduct this research which are the cooperation from the respondents, scope of the research and time arrangement. Although the researcher has fix up the respondents, but not all the respondents are willing to cooperate with researcher to answer the questionnaires, or they might be busy and constrained by time when rushing to go to work.

This study only measures the customer preferences towards Kuih Akok in Kelantan only. That results may differ with other researcher that undertakes study in other states. There will be more factor for future researcher to consider such as the ingredients, the making of Kuih Akok and to forth. On the contrary, this study suggested sample size should include all Malaysian states in future such as Terengganu, Kedah, and Perak. The 384 respondents could be divided to these regions in order to obtain a more precise data. Thus, numerous residents in Malaysia will be aware of the existence of Kuih Akok.

Finally, there are other possible researches may refer to this study for future similar topics. By looking at the demographic findings in this study, comparing the gender between male and female, and looking at the age group of people might also be beneficial for the study in future.

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Research Article

Customer Acceptance towards Food Innovation of “Keropok Lekor” At Besut, Terengganu

**Muhammad Norakmal Hafizi Nordin, Umi Kalsom Abdul Aziz, Venotini A/P N. Kirbakaran,
Nik Hazni Md Zain & Nur Azimah Othman**

Faculty of Hospitality, Tourism and Wellness, Universiti Malaysia Kelantan

Corresponding email: azimah.o@gmail.com

ABSTRACT

Keropok Lekor or fish crackers is a very popular snack in Malaysia and has been sold among resident and outsiders. The aims of this study were to determine customer acceptance towards innovation of keropok lekor. Survey questionnaire was distributed as a data collection tool. A total of 380 respondents from Besut participated in this study. Results showed that 42.2% from our male respondents and 57.8% from our female respondents like to buy the keropok lekor innovation because of the flavour. Half of the respondents chose texture as part of important aspect of keropok lekor. This study also explored and analysed customer acceptance of the new innovation of keropok lekor.

Keywords: *Keropok lekor, Flavour, Texture, Packaging, Customer Acceptance*

INTRODUCTION

Traditional food can be defined as a local snack that are consumed and treated by the local in Malaysia. Traditional food are a vital matter of the eating pattern of many populations, especially the modern developed society (Soukara, 2009). Even though the grown globalization of the food market has promoted the production of large volume of uniform and cheap food product. The increase demand is in line with the general positive images customer have of traditional food (Almli, 2011). Traditional food are always linked towards local cuisine referring to the used of specific ingredient in local production which highly involves the knowledge and expertise of the local people.

In Malaysia, every part of her regions has traditional food. For example, Terengganu is within coastal area in Malaysia and because of the geographic condition, fishing is a common thing within this area. Thus, keropok lekor is invented. The product is produced by using fish, sago flour and salt. This local food can be found everywhere in Malaysia primarily Terengganu and also other state. Many customers buy keropok lekor from their local hawker stall or night market which is also known as pasar malam. In present day keropok lekor has been going through many changes on their flavour in order to be sustainable in the market (Trichopoulou, 2007).

Many local people come out with an idea on fusing keropok lekor with flavour such as cheese and paprika. This keropok lekor innovation has been largely exposed to the tourists from other countries and many of these tourists favour it more than our locals (Omar, 2008). Despite this new invention, the product is still lacking in commercial value. Therefore, this product may need more research of what kind of taste the local people like to consume as well with their acceptance towards the changes on their traditional food. Thus, this study is designed to explore customer acceptance towards innovation of keropok lekor. There are three objectives of this research:

1. To determine whether the flavour of keropok lekor has influence in the customer acceptance.
2. To determine whether the texture of keropok lekor has influence in the customer acceptance.
3. To determine whether the packaging of keropok lekor has influence in the customer acceptance.

Significance of the Study

Researchers

The research is about the factors that influence public acceptance towards food innovation of keropok lekor of which factors to explore are flavour, texture, and packaging. This study is carried out at Besut, Terengganu. In order to measure the customer's acceptance towards food innovation of keropok lekor, the researcher gives the questionnaire that must be answered by them accordingly.

Seller

This study will be beneficial for the marketing side, especially for the sellers. Considering innovating the product will increase their profit, especially by improving the varieties of flavours to cater to their customer's demand. Besides that, this study may help the sellers to understand their customer preferences and their acceptance towards their innovation of the flavours. The result of this research helps the sellers to provide the flavours that meet the needs of consumer and at the same time offers varieties of flavours to be chosen by the customers.

Consumers

This study focused on customers' acceptance towards the innovation of keropok lekor. From the context of the buyers, having varieties of keropok lekor flavours such as cheese and paprika flavours, will give something new to be added in their choices of snack.

LITERATURE REVIEW

Flavour

Flavour is defined as a complex combination of the olfactory, gustatory and trigeminal sensation perceived during tasting. The basic tastes that many researchers can detect are widely agreed to consist of bitter, sour, sweet, salty, and umami (Lawless, 2001). Flavour is an important quality criterion of food. It strongly influences the consumer behaviour. The flavour of food is one of the key factors determining food quality and acceptance. Innovations in flavour produced by several producers in Terengganu have shown that this popular snack can be offered in a wide variety of flavours (Omar, 2008). Customers often consider taste and flavours as the first and foremost requirement in purchasing and consuming "keropok lekor". If food are less tasty, there will be high chance of rejection despite their image and varieties (Soukara, 2007).

Texture

Texture innovation has appeared since 2017. Creating the right texture depends upon choosing the right ingredients. Achieving acceptable, customer pleasing texture is pivotal when formulating such item as snacks and frozen food as mentioned by Gelski (2017). Texture is a primary attribute that, together with visual, appearance, taste, and aroma, comprises the sensory quality of food. The "keropok lekor" quality is determined by three major factors which is type of fish, freshness, and percentage of fish incorporated into the final mixture. The freshness of the product will influence the buying decision of the customer; thus, it is crucial to maintain the texture of the product in order to maintain or increase the market demand (New Straits Times, 2018).

Packaging

Kotler (2008) defines packaging as "all the activities of producing and designing the container for a product". There are six elements that involve in packaging decision: size, form, material, color, text and brand (Kotler, 2003). Packaging is an important factor in controlling the quality of the product. Good packaging will not result negatively to the exposure to environmental effect. Unsuitable packaging will cause the product to become soggy, moldy, smelly, rotten and missing their nutrition. For "keropok lekor", the design is crucial in intensifying marketing and product

sales. With this, a good design and creativity packaging will catch the customer attention and will generate a positive image in “keropok lekor” industry (Noraïen, 2015).

Customer Acceptance

Consumer knowledge and beliefs have been identified as the most important determinants of their acceptance (Del Giudice & Pascucci, 2010). Furthermore, Fortin and Renton (2003) pointed out three factors governing customer attitude towards modified food. The perceived attributes of the food product, the perceived consequences of buying and consuming the product and the attitude towards genetic engineering in food production in general. Customer acceptance can be affected by various determinants, including socio-demographic factors, cognitive and attitudinal factors (Shamal & Mohan, 2015).

Research Hypothesis

Based on the study, there were three hypotheses that were involved:

H1: There is a relationship between taste of keropok lekor and customer acceptance.

H2: There is a relationship between texture of keropok lekor and customer acceptance.

H3: There is a relationship between packaging of keropok lekor and customer acceptance.

Conceptual Framework

A research framework has been constructed to investigate the connection between flavour, texture, and packaging towards customer acceptance.

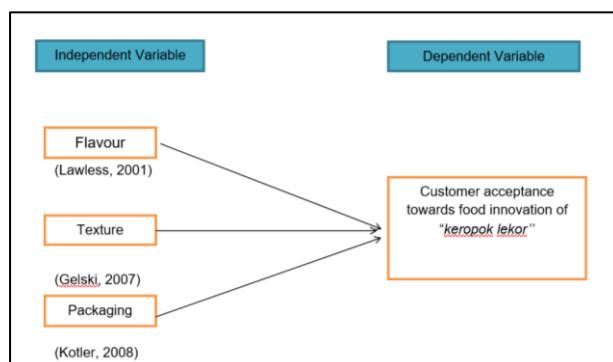


Figure 1: Conceptual framework of Customer Acceptance towards Food Innovation of “Keropok Lekor” at Besut, Terengganu.

Adapted from Lawless (2001); Gelski (2007); & Kotler (2008).

METHODOLOGY

Research Design

As for the questionnaire research design, a structured questionnaire is used as the research instrument based on quantitative study. Structured questionnaire is a document that contain a set of standardized questions with a fixed scheme, which specifies the exact wording and order of the questions, for gathering information from respondents (Bethlehem, 2009). Applied survey methods that used where data be gathered just one. The analysis of the hypothesis of this study is based on survey.

Data Collection

In 2018, data estimated that Terengganu’s population is 1,035,977, and 140,952 in Besut (Jabatan Perangkaan, 2018). The sample population in Besut area is estimated at 380 respondents based on this study. In the first stage,

the data collection used in this study is using questionnaire. In this study, the questionnaire method was used to collect information from local people in Besut, Terengganu. The questionnaires were printed in hardcopy for easier distributions. The second stage of data collection was the fieldwork. A set of questionnaires was distributed to the population to collect the data. To complete the fieldwork, the researcher only took 4 days to distribute the questionnaires. For each of the first three days, the data was collected from 100 respondents. On the final day, only 80 respondents were needed to fulfil the data collection sample size.

Sampling

The sampling method used in this study was the simple random sampling. According to Ramayah (2013), simple random sampling design is the most basic form of probability sampling drawn from the target population which has an equal and known chance of being the subject of the sample. This sample occurs where all elements in the population are considered and each element has an equal chance of being a chosen subject.

In achieving reliable and valid sample of this study, the researchers used the equation from Krejcie and Morgan (1970) to determine the sample size. The formula will be shown as below:

$$S = \frac{x^2 N p (1 - p)}{e^2 (N - 1) + X^2 p (1 - p)}$$

n = sample size

N = population size

e = the degree of accuracy expressed as proportion (0.05)

x^2 = chi-square of degree of freedom 1 and confidence 95% (3.841)

p = proportion of population (if unknown, 0.5)

Data Analysis

There were three types of data analyses used in this study, which were frequency analysis, descriptive analysis and reliability analysis. The data obtained was analysed by using Statistical Package for the Social Science (SPSS).

FINDINGS

Descriptive Analysis

There were 377 surveys distributed to respondents in Kuala Besut, Terengganu. Out of 377, the 377 surveys were returned successfully. From the numbers, thirty- one (31) surveys were discarded owing to invalid responses, monotonous and a lot of incomplete answers. Therefore, the invalid surveys were excluded from the analysis. That brings forth 346 usable surveys that resulted in 92% response rate. Sekaran and Bougie (2009) stated that sample size larger than 30 and less than 500 are appropriate for a quantitative research.

Table 1

Summary of Overall Response Rate

Descriptions	Numbers and Percentage
Sample Size	377
Survey Return	377
Invalid Response	31
Missing	0
Usable Survey	346
Percentage of Response Rate	92%

The demographic profile of the respondents was recorded, analysed and simplified as presented in Table 1 based on respective category. From there, 146 (42.2%) respondents were male, and 200 (57.8%) respondents were female. The highest number of respondents are in the age range of 25-30 years old, which counted for 139 (40.2%)

respondents. For status, single respondents were the highest number which is 193 (55.8%). The highest number of respondents' race was Malay, which were 252 (72.8%) respondents.

Table 2
 Demographic Profile Statistic Analysis Results

No.	Category	Details	Frequency (346)	Percentage (%)
1.	Gender	Male	146	42.2
		Female	200	57.8
2.	Age	19-24 years old	117	33.8
		25-30 years old	139	40.2
		31-36 years old and above	90	26.0
3.	Status	Single	193	55.8
		Married	141	40.8
		Others	12	3.5
4.	Race	Malay	252	72.8
		Chinese	53	15.3
		Indian	37	10.7
		Others	4	1.2

Reliability test

In this study, reliability test was conducted to evaluate Cronbach's Alpha values for all variables. The values are as follows: flavour (0.827), texture (0.744), packaging (0.820) and customer acceptance (0.693). All reliabilities were above the 0.6 and 0.8 levels, which generally are considered reliable (Hair, 2010).

Table 3
 Mean, standard deviation and reliability

Items	No. of items	Items	Mean	SD	Reliability
F	10	F1	4.36	0.791	0.827
		F2	4.40	0.704	
		F3	4.30	0.793	
		F4	4.20	0.828	
		F5	4.09	0.937	
		F6	4.04	1.021	
		F7	4.13	0.846	
		F8	4.08	0.886	
		F9	4.06	0.905	
		F10	4.21	0.854	
T	10	T1	4.40	0.661	0.744
		T2	4.31	0.686	
		T3	4.33	0.648	
		T4	4.34	0.730	
		T5	4.39	0.703	
		T6	4.49	0.620	
		T7	4.43	0.704	
		T8	4.24	0.903	
		T9	4.29	0.809	
		T10	4.42	0.751	
P	10	P1	4.31	0.790	0.820
		P2	4.24	0.825	
		P3	4.08	1.038	
		P4	4.36	0.829	

		P5	4.21	0.860	
		P6	4.30	0.803	
		P7	4.30	0.815	
		P8	4.20	0.920	
		P9	4.46	0.632	
		P10	4.34	0.813	
CA	5	CA1	4.44	0.653	0.693
		CA2	4.52	0.629	
		CA3	5.45	0.627	
		CA4	4.48	0.711	
		CA5	4.61	0.549	

Note: F=Flavour, T=Texture, P=Packaging and CA=Customer Acceptance

Relationship testing and discussion of results

The Spearman analysis was conducted to reveal relationship between the independent variables and the dependent variable. Based on Table 4, flavour, texture and packaging were found to influence customer acceptance towards “Keropok Lekor” in Terengganu.

Table 4
 Results for relationship testing

Hypothesis	Result	Findings of Data Analysis
H ₁ : There is a positive relationship between flavour and the customer acceptance towards food innovation of “Keropok Lekor” at Besut, Terengganu	r = 0.422, p = 0.000 Moderate positive	H ₁ : Accepted
H ₂ : There is a positive relationship between texture and the customer acceptance towards food innovation of “Keropok Lekor” at Besut, Terengganu	r = 0.444, p = 0.000 Moderate positive	H ₂ : Accepted
H ₃ : There is a positive relationship between packaging and the customer acceptance towards food innovation of “Keropok Lekor” at Besut, Terengganu	r = 0.473, p = 0.000 Moderate positive	H ₃ : Accepted

Table 4 shows that flavour of “keropok lekor” towards customer acceptance is at r=0.422 with the p-value=0.000. It has a moderate positive relationship between flavour and customer acceptance towards food innovation of “keropok lekor”. Therefore, there is a significant relationship between flavour and customer acceptance towards food innovation of “keropok lekor”. Consequently, H1 is supported.

The result showed that texture of “keropok lekor” towards customer acceptance is at r=0.444 with the p-value=0.000. It has a moderate positive relationship between texture and customer acceptance towards food innovation of “keropok lekor”. Therefore, there is a significant relationship between texture and customer acceptance towards food innovation of “keropok lekor”. Consequently, H2 is supported.

The result showed that packaging of “keropok lekor” towards customer acceptance is at r=0.473 with the p-value=0.000. It also has a moderate positive relationship between packaging and customer acceptance towards food innovation of “keropok lekor”. Therefore, there is a significant relationship between texture and customer acceptance towards food innovation of “keropok lekor”. Consequently, H3 is supported.

DISCUSSION & RECOMMENDATION

Even though we experienced new things throughout the progress in conducting this research study, there are several limitations that have been encountered and identified and it is important to point out to give benefits and convenience for other researchers to acknowledge and plan for the improvement strategy. First, the current study is limited to one study setting which is Besut, Kuala Terengganu. The population at Besut consists of mostly Malay population. Thus, we can only get information or data from mostly one race only. Second limitations, lack of respondents on targeted age group. Our research target age groups are from age of 35 and above. Our respondents are mostly aged 20 and above. Thus, we did not acquire the needed information from our target groups. Third limitations emerge when it is related to quantitative research. It was quite a concern when data was being at stake because it would cause total fatal if there were any mistakes somewhere. This is because, quantitative research focused on quantifying a given phenomenon rather than answering 'why' or 'how' it happened. It was like a repeated process all the way from proposing a theory to the examining of the results.

The first recommendation is the study setting. The current study is limited to one study setting. The area of study should be enlarged to other places or parts which consist of also other races population. Thus, more information can be collected regarding the research. The second recommendation is lack of respondents on targeted age group. To reach the targeted age groups, we should increase the study setting area. By enlarging the geographical area of collecting data in the study, we can collect more information from the targeted age groups. The third recommendation is related to studies that are quantitative research in type. More studies of keropok lekor should be done in qualitative research to enable more information or data collected regarding keropok lekor.

CONCLUSION

In conclusion, the main purpose of this research to identify the significant factors affecting the customer acceptance towards food innovation of "keropok lekor". The result in section 5.2 for recapitulation of study findings to show that the affecting factors which are flavour, texture and packaging gave the impact to the customer's acceptance. The findings also showed that there are significant relationships between affecting factors and customer's acceptance towards food innovation. In general, correlation analysis showed that the flavour factor gave more effect to customer's acceptance towards food innovation followed by texture and packaging.

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Factors That Affect Customer's Satisfaction towards Food Trucks Establishment in Kota Bharu, Kelantan

Auni Ramizah Kamil, Nur Farhana Abd Wahid, Nur Najihah Yusof, Woon Zhi Qian,
Harnidah Samengon, Nurashikin A. Ridzuan & Nur Azimah Othman

Faculty of Hospitality, Tourism and Wellness, Universiti Malaysia Kelantan

Corresponding email: azimah.o@umk.edu.my

ABSTRACT

Food trucks is a transformation of street food and has contributed to the vitality of urban life across cultures for centuries and this business currently becomes the worldwide business trend. In Malaysian scenario, a food business operating by using modified trucks appeared fastest increased in the Klang Valley. Due to the increase, the objectives of this study is to identify the customer's satisfaction towards food trucks in Kota Bharu. A total of 274 customers of food trucks from Kota Bharu were chosen. This study used convenient sampling that the respondents are chosen by their availability. Convenient sampling refers to the collection of information from members of the population who are conveniently available to provide it. The result shows (H1) safety, (H2) price and (H3) health have positive relationships with the customer satisfaction.

Keywords: *Hospitality, Food Truck, Safety, Price, Health and Customer Satisfaction*

INTRODUCTION

Hospitality industry has been one of the fastest growing segments worldwide. Langhorn (2004), stated that service that was given to customer is the product of that establishment in hospitality industry. Hospitality industry have many categories which is lodging, housekeeping, theme parks, transportation and other fields that related to tourism industry. Statistic of Canada (2012), indicated that the food and beverages establishments is engaged in preparing meals and taking customer's order. Food and beverages industry nowadays rapidly grows in the hospitality industry because people focus more on food and beverages. There are many types of food and beverages sectors. For example restaurant, kiosk, food stall, catering and banqueting and also food trucks.

Nowadays, in the hospitality industries, food trucks is the most popular choice among people and the demand for the food trucks is increasing. Food trucks has become a phenomenon since 2008 and the demand for food trucks keeps increasing until now. According to FoodTrucks (2014), food trucks business concepts is selling food and do the cooking in the large vehicles that are equipped with cooking equipment and moving from one place to another. Stensson (2011) defines that food trucks is one of the marketing innovation in food and beverages industry because the way of the vendors markets their food in the vehicle is unique and has been a trend around the world. According to the World Health Organization (1996), they stated that street food or food trucks as a food that have been prepared or cooked by the vendors and they sold it to people at public places. Through food trucks, customer can easily communicate with the chef and also the other customers of food trucks (Mayyasi, 2013). The bigger consumption towards food trucks business is Generation Y or known as millennial group because they tend to dine out frequently and also contribute in higher disposable income than the previous generation (Lukovitz, 2009). In United States, the number of food trucks is 53 in 2009 (Linnekin et al., 2011) and kept increasing until 2015 which is estimated at 4,130 (Ibis World, 2015).

Recently, food trucks is growing in Canada capital city which is Vancouver. Food trucks has caught people's attention in Vancouver hence the diversity and moderate temperature urge people to go downtown (Solinsky, 2014). In Vancouver, there were more than 30 food trucks business and they need to have a city permit for them to be able

to sell and park at the streets of Vancouver. According to the National Restaurant Association (2011), they stated that out of 1,004 American adults, 54% of them select food trucks as their most famous food area. When National Research Association (2017) conducted a survey, the results showed that 19% of restaurants mentioned that they wanted to change their businesses into food trucks business.

Similar with the above notion, Malaysia faces several challenges while introducing and maintaining food trucks in the country. Food trucks in Malaysia always operate to cater for specific events for a certain place and business. For example, Café Malaysia takes over MITEC with the largest gathering of coffee and tea players in KL. There is popular place of food trucks focus in the Klang Valley and also the food trucks business was set up at the Stadium Bukit Jalil to sell various foods ranging from local Malaysian specialities to Western cuisines. According to the Malaysia Digest (2016), since the food trucks trend set in Malaysia in 2014, there were only three food trucks business around Klang Valley. However, the number kept changing to about five new food trucks each month and has a total of 70 by October 2016. 60% of the customers chose food trucks as it is more convenient as evidently seen by the survey that has been conducted by Malaysia Digest (2016).

This study aims to investigate the factors that influence the customer's satisfaction of food trucks establishment in Kota Bharu, Kelantan. The problems that affect towards customer satisfactions include the raising in price. Food trucks is introduced at other countries focused for people that not able to buy expensive food but in Malaysia, many people claimed that the prices of food at food trucks is expensive and some food trucks have the same prices as a luxury restaurants. Besides that, safety is also important to measure the customer's satisfaction towards food trucks especially on the safety environment side. Basically, food trucks are located at parking site, on the shoulder of the roads and also places that are the nearest with traffic jams and because of this the unnecessary things can accidentally happen without anyone realizing them. Apart from that, health also is one of the important components to measure the customer's satisfaction towards food trucks. The vendors must provide healthy food, or the hygiene of the food must be taken care of so that the customers are satisfied with the food.

There are three objectives of this research which are:

- 1) To measure the relationship between safety and customer satisfaction towards the food trucks in Kota Bharu.
- 2) To study the relationship between prices and customer satisfaction towards the food trucks in Kota Bharu.
- 3) To examine the relationship between health and customer satisfaction towards the food trucks in Kota Bharu.

Significance of the Study

To Academic Researcher

This research pursues to contribute clearer information and address all the existence of information to new researchers or new entrepreneur related to the food trucks sector. This will help them to investigate more about the study related with food trucks.

To Food Trucks Industry

The result of study is so important because it gives advantage to food trucks industry that provides to the entrepreneur and the consumer of the food trucks industry. Then, understanding of the consumer desires and assumption, the food trucks industry enable to start up the food trucks entrepreneur that will set up, create and retain consumer satisfaction. This study might be effective for interested people and food trucks entrepreneur to design or set up a suitable marketing strategy for future consumer needs. By perfectly meet the needs of consumer before being purchased, the food and beverage sector advantage from food trucks industry as well as meet the satisfaction of consumer.

To Future Consumer

This study could also increase the knowledge of the consumer as this study serves as a guideline for the future consumer to understand how they could choose and evaluate a food and beverage sector. This study will allow useful information on food trucks, especially regarding consumers in Kota Bharu. In summary, the researcher has created, from this research, a contribution of knowledge on Kota Bharu consumers towards food trucks industry such as what are the factors influencing their customer satisfaction towards the food trucks industry.

LITERATURE REVIEW

Perception of the independent and dependent variable of the study of the factor that affect the customer satisfaction towards the food trucks industry. The independent variable is the price of the product of the food trucks, the health of the food that provide from the food trucks and lastly the safety that the customer might feel during having the meal at the food trucks. In the food and beverage industry, is the most important industry in the economy which it provides the most of the income towards the economy. The dependent variable is the customer satisfaction towards the food trucks industry. Do the customer feel these three factors is important when they are having their meal at the food trucks. The study that we take is to investigate the customer reaction towards the food trucks in Kota Bharu which the food trucks is very common in the other country, but it doesn't make the same in Malaysia. Do the people will accept the food trucks industry by considering these three factors? In Malaysia, food trucks business is normally gather together at an open area to start to serve food for customers. Basically, in Malaysia food trucks industry are based on the event method to introduce towards the public. Every year, Malaysia food and beverage achieves will conduct KL food trucks festival.

Customer satisfaction

Based on business dictionary, customer's satisfaction is the degree of satisfaction provided by the goods or services of a company as measured by the number of repeat customers. Customer satisfaction (CSAT) is a metric used to quantify the degree to which a customer is happy with a product, service or experience. This metric is usually calculated by developing a customer satisfaction survey that asks on a five-seven-point scale on how a customer feels about a support interaction, purchase, or overall customer experience, with answer between "highly unsatisfied" and "highly satisfied" to choose.

Price

Based on the Consumer Marketing (2018), price also could be defined as something that play a diverse role in purchasing decision making because the goods may be perceived by the buyer as something that can be sacrificed, as a quality of que or both. It also gave an influence in expectations about the quality of product and its performances. Next, price also have been viewed as an indicator of monetary sacrifice or for the product quality. It had a conventional meaning which is it could be related to how the consumers perceived themselves or live in the socioeconomic that they are being live right now (Zolfagharian, 2017).

Health

Notions of health and disease in any culture are intimately tied to images of the body and tend to be largely taken for granted. Based on A Boston Globe review of 2016, the city health records found that while food trucks were less likely overall than restaurants to have violations, they were more likely to be suspended for serious issues that pose an "imminent public health threat." Nine of the city's 96 licensed food trucks last year were closed on the spot until the violations were corrected, usually within a week or two. Food trucks have unique health risks compared to regular land-based restaurants when it comes to food safety and the prevention of foodborne illness. Most food trucks do not have access to acceptable clean and hot water necessary to rinse off vegetables, as required by most health codes or regulations (Karen, 2013).

Safety

Safety could be defined as a condition where the number of adverse outcomes should be low as possible to avoid from any incident and also accident (Hollnagel, 2014). When the food trucks industry wants to expand into the markets, there are a number of risks that come along with operating a food truck. In addition, there are also risks like auto accidents, equipment damage and injuries to workers and customers. Next, there will be operational risks. Although safety precautions must be practiced at all times, work related accidents like slips and falls, smoke inhalation, burns, wounds, and heat stroke can still happen from day-to-day operations. In a workspace like a food truck, there are a lot of accidents that can happen in smaller spaces.

Research Hypothesis

From the study, there are three hypotheses which is safety has a positive influence on customer's satisfaction, second is price has a positive influence on customer's satisfaction, lastly, there is a positive relationship between health and customer's satisfaction towards food trucks in Kota Bharu.

H1: There is a significant positive relationship between safety and the customer's satisfaction towards food trucks in Kota Bharu.

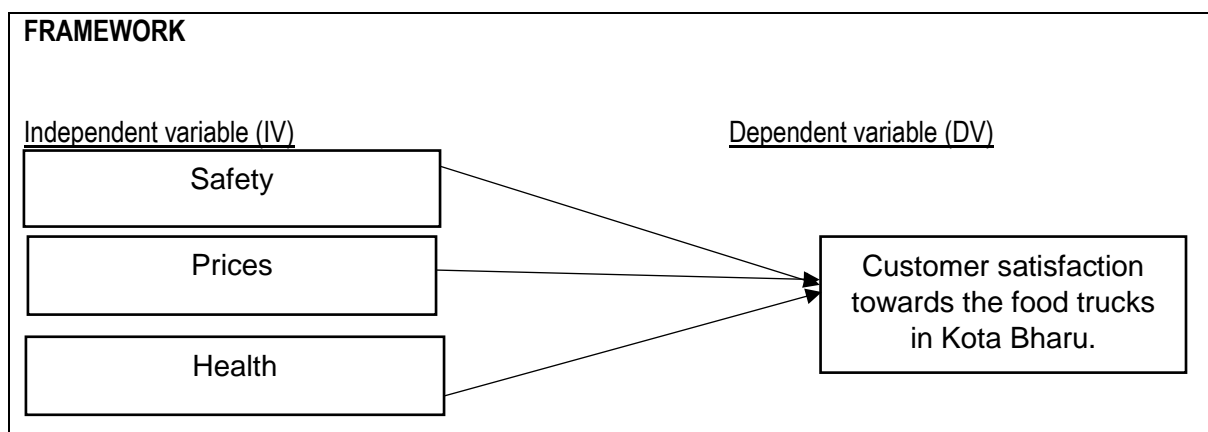
H2: There is a significant positive relationship between price and the customer's satisfaction towards food trucks in Kota Bharu.

H3: There is a significant positive relationship between health and the customer's satisfaction towards food trucks in Kota Bharu.

Research Framework

A research framework has been constructed to investigate the connections between the independent variables and dependent variable of which the independent variables are the safety, price and health that might affect the customer's satisfaction of the food trucks industry; the dependent variable from our study.

Research Framework



Sources: Adapted from Noor Raudhiah, Siti Hawa and Farah (2017)

METHODOLOGY

Research Design

This study is using quantitative method which concerns with the systematic investigation on social phenomena by using the statistical or numeric data. It also involves measurement and can be assumed that the phenomena under study could be measured. Descriptive method was being used in this study to identify who, what, when, where and how the phenomena is associated with a specific research problem. The researcher also wants to identify what are

the relationships between the safety of customer, price and health in food trucks industry. The researcher also chooses food trucks locator in Kota Bharu because there was a development of street food in Kelantan and it becomes one of the attractions in Kelantan.

Data Collection

In the first stage, the data collection methods used in this study are questionnaire and secondary data collection. This includes closed-ended question, which then be analysed with the methods of correlation and regression, and other statistical measurements such as mean, mode and median and others. It is a simple set of questions that are asked to generate specific information to meet the study-related requirement of the researcher. The second stage of data collection is the fieldwork. A set of questionnaires was distributed to the population to collect the data for the study on the scope that are set. A set of questionnaires contain four sections and need to be fully answered by the respondents in order to collect the data that are needed by the researcher. The researcher will collect the questionnaire personally in order to secure the information that they gained.

Sampling

The sampling method used in this study was the convenient sampling whereby the respondents are chosen by their availability. The sample in this study are the people from local or domestics and international who have been exposed to the safety, price and health in Kota Bharu. For convenient sampling in this research, the information was collected from the respondents who are conveniently available to provide it.

FINDINGS

A pilot test of 30 respondents has been conducted to verify the accuracy of the instrument by using Cronbach's alpha and to ensure that the research tool is nice and easy to understand and respond to (Abdulrab, 2018). The reliability test for this pilot study is 0.8 which indicated the relationship and strength of the variable is "Good". Cronbach alpha provides a measure of the test or scale's internal consistency; it is represented as a number between 0 and 1 (Tavakol, 2011). Cronbach alpha coefficient provides the most, ranging from 0 to 1. The higher the variable, the more accurate the build measurement objects are. In particular, a value of 0.6 or less indicates unsatisfactory internal consistency and reliability. The researcher may proceed to the entire sample of the study after completing the distribution of the questionnaire. The survey questionnaire consists of four major sections. Each section in the questionnaire contains questions addressing the variables to suit the research objectives (Tavakol & Dennick, 2011).

Table 1.1 shows the rule of thumb of the correlation coefficient and the interpretation of the correlation between variables. The correlation coefficient is referred as *r*. If the value of *r* is 0.00 to 0.19, it indicates that there is very weak positive relationship between variables. On the other hand, if the value of *r* is -0.00 to -0.10, it indicates that there is very weak negative relationship between variables. If the value *r* is -0.80 to -1.00, there is a very strong negative relationship between variables.

Table 1
Rule of thumb of the correlation coefficient

Correlation Coefficient	Interpretation
.00 to .19 (-.00 to -.19)	Very Weak
.20 to .39 (-.20 to -.39)	Weak
.40 to .59 (-.40 to -.59)	Moderate
.60 to .79 (-.60 to -.79)	Strong
.80 to 1.00 (-.80 to -1.00)	Very strong

Source: Galadance B.S & Muthar M.I (2017)

DISCUSSION & RECOMMENDATION

The study revealed that safety (H1), price (H2) and health (H3) have positive relationships towards customer's satisfaction on food trucks. This is just a sample the study seeks to understand and fills the gap regarding impact between safety, price and health aspects in the food trucks setting. Thus, the findings of this research will enhance the understanding on safety, price and health in the context of food and beverages, specifically for food trucks in Kota Bharu. This research has the potential to extend the literature in understanding customer's satisfaction from food trucks business in Kota Bharu. This may be because of the food trucks entrepreneurs always keep in their mind that serving good quality services which are in safety, price and health to customers also is a priority to run a successful food trucks business. For price, customers may prefer reasonable price due to the majority of respondents in this study are at the age range below 30 years old (91.20%). Normally, at this age they are students and young worker who have a small and medium food budget monthly for food, so they may prefer to eat at the food trucks which offers good quality and services with reasonable prices.

CONCLUSION

For our study this is just a sample we identified to investigate the customer's satisfaction towards food trucks which can give more benefits to the customer after we finished the research. Therefore, the findings of this study are expected to provide new insights and implications to academicians, government and practitioners related to food trucks businesses. On academic side, this study makes significant contributions to the customer satisfaction body of knowledge by exploring the impact of safety, price and health in the food trucks business. As for the perspective of government, this study will be able to contribute to trigger on how to manage and control the food trucks businesses and activities. From the practitioners' viewpoint, this study shares the important influential role of customers' satisfaction, therefore the retailing owners or managers are able to find ways to attract and retain customers.

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The Effectiveness of Banana Leaf as a Food Wrapper in Pasar Siti Khadijah

Ariawatella Vanessa Anak Watt, Dayang Hazizah Johan, Muhammad Affiq Jalil, Yong Xin,
Harnidah Samengon, Nur Azimah Othman & Derweanna Bah Simpong

Faculty of Hospitality, Tourism and Wellness, Universiti Malaysia Kelantan

Corresponding email: derweanna@umk.edu.my

ABSTRACT

The focus of this study involved the observation of variables such as hygiene, aroma and cost-effectiveness. This study was conducted in Pasar Siti Khadijah, Kota Bharu. A set of questionnaire was distributed to 364 respondents in Pasar Siti Khadijah. Descriptive analysis was used to obtain the frequency, percentage and mean by using Statistical Package for Social Science (SPSS) windows version 24.0. The test for the reliability was undertaken to provide information about the consistency through the data collected that has been rated by the respondents. The analyses were separated into four (4) sections. The first section was about the hygiene of the banana leaf as food wrapper. The second section was about the aroma of the banana leaf as food wrapper. The third section was about the cost-effectiveness of the banana leaf as food wrappers and the fourth section was about the purchasing behaviour of the consumer which all of them were analysed using descriptive statistics. At the end of this analysis, the result indicates the inferential statistics to respond to all the formulated hypotheses using the regression method. Inferential analyses were performed by using Pearson Correlation Coefficient (r) and Regression (r^2) to examine the relationships and influence that exist between the two variables; the independent variables and dependent variables. The result of all these analyses method were positive for hygiene, aroma and cost-effectiveness which mean the entire objectives were achieved. The objective of this study was to determine the hygiene, aroma and cost-effectiveness influence towards the effectiveness of banana leaf as food wrappers.

Keywords: Food wrapper, Hygiene, Aroma, Cost-effectiveness

INTRODUCTION

Food packaging aims to preserve, extend the stretch, retain nutrients, and serves food to use for the end users, among other uses. Therefore, there are many technologies and techniques used in packaging and wrapping food. This contrasts with the geographic location, tradition/culture, level of industrialization, urbanization, economic status, producing the desired effect, and of course, the main priority in food preparation (Ojekale, 2007). Banana is the second largest artificial fruit after citrus, contributing about 16% of the production of fruits worldwide. The largest producer is India which accounted 27% of world banana production. Incidentally, the productions of bananas in India have exceeded the mango productions. In India, Tamil Nadu is a major producer of bananas, followed by Maharashtra (Mohapatra, 2010).

The leaves are widely used for weaving baskets, mats, food wraps for marketing and cooking, spicy food, forests and plates for food and cups for soup. Outsiders use triploid banana leaf as an umbrella during the rainy season. In India, people use banana leaves for traditional rituals and provide special dishes with oil or steamed wrapped with banana leaves (Mohapatra, 2010). This study aims to find out the effect of the usage of banana leaf as a food wrapper, by taking into account the three variables which are hygiene, aroma and cost. Therefore, this study aims to find the relationship between the independent variables and the dependent variable of this study.

The objectives of this study are to determine:

1. The effect of banana leaf usage as a food wrapper to the hygiene of the food.
2. The effect of banana leaf usage as a food wrapper to the aroma of the food.
3. The effect of banana leaf usage as a food wrapper to the cost in business.

Significance of the Study

The aim of this study is to find out the effect of the usage of banana leaf as a food wrapper. Therefore, both practical and academic aspects can be identified from this study.

Researchers

By conducting this study, the researchers hope that it can encourage other researchers to conduct more researches about this topic and convey the knowledge that accumulated. Furthermore throughout this study, researchers would learn if the banana leaf can be a right substitute for the plastic packaging. Researchers also hope that this study would provide useful information that can help the farmers, entrepreneurs, planners, and scientists to take proper initiatives for the betterment of the nation particularly in supporting food business.

Seller

In this study, the research can help the related industry to find out the benefits of the usage of banana leaf. As for seller or peddler who are using wrapper other than banana leaf, this research can prove that using banana leaf as food wrapper will be cheaper. With this, the cost of production will be lower and seller can earn more profit. Moreover, the food wrap with banana leaf can attract more customer as the aroma will be generated when the leaf has contacts with the food. While for plastic wrapper, it will have chemical reaction which gives bad effect to people' health.

Future Researcher

This study can bring out future researcher to do more research on banana leaf by exploring many other aspects, and not limited to only in food wrapper. This will make it easier for the researcher to do their research through the existence of this research. Future researcher can further their study on banana leaf in the industries such as medicines or others. Besides, this study will help the mass to gain more knowledge about banana leaf such as the benefits of using banana leaf as food wrapper and they can apply it in their daily life for convenience.

LITERATURE REVIEW

Food wrapper

Food wrapper is a food packaging that can be an important marketing strategy to a company as it can be a key to competitive advantage in the food industry. An attractive packaging can attract the consumer with its unique appearance, design and color. According to Nathalie Gontard (2013), the main roles of food packaging are to protect and keep the food to be remained in a good shape until it is ready to be consumed. Other than that, the packaging should be able to keep the food away from any unhealthy exposure such as the dust, the flies and contamination (Gontard, 2013). Besides, according to a document website, there are two types of packaging material. They are traditional materials and industrial materials. This research only discuss about the traditional material. The banana leaf is in the traditional material category. It is cheap and can be easily found. They are used as the wrapper for food that is to be consumed quickly (Practical Action).

Lastly, the benefits of eating food on banana leaves also have been stated in a website. In the traditional Indian cuisine common practice, it is traditional to serve food on the banana leaves. The meals are served altogether on the same leaves until they are fully accommodating the size of the leaves. The benefits of the banana leaves are still relevant till today. The benefits are healthy, flavorful, environmental friendly, hygienic, chemical-free and practical (Gupta, HEALTH, 2016).

Hygiene

Hygiene is a series of practices performed to preserve health. According to the World Health Organization (WHO), "Hygiene refers to conditions and practices that help to maintain health and prevent the spread of diseases." Personal hygiene refers to maintaining the body's cleanliness. Many people equate hygiene with 'cleanliness,' but hygiene is a broad term. It includes such personal habit choices as how frequently to take a shower or bathe, wash hands, trim fingernails, and change and wash clothes. It also includes attention to keeping surfaces in the home and workplace, including bathroom facilities, clean and pathogen-free. Some regular hygiene practices may be considered good habits by a society, while the neglect of hygiene can be considered disgusting, disrespectful, or threatening.

The World Health Organization (WHO) estimates 600 million (almost 1 in 10 people) in the world fall ill after eating unclean food and 420,000 die every year. Malaysians always facing shocked with some viral video on the poor and unhygienic food handling. This is due to the improper washing utensils process and the chemical effect from plastic food wrapper. By using banana leaves, it does not require a lot of cleaning process where they just need to be rinsed with water and it is ready to use. Their waxy exterior is easy to clean as it can prevent the dust and food remainder from sticking on their surface. While for utensils that we normally use, it has to be washed by using soap with complicated process and the traces of soap may still remain on the utensils and at last the trace might be infecting our food.

Aroma

Aroma is the word for a fragrant scent, one that pleases the nose in a way that makes you lick your lips. Unlike its foul-smelling cousin the odor, an aroma smells but never stinks. Everyone knows that banana leaf have a waxy coating on its surface. Whenever hot food is served on the leaves, the wax melts and it lends its distinct flavour to the food which makes the food taste better. It also adds a green tea like scent to the food during the cooking whenever it is used to wrap food for steaming, grilling or baking (Devi, 2012). According to Diane Pham (2010), food is served on the leaves not only because it makes for a good-looking presentation, but because it is thought that an enzyme on the leaf, which is broken down by the hot food placed up on it, is actually released into the food, and aids in digestion. According to the entrepreneur Gee Lee Ann, 73, the traditional technique of packaging, especially in terms of using banana leaves are still well-preserved.

Cost-Effectiveness

Since banana leaves are so common in the tropics, they are available for free, which can save money. It is a win-win-win for store owners, the planet, and the earth-conscious consumers who can also use the leaves for compost. However, people prefer to use plastic wrapper as plastic wrapper will be longer lasting if compared to banana leaf. According to an article in The Hindu, the Agriculture Research Station in Telijjawila, Sri Lanka has successfully carried out work to produce cured banana leaves that can be kept for more than one month under refrigerated conditions without any changes in color or quantity. With this development, banana leaf will be selected as first as it can be stored in longer time like what plastic wrapper does. At the same time, the environmental pollution can be reduced and more banana plants will be planted to make a green and ecofriendly environment. The usage of banana leaf give a lot of benefits and hopefully, by extending the useful life of banana leaves for food storage, fewer leaves can be used and those that are used can last longer (McDermott, 2008).

Research Hypothesis

- H1 : There is a relationship between the hygiene of food and the banana leaf usage as a food wrapper.
- H2 : There is a relationship between the aroma of the food and the banana leaf usage as a food wrapper.
- H3 : There is a relationship between the cost of the business and the banana leaf usage as a food wrapper.

Research Framework

A research framework has been constructed to investigate the connections between independent variables such as hygiene, aroma and cost-effectiveness and dependent variable which is the banana leaf as food wrapper in Pasar Siti Khadijah.

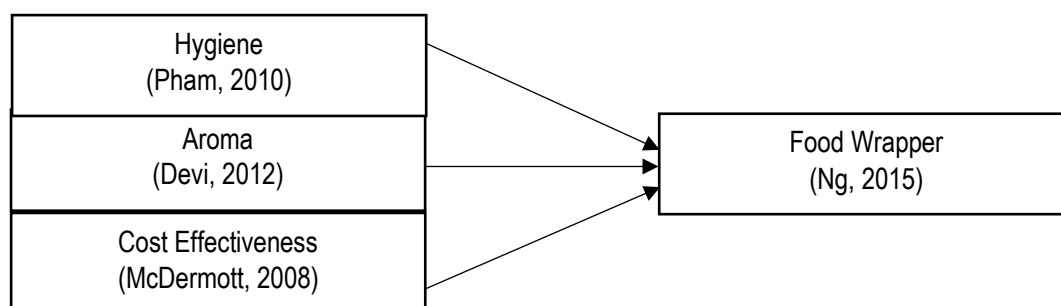


Figure 1: Research framework of hygiene, aroma and cost-effectiveness of banana leaf as a food wrapper.
 Source: Adapted from Pham (2010), Devi (2012), McDermott (2008), Ng (2015)

METHODOLOGY

Research Design

This study used the quantitative method to develop the knowledge and collected the statistical data from respondents in large scale (Creswell, 2003). The researchers have used the quantitative method, by distributing questionnaire to the consumers around the area of Pasar Siti Khadijah, Kota Bharu.

Data Collection

A set of questionnaire have been distributed to the customers who buy food packed with banana leaf and residents around the Pasar Siti Khadijah. The respondents among the visitors of Pasar Siti Khadijah, Kota Bharu had been chosen as our study focus because some of the hawkers in Pasar Siti Khadijah still maintain the traditional ways of food packaging using the plant leaves. The 491,237 populations of Kota Bharu is represented approximately by 384 sample size. Therefore, a total of 384 questionnaires have been distributed to customers who visit Pasar Siti Khadijah (Creswell, 2003). Google form was used as a medium for this research to collect data and it was opened by instructions about the details of the study, objectives and the purpose of the study. The questionnaires were distributed accordingly in four weeks and each week 96 set of questionnaires have been distributed.

Sampling

The sampling method used in this study was the convenience sampling which is to collect data from the available population respondents to participate in the study. As for this study, researchers would choose any available respondents in the Pasar Siti Khadijah to participate in this study.

In achieving reliable and valid sample of this study, the researchers used the equation from Krejcie and Morgan (1970) to determine the sample size. The formula will be shown as below:

$$S = \frac{x^2 Np(1 - p)}{e^2(N - 1) + X^2 p(1 - p)}$$

n = sample size

N = population size

e = the degree of accuracy expressed as proportion (0.05)

χ^2 = chi-square of degree of freedom 1 and confidence 95% (3.841)

p = proportion of population (if unknown, 0.5)

Data Analysis

There were four data types of data analysis are used in this study; descriptive analysis, reliability analysis, inferential analysis and correlation coefficient. The data obtained was analysed by using Statistical Package for the Social Science (SPSS) version 24.0.

Table 1 shows the characterization of the respondents. Out of 384, there were 364 complete respondents. From the table, most of them are female, which has 61.5%, most of their ethnicity are Malay (59.6%), aged between 20 to 34 years old, 75% live in urban area and 40.7% has Diploma as their academic background.

Table 1
 Sample description (n=364)

Demographic Characteristic	Category	n.	Percentage (%)
Gender	Female	224	61.5
	Male	140	38.5
Race	Malay	217	59.6
	Chinese	112	30.8
	Indian	35	9.6
Residence	Urban	273	75
	Rural	91	25
Age	<20 years old	89	24.5
	20-34 years old	219	60.2
	35-54 years old	49	13.5
	>55 years old	7	1.9
Academic Qualification	High school and below	85	23.4
	Diploma	148	40.7
	Bachelor	123	33.8
	Master	8	2.2

FINDINGS

This study is conducted to see the effectiveness of banana leaf as food wrapper in Pasar Siti Khadijah. Therefore, this study was determining which dimension affect most on usage of banana leaf as food wrapper. Data where gathered through the convenience sampling, which the 384 questionnaires were answered by the respondents who bought food packed with banana leaf and residents around Pasar Siti Khadijah.

A quantitative approach using Google form to collect data among the respondents was employed. Each of the data was analysed using SPSS ('Software Package for Social Science') for descriptive analysis, reliability analysis, inferential analysis and correlation coefficient. Correlation Analysis is used to define about the strength and direction of linear relationship between two variables. Table 4.13 shows the results of the correlation analysis.

Table 2
 Results of Correlation Analysis

Correlations		FOODWRAPPING	HYGIENE	AROMA	COST
FOODWRAPPING	Pearson Correlation	1	.774**	.691**	.616**
	Sig. (2-tailed)		.000	.000	.000

	N	364	364	364	364
HYGIENE	Pearson Correlation	.774**	1	.737**	.624**
	Sig. (2-tailed)	.000		.000	.000
	N	364	364	364	364
AROMA	Pearson Correlation	.691**	.737**	1	.864**
	Sig. (2-tailed)	.000	.000		.000
	N	364	364	364	364
COST	Pearson Correlation	.616**	.624**	.864**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	364	364	364	364
**. Correlation is significant at the 0.01 level (2-tailed).					

Table 2 shows that Food wrapper has strong correlation with three variables which are Hygiene (.774), Aroma (.691) and Cost (.616). Since three values are positive for the correlation with Food wrapper, it means there are more people aware about food wrapping by using banana leaf.

H1: Feedback of consumers on the effect of using banana leaf as food packaging.

The respondents agreed with the usage of banana leaf as a food wrapper when purchasing food. They also agreed that they may get influenced by the banana leaf packaging when they were purchasing food. This is because of the banana leaf adds aroma to the food which actually makes the people comes to purchase the food. Besides, banana leaf can be easily thrown away after use if compared to the plastic and leaving no environmental problem.

The respondents also agreed that the banana leaf food wrapper is more hygiene compared to other types of food wrapper. This is because the banana leaf has a wax-like texture that makes it easier to clean and wash. The respondent also agreed that buying food with banana leaf packaging is cheaper than other type food wrapper. The reason behind the cheap price is because banana leaves can easily be found. Lastly, the respondents also agreed that the banana leaf wrapper is more practical than any other type of food wrapper. This is because the banana leaves can be flexible enough to wrap the food in many different ways.

H2: Does the usage of banana leaf affect the hygiene of the food?

The mean score for the feedback on the effect of food hygiene with the usage of banana leaf as a food wrapper shows that the respondents were neutrally agreed that the safety of consuming food in banana leaf packaging is guaranteed. This is because the banana leaves have antioxidants that can help to fight cancer and Parkinson's disease.

Besides that, the respondents also were neutrally agreed that the banana leaves packaging is suitable for fresh food during cold. In addition, the respondents agreed that the food can be properly covered as the leaves have a clean surface to be used as food packaging. According to a website of "Why You Must Eat on a Banana Leaf" (2019), it is stated that the usage of banana leaves a food wrapper is more hygienic if compared to other utensils (Why You Must Eat on a Banana Leaf!, 2019). According to Ng (2015), banana leaves is flexible enough which allows them to be folded without breaking and it also have strong water-proofing quality the respondent also agreed that the food is served without any direct contact with newspaper surface. (Ng, 2015).

H3: Does the aroma of the food affects the usage of banana leaf as a food wrapper?

For the second hypothesis, most respondents agreed that the food wrapped in banana leaf is more fragrant than the plastic wrapping as the banana leaf itself can retain the fragrance and the food flavor. Banana leaf will adds a green tea like scent to the food during the cooking. Besides that, the respondents also agreed that the food wrapped in

banana leaf tastes much better than the plastic wrapping as they agreed that leaf would be able to slow down the food from stale and gives special flavor to the food.

The respondents agreed that some food would feel incomplete if it does not include banana leaf in food preparation and agreed that the resulting fragrance of the banana leaf are able to attracts customer to come and buy the products. The Malaysian Indian Restaurant Owner's Association president, Datuk R. Ramalingam Pillai said in an interview with The Star Online paper, he did not expect to see the banana leaf eateries in Malaysia to follow the suit and replace the organic leaves with the paper (Lim, 2012).

H4: Does the banana leaf usage affect the cost of the business?

For the third hypothesis, the respondents agreed that the plastic wrapping is costly than the banana leaf. According to a website titled "Why You Must Eat on a Banana Leaf" (2019), the banana leaves is the most economical and inexpensive option. This is because the leaves can be found easily in the tropical country and it is safe to use (Why You Must Eat on a Banana Leaf!, 2019).

According to Barret (2019), there were supermarkets that chose to use banana leaves as a wrapper because the leaves is much cheaper than the plastic. The leaves can be obtained easily in the tropics and save the supermarket owners the expense of using plastic. The respondents also agreed that the type of food wrapper used can affect the price of a product. Thus, it will affect the profit of the food seller (Barrett, 2019). Lastly, the respondents agreed that the price set for a product in packaging can affect the buyers indirectly. This is because the buyers tend to buy a cheaper product than the expensive product. However, societies nowadays are practicing healthy lifestyle by using the green products and lessened the usage of plastic tableware and wrappers.

DISCUSSION & RECOMMENDATION

According to this study, it is recommended that the researcher conduct the study with larger sample and more variables to access the Hygiene, Aroma and Cost-effectiveness on the usage of banana leaf as food wrapper. In addition, an initiative to develop a community with a group of people to identify the community priorities and delivering messages regarding the effectiveness of banana leaf as a food wrapper is recommended which in turn would help to reduce the pollution from using plastic wrapper.

This study also suggests that the sample should coverall Kelantan districts in future including Tanah Merah, Jeli and Bachok. The 384 respondents could be divided to these regions in order to obtain more precise data. Thus, residents from different parts of Kelantan will be more aware about the effectiveness of banana leaf as a food wrapper. As conclusion, the opportunity to study this topic could become an advantage. Therefore the residents in Pasar Siti Khadijah should enhance their knowledge about the benefits of banana leaf along with the global awareness. Although it was just a tiny behaviour transformation among communities towards the global awareness but it could give a great impact to the whole world of using banana leaf as a food wrapper.

CONCLUSION

In a nutshell, banana leaf is best used as a food packaging as it reduces plastic consumption. Reduction in use of plastic can solve many problems of pollution, helps comfortable life for being universal, maintain environmental quality, and thus help the country reduce the area of the landslide. By using banana leaf as a substitute to plastics to wrap food we can reduce the length of plastic disposal duration and disposal problems.

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Purchase Intention towards Organic Food among Generation Y in Malaysia

Fatin Nabila Mohd Nazri, Han Kah Wei, Nursyafiqah Abd Halim,
Nur Syafiqah Zulkifli & Derweanna Bah Simpong

Faculty of Hospitality, Tourism and Wellness, Universiti Malaysia Kelantan
Corresponding email: derweanna@umk.edu.my

ABSTRACT

The study aimed to examine the relationship between price, organic food knowledge, health consciousness, environmental consciousness and purchase intention towards organic food among Generation Y in Malaysia. Specifically, this study has two objectives which is to identify the factors influence the purchase intention towards organic food among Generation Y in Malaysia and to assess the relationship between Generation Y purchase intention and factors influencing the purchase intention towards organic food. To achieve the research objectives, quantitative study has been used in this research. A survey was carried out and 384 respondents completed questionnaires which consisted of 29 questions.

Keywords: Price, Organic Food, Health, Environmental, Purchase Intention, Generation Y

INTRODUCTION

The popularity of consuming organic food is increasing all over the world including Malaysia. Increasing in consumers' concern and care towards the safety and quality of food as well as health and nutritional aspect of food resulted in the increasing of demand towards organic food (Wang, Pacho, Liu & Kajungiro, 2019). Such trend is a kind of reaction to numerous health affair related to processed food. However, in Malaysia, organic food is much more expensive than conventional food, with substantial price differences as much as 100% to 300%, compare to approximately 25% to 30% price gap in the U.S. and European countries (Somasundram, Razali & Santhirasegaram, 2016). In a study about Environmental Influences on Food Choices, Physical Activity and Energy Balance stated that price plays an important role for a particular person to choose what kind of food they eat. This is because when a person is on a tight budget, the price of food is their main concern, as long as it is cheap and can fill up their stomach.

Knowledge is important when purchasing organic products (Siti, Loi & Kok, 2018). Inadequate information will discourage consumers from purchasing organic food as they are conscious of the main components of the organic products. They lack of knowledge about the agricultural process (Padel & Foster, 2005). According to Yiridoe, Bonti and Martin (2005), consumers do not buy organic food for two reasons which are lack of knowledge and their inability to clearly distinguish the unique attributes of organic products from the conventionally grown alternatives.

Malaysia has been rapidly expanding in agricultural farming and ranked seventh in the world that imports US1.7 billion chemical fertilizers (Wee, Ariff, Zakuan, Tajudin, Ismail & Ishak, 2014). These chemical fertilizers which used to grow fruits and vegetables not only bring side effects to consumer health, but also creating pollution to the environment. Consumers are increasingly getting pro environmental in any means. They tend to consume food that is nutritious, healthy, safe, and friendly to the environment and animals. Thus, the green concept is now steadily being disseminated among consumers in conjunction with the sustainability and conservation of agricultural development. Therefore, this study is focused on the purchase intention towards organic food among Generation Y in Malaysia. The purchase intention towards organic food among Generation Y in Malaysia relatively can be managed with price, organic food knowledge, health consciousness and environmental consciousness.

Research Objectives

1. To identify the factors influencing the purchase intention towards organic food among Generation Y in Malaysia.
2. To assess the relationship between Generation Y purchase intention and factors influencing the purchase intention towards organic food

Significance of the Study

Researchers

Researchers are the person that study a subject carefully especially in order to discover new information or understand a subject better. This is due to some topics or issues that are lacking in terms of information. The community will not get enough information and will lack of knowledge about some issues. Organic food study is lacking in terms of information. Our community did not get enough knowledge about this topic. Nowadays in technological era, people can easily obtain the information through their gadget. It was a great opportunity for the researchers to study and make a research more about this topic. This is because it can help to increase our community knowledge about organic food. Based on this research, the new researcher can use it as their guide. Therefore, from this study, the other researchers can follow and used it to continue the study for discovering more factors and explanation to provide more beneficial information and knowledge to the society about the issues. Other than that, the issue also needs further study to encourage more consumers to buy the organic food. Thus it is very important for the new researcher to continue the study on organic food.

Consumers

Consumer is a person who purchases goods and services for personal use. There are some organic food consumers. Organic food is known as healthy food. It is termed organic because they are using organic materials such as organic fertilizer to grow the food. Other than that, organic food also does not use any chemical substances for growing plants. Therefore, they are many consumers who choose to eat the organic food. This is because they are concerned about their health. Although there are some consumers that eat organic food, they still may not have deep knowledge about organic food. Because of this, the number of organic food consumers are still very small because they do not have much information about the product. Hence, based on this research, the consumers can understand more about the organic food which is based on the factors and benefits of the organic food. Other than that, this research also will be able to open the consumer's eyes about the organic food because the quantity of consumers that use organic food is small. They also need to know about the quality of organic food compared to other food.

LITERATURE REVIEW

Hospitality Industry

Hospitality industry is more extensive than most of other industries. The hospitality industry applies to any organization that caters on consumer loyalty that provides food, drink and sometimes accommodation to people who are not regular members of a household (Elizabeth, 1996). The hospitality industry spins around giving great client administration in a wide assortment of positions.

Food and Beverage

The food and beverages (F&B) industry is one of the highest paid industries in the hospitality service sector and include all companies that are involved in processing raw food materials, packaging, and distributing them. This industry also covers fresh, prepared food as well as packaged food, and alcoholic and non-alcoholic beverages. Any products meant for human consumption, excluding from pharmaceuticals, passes through this industry. The F&B service is part of the service-oriented hospitality sector. It can be a part of a large hotel or tourism business and it can also be operated as an independent business. Majority of the high star rated hotels offer multiple F&B services in their hotels. It can be restaurant, banquet service, room service, outside catering service, lounge, poolside barbecue and bar.

Organic Food

Organic agricultural is not a new evolution in agriculture. It has been practiced using numerous techniques that are being used nowadays since thousands of years ago (Korcak, 1992). However, the present regeneration can be traced back to numerous facts that it happened in Europe during the first half of the 20th century (Sansavini and Wollesen, 1992). Since that period, many claims concerning the properties of organic food products are increasing but no hard evidence that had been provided and scientific basis for such subjective reports is lacking.

Purchase Intention towards Organic Food

Intention is by many theories believed to be the main predictor of behaviour, but as mentioned there might be some obstacles between intention and behaviour. Nonetheless, intention, as it is what the consumer wants, will still be an important factor in predicting behaviour. Spears and Singh (2004) identified purchase intention as an individual's rational plan to create an effort to buy a product. The organic food production is currently expanding in Malaysia, as demand has strengthened due to consumers' rising awareness on advantages related to consumption of organic food. Consumers believe that the consuming of organic food would give a positive attitude and has considerably influenced the purchase intention of organic food (Suprpto & Wijaya, 2012).

Research Hypothesis

- H1: There is a significant relationship between the prices towards purchase intention of organic food among Generation Y in Malaysia.
- H2: There is a significant relationship between the organic food knowledge towards purchase intention of organic food among Generation Y in Malaysia.
- H3: There is a significant relationship between the health consciousness towards purchase intention of organic food among Generation Y in Malaysia.
- H4: There is a significant relationship between the environmental consciousness towards purchase intention of organic food among Generation Y in Malaysia.

Research Framework

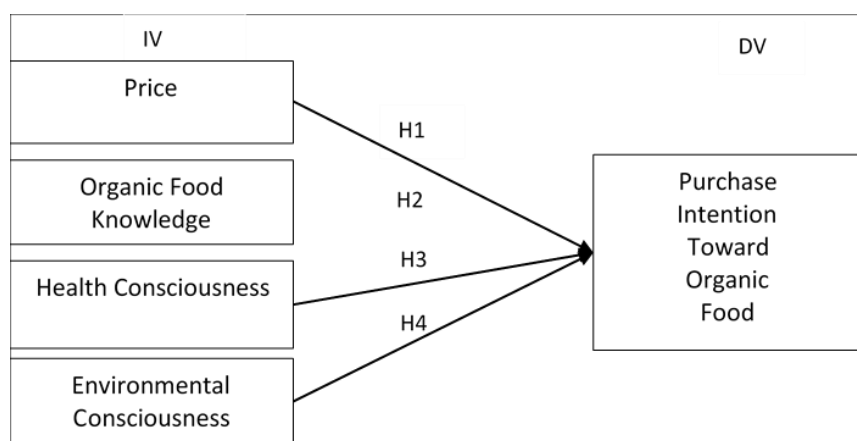


Figure 1: Research framework of the purchase intention towards Organic food among Generation Y in Malaysia

METHODOLOGY

Research Design

Research design is a construction plans to prepare and carry out a research. Research design is an essential part of the research as it includes all the four important contemplations: the strategy, the conceptual framework, the identification of whom and what to study on and the tools and procedures to be used to collect and analyse data. The research design is separated into various types, for example qualitative research and quantitative research (Labaree, 2009). In this study, the researcher used quantitative research method. Quantitative methods highlight

the statistical and objective measurements, mathematical, or numerical analysis of data collected through polls, questionnaires, and surveys, or by manipulating pre-existing statistical data using computational techniques. Quantitative research focuses on collecting numerical data and generalizing it across groups of people or to explain a particular observable fact (Babbie, 2010).

The aim in conducting quantitative research study is to determine the relationship between an independent variable and a dependent variable in a population. Quantitative research designs are descriptive, subjects frequently measured once or experimental, subjects measured before and after a conduct. A descriptive study establishes only involvements between variables whereas an experimental study establishes causality. Quantitative research deals in numbers, logic, and an objective posture. Quantitative research focuses on numeric and unchanging data and detailed, convergent reasoning rather than divergent reasoning (Labaree, 2019). Quantitative data will be developed through questionnaires that focus on consumers of Generation Y in Malaysia. This design is chosen to meet the objectives of study, to provide a better understanding on how factors such as price, organic food knowledge, health consciousness and environmental consciousness may influent the purchase intention. During the time given, focus group sessions, respondents were asked to detect explicit considerations that they take in evaluating the factors of purchase intention towards organic food among Generation Y.

Sampling

Probability sampling is a technique which a sample is chosen from a larger population using a method based on the theory of probability. Probability sampling technique is usually used in quantitative studies and involves in selecting a relatively larger number of units from a population or from a specific sub group of a population at random which is the probability of inclusion for every member of the population is determinable (Tashakkori & Teddlie, 2003). The aims of probability sample is to achieve representativeness which is the point to which the sample accurately represents the entire population (Teddlie and Yu, 2007).

Probability sampling is selected in this study where it uses random sampling techniques to collect data from the respondents. The population of Generation Y in Malaysia is approximately 11.44 million citizens where simple random sampling is used by the researchers in choosing randomly from those numbers through an automated process. This technique in collecting information from respondents is completely random where every respondent in the population has an even chance of being selected in the sample. The targeted respondents are those whose age ranges from 15 years old to 35 years old.

Data Analysis

According to Shamoo and Resnik, 2003, various analytical procedures “provide a way of drawing inductive inferences from data and distinguishing the signal (the phenomenon of interest) from the noise (statistical fluctuations) present in the data”. In simple definition, data analyses are conducted after data collection. The collected data was analysed by using Statistical Package for the Social Sciences (SPSS). SPSS is a programming language for conducting statistical analysis. It is a software to show the relationship between independent variables and dependent variable using the methods of regression, correlation, or factor analysis (Larson, 2015). On the other hand, it was very convenient and simple way for the researchers to convey the responses from the respondent which is coded accordingly before transferred into data file for the subsequent analysis procedures.

FINDINGS

Results of Pearson’s Correlation Analysis

	Purchase Intention Towards Organic Food	Price	Organic Food Knowledge	Health Consciousness	Environmental Consciousness
Purchase Intention Towards	1	0.593**	0.189**	0.576**	0.571**

Organic Food					
Price		1	0.205**	0.144**	0.082
Organic Knowledge	Food		1	0.220**	0.148**
Health Consciousness				1	0.800**
Environmental Consciousness					1

** Correlation is significant at the 0.01 level (2-tailed).

Summary for Hypothesis Testing

Hypothesis	Pearson Results	Correlation
H ₁ There is a positive relationship between price and the purchase intention towards organic food among Generation Y in Malaysia	r = 0.593, p < 0.01	Supported
H ₂ There is a positive relationship between organic food knowledge and the purchase intention towards organic food among Generation Y in Malaysia	r = 0.189, p < 0.01	Supported
H ₃ There is a positive relationship between health consciousness and the purchase intention towards organic food among Generation Y in Malaysia	r = 0.576, p < 0.01	Supported
H ₄ There is a positive relationship between environmental consciousness and the purchase intention towards organic food among Generation Y in Malaysia	r = 0.571, p < 0.01	Supported

Research Objective 1: To identify whether price would influence purchase intention towards organic food among Generation Y in Malaysia.

The first objective proposed is to determine whether price would influence purchase intention towards organic food among Generation Y in Malaysia. The discussion also based on the first hypothesis below:

H1: There is a positive relationship between the price towards purchase intention of organic food among Generation Y in Malaysia.

Based on Table 4.12 in Chapter 4 which are result and analysis, the result obtained indicates that price have a positive relationship with purchase intention of organic food among Generation Y in Malaysia of 0.593. This is supported by Hill et al. (2002) where they found that the mixed opinions about whether organic milk tasted differently to typically produced milk were based on the consumers' perceptions that the higher price meant a better quality, which in turn cued them to believe this should lead to a difference in taste.

Supporting price as a major factor in purchasing behaviour and intentions, a study done by Wanninayake (2014) revealed that 57.5% of the people refused to pay any additional payment for organic rice even though it is an environmentally friendly product. According to Dickieson and Arkus (2009) price is a barrier that influence consumers' purchase intention and behaviour to purchase organic food rather than conventional food. Consumers who decide not to purchase organic food, especially in low-income group recognize they are not able to purchase (Nguyen, 2012). Besides, the previous study of Zeinab and Seyedeh (2012) in Malaysia, stated that, price greatly impacts consumer purchase intention for organic food products because the consumers feel it is complicated in making purchase decision. The purchase intention of organic food is low because the price is more expensive than non-organic food (Irianto, 2015).

Research Objective 2: To recognize whether organic food knowledge would influent purchase intention towards organic food among Generation Y in Malaysia.

The second objective proposed is to determine whether organic food knowledge would influent purchase intention towards organic food among Generation Y in Malaysia. The discussion also based on the second hypothesis below:

H2: There is a positive relationship between the organic food knowledge towards purchase intention of organic food among Generation Y in Malaysia.

Based on Table 4.12 in Chapter 4 which are result and analysis, the result obtained indicates that the organic food knowledge has a positive relationship with purchase intention of organic food among Generation Y in Malaysia of 0.189. Organic food knowledge concludes high purchasing intention of organic food, according to Chryssochoidis (2000); and Padel and Foster (2005). Organic food knowledge is classified as subjective knowledge, objective knowledge and prior experience (Brucks, 1985). Subjective knowledge refers to what the consumers perceive they know. In other words, it is called as self-rated knowledge. It signifies for the self-confidence of an individual about their knowledge. The low level of subjective knowledge results in the lack of confidence (Chryssochoidis, 2000; Padel and Foster, 2005). Objective knowledge is what the consumers actually know and finally prior experience is defined as what the consumers have experienced before (Brucks, 1985).

Knowledge about organic food could be gained from different sources. Gracia and De Magistris (2007) revealed that information about organic food which is showed in the market can have a significant influence on subjective knowledge of consumers. Apparently, knowledge regarding organic food is impacted by public organization such as local governments, social media, social networks, notifications from biological organizations and advertisements. Regarding the correlation between organic food knowledge and their purchasing intention, Stobbelaar et al. (2007) declared that the more knowledge consumers have about organic food, the more positive it is in their purchasing intention.

Research Objective 3: To identify whether health consciousness influents purchase intention towards organic food among Generation Y in Malaysia.

The next objective proposed is to determine whether health consciousness would influent purchase intention towards organic food among Generation Y in Malaysia. The discussion also based on the second hypothesis below:

H3: There is a positive relationship between the health consciousness towards purchase intention of organic food among Generation Y in Malaysia.

Based on Table 4.12 in Chapter 4 which are result and analysis, the result obtained indicates that health consciousness has a positive relationship with purchase intention of organic food among Generation Y in Malaysia of 0.576. Studies have agreed that health is strongly connected to the concept of organic food and that it is the strongest purchasing motive when purchasing organic food.

In view to the perspective of organic food, Suh, Eves and Lumbers (2012) concluded that positive attitude towards organic food of consumers is created from the belief that organic food is good for health, thus they can consume without any doubt and hesitation. Initially, this factor stems from the feeling of "freedom from chemicals" by consumers which was stated by Devcich, Pedersen and Petrie (2007). The study proved that health concern refers to the preferences for food made from natural ingredients to synthetic and non-natural preservatives.

Similarly, Roddy, Cowan and Hutchinson (1996) mentioned that people who are more concerned about food safety embrace positive attitude towards organic food. Besides that, the major incentive for consumers to purchase and consume organic food is health consciousness (Shaharudin et al., 2010). Concern for health is frankly associated with the buying decision-making of organic food products. Consumers who are interested in health will improve their needs to use organic food (Chen, 2012). Another study by Kulikovski and Agolli (2010), stated that health consciousness had a positive impact on purchasing organic food. Consumer tends to be responsive to the importance of health and engage themselves in healthy behaviour to avoid sickness.

Research Objective 4: To classify whether environmental consciousness influence in purchase intention towards organic food among Generation Y in Malaysia.

The last objective was proposed to determine whether environmental consciousness would influence purchase intention towards organic food among Generation Y in Malaysia. The discussion also based on the second hypothesis below:

H4: There is a positive relationship between the environmental consciousness towards purchase intention of organic food among Generation Y in Malaysia.

Based on Table 4.12 in Chapter 4 which are result and analysis, the result obtained indicates that environmental consciousness has a positive relationship with purchase intention of organic food among Generation Y in Malaysia of 0.571. Many studies have found that environmental consciousness is a factor in purchase intention of organic food products (Roddy et al., 1996; Wandel and Bugge, 1997; Squires et al., 2001; Soler et al., 2002). Organic consumers think that most of the conventional food products are produced by massive usage of chemicals and pesticides and being environmentally unsafe, while organic food are perceived as being environmentally friendly (Ott, 1990; Jolly, 1991; Wilkins and Hillers, 1994).

Though environmental consciousness would have positive influence on consumer purchase intention, many studies have found that it is not a driving factor of organic food purchase. Slightly, awareness of good health, nutrients, and taste are more important in the purchase of organic food (Mitsostergios and Skiadas, 1994; Tregear et al., 1994; Shifferstein and Ophuis, 1998; Zanolli and Naspetti, 2002; Magnusson et al., 2003). This approach took root over a period and consumers became aware to the level of desisting from purchasing environmentally harmful products. This manipulated firms to assign to production of organic products (Pudaruth, 2015; Sharma and Bansal, 2013; Huang and Kung, 2011; Connell, 2011; Buysse and Verbeke, 2003). Environmental consciousness is a multidimensional assemble known to influence person's knowledge, attitude, behaviour, intentions and actions. Researchers have studied the emotional aspect (Singh and Gupta, 2013; Dunlap et al., 2002; Van Liere and Dunlap 1981) as well as the dispositional and cognitive aspects of environmental consciousness (Matthew, 2013; Singh and Gupta, 2013).

Implication

The findings of this study gives implication towards industry of which actions need to be taken such as to develop marketing campaigns to create a positive perception towards organic food products. Based on this study, organic food traders should be aware of the importance of factors that influence the customer's intention towards organic food which may cause of the actual purchase of the product. A positive perception on organic food can motivate the consumers for making and repeat purchases of organic food products. It will give positive impacts for instance, the increased ranking of consumer organic food. The important factors that contribute to the intention to purchase organic food in this study is highly dependent on the price, organic food knowledge, health consciousness and environmental consciousness. Therefore, the organic food industry can use the results as a platform for them to improve their strategic marketing plans. They can use the most effective communication message for promoting the organic food because communication and sources of information will affect the consumer behaviour and perception towards organic food. In addition, through the communication message consumers are more informed on the benefits of consuming organic food whereby organic food can help in enhancing one's health.

In addition, through this study the industry may be able to raise awareness of the importance of consuming the organic food among consumers. This is because the lack of knowledge has led many consumers to lose sight of the importance in consuming organic food for their health. Therefore, this study provides positive implications for industries to promote and increase consumer awareness on organic food. Finally, the academic also can contribute to the body of knowledge about organic food because the lack of knowledge has deterred people from purchasing organic food. Moreover, some of the consumers agreed that they do not have sufficient information to decide between conventional food and organic food. Therefore, academicians can contribute to the body of knowledge about the differences between the two products. Academic should encourage the young consumers to be more concerned on the health and environmental benefits of consuming organic food. This is because they are the largest consumer

group nowadays. Many of young consumers are not aware about the issues that pertaining to health and environment.

DISCUSSION & RECOMMENDATION

Samples should not be either too big or too small since both have limitations that can compromise the conclusions drawn from the studies. Too small a sample may avoid the findings from being ascertain, whereas too large a sample may magnify the finding of differences, emphasizing statistical differences that are not clinically appropriate (Altman, 1991). As previously discussed, an important limitation in this research to be highlighted is sample size. The current study is limited to only 384 respondents of a sample that can be measured as a small market. In aiming a study, sample size calculation is important for methodological and ethical reasons, as well as for the reasons of human and financial resources. In the deficiency of the calculation, the findings of the study should be inferred with prudence. Ideally, samples should not be small and, converse to what one might think, should not be excessive. Though as mentioned by Krejcie and Morgan (1970) that the amount would be more sufficient and suitable, larger sample sizes should be used to systematize millions of organic food consumers.

On top of that, the current study only identifies four variables which are price, organic food knowledge, health consciousness and environmental consciousness. Researchers suggested that more universal or multi-dimensional measures need to be developed to measure determinants of organic food purchase intention. Thus, in view of the enhanced purchase of organic food, the researchers recommend other important variables such as personal attitude, subjective norms and perceived behaviour control towards organic food purchases to be considered in future research. Presently, the researchers had applied quantitative research study. In order to analyse data and simplify results from a sample to the population of interest, the researchers structured techniques such as online questionnaires using Google form. Therefore, those findings are certain and descriptive in nature. For further research, researchers suggested to conduct qualitative research study. The aim is to gain an understanding of fundamental reasons and motivations as well as to provide insights into the setting of a problem, generating ideas and/or hypotheses for later quantitative research.

CONCLUSION

This study examines the relationship among determinants of purchase intention of organic food among generation Y in Malaysia (price, organic food knowledge, health consciousness and environmental awareness). A whole amount of 384 questionnaire were collected from the targeted respondents which in among Generation Y. From the 384 questionnaires distributed, only 340 returned questionnaires were usable and can be examined. For independent variable which is health consciousness, the measurement value of 0.950 and environmental consciousness is 0.918. This followed by price and organic food knowledge where both gained 0.749 and -0.668 correspondingly. Additionally, purchase intention towards organic food which is dependent variable gained 0.731 which can be measured as good coefficient value. Therefore, this study exposes that purchase intention of organic food towards Generation Y in Malaysia and its factors are positively related. Moreover, this study also found that health consciousness was the most important element while organic food knowledge was the least important that influenced purchase intention.

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The Effectiveness of Electronic Word-Of-Mouth (eWOM) On Social Media Tools towards Viral Food Advertising

Fatin Nuramyzaitul Lily Lokman, Ho Yoke Hong, Nurin Syahirah Anwar,
Nur Syafiqah Roslan & Derweanna Bah Simpong

Faculty of Hospitality, Tourism and Wellness, Universiti Malaysia Kelantan

Corresponding email: derweanna@umk.edu.my

ABSTRACT

The main purpose of this study is to investigate the effectiveness of electronic word of mouth (eWOM) on social media tools such as social networking sites, blogs, microblogs and content communities towards viral food advertising. This study is also to identify the main social media tool in food advertising industry. The basic design of this study is questionnaire which was distributed throughout Malaysia. Sampling was used to collect data in Malaysia with 364 questionnaire responses received. The analysis of the respondents' demographic profile is done by using the Cronbach's Alpha reliability analysis whereas the relationship between the variables are analyzed using the Pearson Correlation test. The study found all social media tools to be positively related to the effectiveness of eWOM towards viral food advertising in Malaysia

Keywords: *Hospitality, Social Media, Viral Food, Electronic Word of Mouth*

INTRODUCTION

Tourism industry is a major contributor to the Malaysian service sector economy. In supporting Malaysian tourism, the hotel industry plays a major role. Through the steady flow of business and travel, Malaysian hospitality industry is experiencing a healthy growth in hotel openings and hospitality-related services. Today, the hospitality industry is considered as a successful sector especially when there are more and more consumers looking at the quality not merely quantity. Consumers will not be merely attracted by a large quantity of products offered, but they will pay attention to the quality of the products and services provided (Lee, 2016). Food and beverage is one of the contributing factors for tourism and hospitality industries to bloom. People can't live without food. A local food service provider may sometimes continue to cater over time to the resident market. In other cases, the business often shifts its focus away from the residents due to financial pressures to better cater for the tastes of the visitors. With electronic word of mouth (eWOM), food service providers can reach more potential customers be it residents or visitors.

Nowadays food and beverages industry players tend to use social networking sites to reach out with their possible customers with less cost on marketing. For instance, they tend to create a Facebook page of their own company so that customers may interact with them in a more efficient way. Besides that, eWOM plays a major role in promoting products and services provided by the industry players. For example, consumers tend to look for food bloggers to find out new places or interesting places to dine in. In addition, food bloggers not only use blogs to share their food experiences with their media, but also Instagram to share pictures with their followers. With easy access for Instagram users, the posts of food bloggers can be viewed directly in their timeline.

There are three objectives of this research:

1. To identify the social media tools attribute towards the effectiveness of eWOM in viral food.
2. To investigate the relationship between the effectiveness of eWOM on social media tools towards viral food.

3. To identify the main social media tool that contribute the most in determining the effectiveness of eWOM in viral food.

Significance of the Study

Researchers

Researchers are able to follow the important steps according to relevant past researchers' studies. This study will be able to make the future researchers more eligible to convey their own point of view regarding eWOM. Apart from that, future researchers might have a chance on discovering new environment, its importance and perception by other people.

Food and Beverage Industry Players

Food and Beverage industry players needed a good marketing plan on enhancing consumers to consume their products. As for now, social media tools can play a crucial role in reaching out to possible consumers. Other than that viral marketing is also important as it can help these industry players lessen their cost on marketing as well as helps them to communicate with their consumers in a more efficient way. As for food and beverage industry players, this study is crucial in identifying which social media tool is more effective in eWOM towards viral food. It can help the industry players to plan their marketing much easier.

LITERATURE REVIEW

The online marketplace of the twenty-first century, together with fundamental changes to consumer lifestyles have compelled organizations to transform the way they conduct business. In particular, increasing consumer demand for superior services, together with the acceptance and widespread use of information technology (IT), mobile devices, the Internet and social media require firms to rethink their business environment.

Social Networking Site

Social networking site is defined as web-based services that aim to give internet users the opportunity to create their profiles and personal networks through a list of friends while allowing them to reach others (Boyd and Ellison, 2007). Other than that, it can also be defined as online communities that enable users to connect, interact and exchange information with people who share their interests and activities (Tinker & Fouse, 2009).

Social networking through social media sites such as Facebook, Twitter, LinkedIn, Classmates.com and Yelp enables us to connect with friends, family, classmates, customers, and clients. Nowadays social network sites not only cater for socialising but also business purpose. Social network site is a key target area for marketers for user engagement. Social networking sites open the era of citizen and collaborative journalism in which professional journalists can create news collaboratively and interactively with members of the public, but can also use the public as eyewitness reporters for feet-on-the-streets (Tilley & Cokley, 2008). It has also become a primary platform for the delivery of news and much more.

Blog

The term weblog was coined by Jorn Barger on Dec 17, 1997. Then Peter Merholz coined the short form blog in 1999. The blog posting act is known as blogging and people keeping blogs are known as bloggers. Blogs are a relatively recent phenomenon which started in the late 1990s on the Internet. Blogs had started as primarily personal diaries, and have now become powerhouses of opinion and information, as they are ideal for publishing rich information on any subject, no matter how big or small. As users and blog uses have multiplied, they have started to take on various shapes to meet a wide range of needs. The basic definition of a blog, however, remained the same. A Weblog (now more commonly known as a blog) is a web page that frequently provides ongoing publication of web links and/or comments on a specific topic (broad or narrow in scope), often in the form of short entries arranged in reverse chronological order, the latest piece of information appearing first.

There is also a term known as a food blogger which is a person who shares and writes about food. Some food bloggers have a cooking hobby, so they share food recipes they have cooked on their blogs. Others like to go on culinary journeys, and then they decided to share their experience of having delicious meals in great new places or restaurants by blogging.

Microblog

Microblogs are short textual comments usually delivered to a network of associates. Twitter is by far the most popular micro-blogging application. Microblogs is becoming increasingly important due to its immediacy to the product event, and the growing use of microblogging by an ever-increasing group of potential customers. As such, microblogs will probably have increasing and positive influence on food viral efforts (Janson, Zhang, Sobel & Abdur, 2009).

The content of microblogs is the most essential influence factor to the food micro-blogs, which determines whether people will follow this certain food microblogs. On the other hand, the manners of speaking and the formats of micro-blogs also gave great effects on the spread of the content. These are three internal aspects influence the success of the food viral micro-blogs sharing. People are often attracted by the appealing manners to be involved and to follow the words of the people who share something on the micro-blog. The appealing manner will often draw the attention to try the things that people share. Furthermore, words with pictures which usually take up a large space in one page are to catch people's eyes and be as conceivable as possible. Pictures give consumers' the feeling of wonderfulness and gratefulness continuously other than words while videos about the sustenance can give consumers striking impression of the nourishment (Liu, 2009).

Content Community

In general, content communities are basically a group of people who share a common interest in something throughout the Internet. These people usually follow or upload content with the same message. The most popular content communities tend to form around photos (Flickr), bookmarked links (del.icio.us) and videos (YouTube). YouTube is the most popular content community as it contains of various content from learning to entertainment and also to the current news. Content community like YouTube can give access to a community of experts in the subject of interest, which is significant for supporting high dimension of intrigue driven interest (Horst, et al., 2010). The Internet makes it easier to connect with people all around the world and it also helps to drive the society.

Effectiveness of eWOM

Electronic word-of-mouth (eWOM) is characterized as every casual correspondence coordinated at purchasers through Internet-based innovation identified with the utilization or attributes of specific merchandise and enterprises, or their dealers (Litvin, Goldsmith and Pan, 2008). eWOM comprises a variety of media forms on different types of websites which online consumers share their reviews and ratings (Chatterjee, 2001).

Fiona, Stephen and Suri, (2006) speculated that positive eWOM addictively has an effect on advertising when an outsider party sponsored independent websites not firm-sponsored websites. The end result of an experiment supports the predictions that the website location interacting with eWOM has an effect on insolvent customers and the probability to accept a new product. An estimated averaging model predicts that positive and negative comments efficiently cancel each other out so mixed eWOM in advertising will not be different from advertising alone.

Social media can therefore be described as a broad term that includes activities where people create, share, bookmark, and network content at a phenomenal rate. Social networking sites, on the other hand, are a place where communities of interest connect with others in one form. Social networking sites utilize social media technology to connect with people and build relationships. They allow individuals to construct profiles within a bounded system, share with other users and view and traverse their list of connections and those made by others within the system (Boyd & Ellison, 2007).

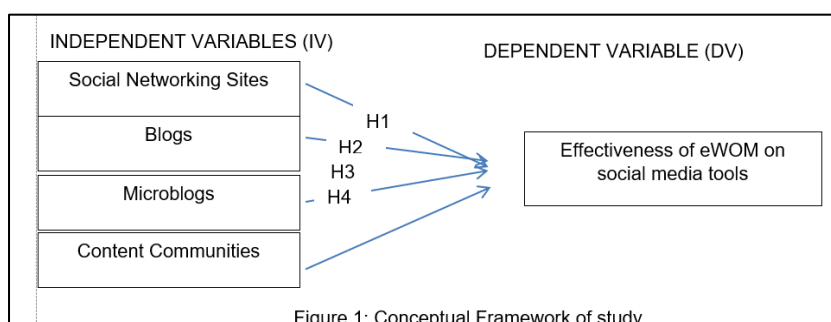
Research Hypothesis

In this study, there are four hypotheses proposed to measure the effectiveness of eWOM on social media tools towards viral food advertising.

- H1: There is a significant relationship between social networking sites and the effectiveness of eWOM on social media tools towards viral food advertising in Malaysia.
- H2: There is a significant relationship between blogs and the effectiveness of eWOM on social media tools towards viral food advertising in Malaysia.
- H3: There is a significant relationship between microblogs and the effectiveness of eWOM on social media tools towards viral food advertising in Malaysia.
- H4: There is a significant relationship between content communities and the effectiveness of eWOM on social media tools towards viral food advertising in Malaysia.

Research Framework

By referring to the literature review, a research framework has been designed to investigate the connection between social media tools and the effectiveness of eWOM in viral food advertising. The proposed conceptual framework is shown in Figure 2. The independent variables proposed consists of four social media tools which are social networking sites, blogs, microblogs and content communities meanwhile the dependent variable is the effectiveness of eWOM in viral food advertising in Malaysia.



METHODOLOGY

Research Design

This is a quantitative research and the type of descriptive research that will be used in this study is a survey by distributing questionnaires. Matthews and Ross (2010) indicates that quantitative research techniques are fundamentally connected to the accumulation of information that is organized and could be discussed numerically. Generally, quantitative data is gathered when the researcher has embraced the positivist epistemological methodology and information gathered can be deductively broken down. The type of this study is causal research which describes the relationship between the variables. Survey can be distinct as a method of collecting information from individuals.

Data Collection Method

The primary data were gathered from the research instrument used in this study which is questionnaire. The questionnaires were distributed to the Generation Y people who use social media tools in daily life in food searching. The respondents were given approximately 5 to 10 minutes to answer the questionnaires.

Sampling

The target population of the study is generation Y as they are the daily social media tool users in life who searching for foods. There are two types of sampling techniques in business research which are probability sampling and non-probability technique. The probability simple random sampling method was chosen as the sampling technique where the individual is selected by chance so that each member of population has an equal chance of being selected. There was a total of 364 respondents chosen to be a part of this research.

Research Instrument

The major research instrument that had been used in collecting the data for this study is the questionnaire. The questionnaire consisted of three parts (part A, B and C). The questionnaire (scale-items) was presented in a five-point Likert rating scale with 5 = "strongly agree" and 1 = "strongly disagree" in Part B and C. Likert rating scale was used because it is best suited for research designs that use self-administered surveys.

Data Analysis

There are four types of data analysis used in this research which are reliability analysis, descriptive analysis, inferential analysis and Person Correlation analysis. Pearson correlation coefficient is the test statics that measures the statistical relationship or association between two continuous variables. This analysis is used to examine the correlation to determine the effectiveness of social media tools towards marketing viral food. Each item in variable are grouped together so that the overall correlation can be extracted equally. This can help to strengthen the relationship of the variables and also the direction of the relationship which make it easier for the researchers to determine the effectiveness of the social media tools.

FINDINGS

This study used questionnaire survey method to collect primary data where structured questions were used. This research is a quantitative study. The data gained from the 345 sets of questionnaires were analysed and interpreted by using the SPSS software. Out of 364 questionnaires that distributed to the respondents of Generation Y in Malaysia, 19 questionnaires were discarded owing to an invalid response.

Spearman analysis was conducted to reveal the relationship between the independent variables and dependent variable. Based on Table 3, social networking sites, blogs, microblogs and content communities were found to contribute to the effectiveness of eWOM on social media tools towards viral food advertisements in Malaysia.

H₁: There is a significant relationship between social networking sites and the effectiveness of eWOM on social media tools towards viral food advertising in Malaysia.

Social networking site is significantly associated with the effectiveness of eWOM at $r=0.528$ and p -value is <0.001 . Consequently, H1 is supported as there is a significant relationship between social networking sites and the effectiveness of eWOM towards viral food advertisements in Malaysia. Social networking sites surely play a major role on the effectiveness of eWOM for industry players and even for the consumers. This is because nowadays food and beverage industry players always focus on having their own company page to be able to reach out and market their own product to cut costs on marketing.

H₂: There is a significant relationship between blogs and the effectiveness of eWOM on social media tools towards viral food advertising in Malaysia.

Blogs had indicated a correlation relationship with $r=0.232$ and p -value < 0.0001 . Consequently, H2 is accepted and there is a significant relationship between blogs and the effectiveness of eWOM using social media tools towards viral food advertising in Malaysia. This can be seen as today's customers tend to search places to eat or what to eat through blogs. Blogs are often updated and there is something in where people can post whatever they like (Photovoltaics, 2017).

H₃: There is a significant relationship between microblogs and the effectiveness of eWOM on social media tools towards viral food advertising in Malaysia.

Moreover, microblogs is significantly associated with the effectiveness of eWOM on social media tools at $r=0.366$ and $p\text{-value} < 0.0001$. Consequently, there is a significant relationship between microblogs and the effectiveness of eWOM on social media tools towards viral food advertising in Malaysia and therefore H₃ is supported. This can be shown by the efficiency of microblogs as a marketing tool for viral food advertising as it can easily reach a lot of audience in a short time only with a single click.

H₄: There is a significant relationship between content communities and the effectiveness of eWOM on social media tools towards viral food advertising in Malaysia.

In addition, content communities is significantly associated with the effectiveness of eWOM on social media tools at $r=0.376$ and $p\text{-value} < 0.0001$. Consequently, there is a significant relationship between content communities and the effectiveness of eWOM on social media tools towards viral food advertising in Malaysia and therefore H₄ is supported. Content communities like YouTube can give access to a community of experts in the subject of interest, which is significant for supporting high dimension of intrigue driven interest (Horst, 2010).

DISCUSSION & RECOMMENDATION

The limitation of this study is that it only focused on four-independent variables. Those variables are social network, blogs, microblogs and content communities. Therefore, the data collection was conducted only on this four-resources. The data collected had shown that social networking sites and content communities are the main tools that had been used to find viral food.

The second limitation is that the respondents were only Generation Y which is very limited. However, 364 respondents were successfully selected. Due to the time constraint and order sequences of submission, this study was unable to collect data from another generations of age. However, these results are sufficient as researchers can generalize the tools that people use to find viral food among Generation Y.

Lastly, this research used quantitative method in collecting data. This method is sufficient because there is a time constraint and the respondents needed is large. However, this method could be used when there are larger respondents but it can cause lack of understanding on each of the variables closely. Besides, it also helped in reducing the cost while carrying this study.

Despite having a few limitations during this research, this study is able to be completed. The first recommendation is to add more independent variables as it could help to produce a bigger picture of the most effective media social tool in viral food marketing. It could also help the food and beverage industry to viral their products for a bigger market in a more efficient way and easy to reach large number of consumers at a time. The presence of one or more variables can contribute to clearer results in this study. It would also be better if this variable is added into the conceptual framework in future research.

The next recommendation is choosing a wider range of respondents. As this study is limited only to Generation Y respondents, it would be better if the future researchers could choose a wider range respondent in order to gain a stronger relation between the effectiveness of electronic of mouth on social media towards viral food in every generation of age. Lastly, future researchers could use qualitative method as a way of study in order to gain a better result. Using qualitative method could help to support the independent variables more and make it clearer for the researchers.

CONCLUSION

This study examines the effectiveness of eWOM (electronic word-of-mouth) on social media tools towards viral food advertising. A whole amount of 364 questionnaire were collected from the targeted respondents which is Generation Y. From 364 questionnaires collected, the remained were only 345 questionnaire that were usable and can be examined. Based on the result, social networking sites have a moderate positive relationship with the effectiveness

of eWOM. Blogs have a weak positive relationship with the effectiveness of eWOM while both microblogs and content communities show a weak positive relationship with the effectiveness of eWOM on social media tools towards viral food advertising in Malaysia. Therefore, this study discloses that the independent variables which are social networking sites, blogs, microblogs and content communities are positively related to the effectiveness of eWOM towards viral food advertising in Malaysia.

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The Awareness of Practising Traditional Food among Generation X in Kelantan

Jumaini Syarifuddin, Keshnidewi Ganeson, Nur Syahirah Nordin,
Nursyahidah Mohamad Amiruddin & Derweanna Bah Simpong
Faculty of Hospitality, Tourism and Wellness, Universiti Malaysia Kelantan
Corresponding email: derweanna@umk.edu.my

ABSTRACT

This study aims to examine the relationship between knowledge, attitude, lifestyles, culture and the awareness of practising traditional food among generation X in Kelantan. Specifically, it has two objectives which are to identify the factors influencing traditional food practice among generation X in Kelantan and to assess the relationship between Generation X and factors influencing their traditional food practice. To achieve the research objectives, a quantitative study has been employed in this research. A survey was carried out and 268 respondents completed the distributed questionnaires which consisted of 47 questions.

Keywords: Knowledge, Attitude, Lifestyles, Culture, Traditional Food Practice, Generation X

INTRODUCTION

Traditional food is the expression of the cultures, history and traditions inherited from previous generations undergoing evolution in culinary taste (Trichopoulou et al., 2007). Year by year, the traditional food of the multi-ethnic communities of Malaysia was assimilated in interesting ways around the nation and has developed into a distinct Malaysian traditional identity (Salleh, 2006). Apart from its cultural diversity, traditional food has nutritionally been found to have a number of healthful qualities (Trichopoulou et al., 2007). Previous research has proven that traditional food such as traditional snacks contain a variety of vitamins and minerals, which are crucially important for the development and maintenance of the body (Tee, 1989). Moreover, the authenticity of locally accessible ingredients used in the preparation of traditional food has undoubtedly contributed to palatability properties, at least for the majority of dishes (Trichopoulou et al., 2006).

Many scholars urged on the significance of preserving the techniques and skills in the preparation of traditional food by transmitting them to the next generation (Kwik, 2008). Passing down traditional food information of the ethnic food identity and cultural heritage from generations to different generations usually takes over a prolong period of time (Albayrak & Gunes, 2010). In Malaysia, modern society especially the young generation has gradually ignored the practices of traditional food, which is being replaced with the commercial food products. The above statement clearly indicates that preserving food practices including some traditional ones are crucial or important for every ethnic group.

Generation X is the generation that has to practise traditional food and pass the knowledge to the next generation. So who is generation X? Generation X was born during the 1960s and 1970s. For Generation X, multiculturalism and thinking globally have become the norm. They are highly educated even though they are pessimistic, sceptical, disillusioned with almost everything, and are very questioning of conventionality (Moore, 2008). The characteristics, lifestyles, and attitude of Generation X include balancing family, life, and work they do not believe in sacrificing time, energy, and relationships for advancement just like the Boomers did (Lager, 2006).

The United Nations through the International Workshop on Traditional Knowledge emphasizes that traditional food knowledge should continuously be retained for future generation as they will carry out the profound spiritual and identity for self or as peoples, (United Nations, 2007). Some ethnics are reported not only facing the problem of

deskilling issue related to domestic cooking skills but start losing the traditional food culture owing to the weakening of old generation to pass down the traditional cooking knowledge to the young generations (Stringer, 2010). The young generations have ignored the practices of traditional food, which is being replaced by convenient food products. Transferring the traditional food knowledge to the young generation is important in order to ensure the continuation of food culture evolution (Md. Nor, 2012). Chenhall (2011) further contended that most common challenges in transmitting and enhancing cooking and food preparation skills among young generations within the context of families include time and individual/familial food choice.

This study aims to investigate the factors that influence knowledge or skill of cooking that has become a family tradition passed down or shared with family members and friends (Kwik, 2008). To ensure the continuity of the food tradition, family members especially the mother should take the initiative to attract young generation to get involved in the cooking activities (Chenhall, 2011). But because of the increasing household cost and women involvement in labour force, they do not have time to cook. According to the Malaysian online newspaper, New Straits Times on 15 October 2018, women Labour Force Participation Rate (LFPR) had increased by 8.0 percentage points to 53.5 per cent, nine times more than the 0.9 percentage point increase recorded during the 1995-2010 period.

The process of food knowledge transfer occurs spontaneously which usually involved mothers and daughters; it becomes a tradition for most families in all ethnics. However, young generations nowadays decline to get involved and practise their ethnic traditional food. The changing of attitude also had complicated the transfer process of the knowledge in preparing traditional food. Generation Y are not interested to know more about traditional food preparation. According to Mohd Shazli (2014), the common reasons young generation are not interested is because nowadays they put more focus on academic, and career performance compared to gaining knowledge in terms of cooking skills. Other than that are lack of knowledge about the importance of learning traditional food preparation, lack of time because of being too busy, difficult to find raw materials, time-consuming during processing and others .

Before this Malaysians prefer to dine at home but today's hectic and exhausted lifestyle has transformed the dining pattern from eating at home to frequenting food outlets. This has set a new trend in the Malaysian food culture called "eating out" habit, classified based on food types, eatery locations, and consumer types, (Ali & Abdullah, 2012). Noraziah (2012) stated food premises are full with family members for dinner as food is not prepared at home, especially families with both working parents and without domestic maids. Muhammad Shahrin (2010), said that traditional food is decreasing in popularity and without much elaboration, due to the changing lifestyle and the availability of fast and convenient food in the market.

On other hand, the young generation glorify the culture of another country more and they are more attracted to learn about food from another country. Malaysian Journal of Media Studies (2010) stated the drama of *Jewel in the Palace* which had showcased about Korean foods was broadcasted as a prime-time programming was loved by all Malaysians. The drama won popularity both from Malaysian women and men. This drama caused many Malaysians to take greater interest in Korean culture and foods. Naturally, many Malaysians visited Korean restaurants to taste "kimchi" and "bulgogi. This issue had caused the uniqueness of our traditional food slowly lost.

There are two objectives of this research:

- 1.1 To identify the factors influencing traditional food practice among generation X in Kelantan
- 1.2 To assess the relationship between Generation X and the factors influencing the traditional food practice.

Significance of the Study

Researchers

This study will provide insights regarding of the traditional foods. It will also describe how knowledge, attitude, lifestyle and culture could affect the awareness to practising traditional food. Since Malaysia have diversified races, each ethnic group has its own traditional food. Together, this research will help the next generation to explore more detailed about the traditional food. The data that will be collected may help readers to know the people's percentage of awareness about traditional food.

Industries

The findings of this study will act as an eye opener for young generation leaders and government agencies to develop practicable guidelines in assisting the young generations in preserving the traditional food knowledge and practices. The government, through the Ministry of Education and the Ministry of Rural Development, can establish mechanisms to encourage more research and development on Malaysian traditional food through a centre or institute. This would be able to create awareness programme to promote Malaysian traditional food knowledge to the young generations. A module and curriculum on Malaysian traditional food could be taught to secondary school teenagers and youth who are interested in the food business. This will create an opportunity for the younger generation to explore and understand the traditional Malaysian food skills, thus in the long term preserving the ethnic traditional food. In addition, the originality of this research will create or expand the Malaysian food body of knowledge as well as extend and enhance the gastronomical literatures globally. Furthermore, this study will also act as a benchmark and basis for the future and for other researchers to look further on this issue or other aspects of traditional food related cultural studies.

LITERATURE REVIEW

Perception of Awareness of Practising Traditional Food among Generation X in Kelantan

Traditional food is referred to as the food that has been used for various generations including all natural food plants found in that region, (European Union, 2007). In other words, traditional foods refer to foods originating from countries in the region with respect to the country, region, district or sub district, (Ohiokpehai, 2003). According to Fajans (2006) some traditional ingredients and preparations represent part of the regional food identity and with associations with those who consume it. Meanwhile, Jordana (2000) said that traditional foods are distinguishable foods through certain qualitative aspects and have a certain cultural identity. Meanwhile Kwik (2008) stated that traditional food can be interpreted as describing an unchanged process. It represents the wisdom collected from many generations of people who have learned how to produce and provide food practised by early generations to maintain their own cultural traditions (Lyon et al, 2003). Based on all of the definition above, traditional food refers to more to the food that has been passed by a generation to another generation and this should be practised continuously to make sure it is preserved.

Generation X (Gen X) refers to people that was born from the year 1965 to 1979. Gen X still reads newspapers, magazines, listens to the radio and watches TV about 165 hours a month. However, they are also digitally savvy and spend roughly 7 hours a week on Facebook. Since they are digitally savvy, Gen X will do some research and financial management online, but still prefer to do transactions in person. Believe banking is a person-to-person business and exhibit brand loyalty. At the end of the cold war, there was a rise of personal computing, and feeling lost between the two huge generations (Kasasa, 2018). Sometimes referred to as the "lost" generation, this was the first generation of "latchkey" kids, exposed to lots of day care and divorce. Known as the generation with the lowest voting participation rate of any generation, Gen X was quoted by Newsweek as "the generation that dropped out without ever turning on the news or tuning in to the social issues around them" (Schroer, 1987).

Knowledge

To do something someone must have a little knowledge as base. (Francis, 1995) said to easy remember a knowledge you must always practice it in practical. When they remember the knowledge indirectly they can improve their skills not only when practicing the knowledge but also in making people around them aware that the traditional food is almost extinct. Practicing traditional food is not easy because it takes a long time to cook and some of it have a unique way to cook. Actually, when they always practise cooking traditional food, they not only could improve their skills in cooking but also expose the next generation about the traditional food. Sutton (2006) stated that he evokes an image of "traditional" cooking, without recipes, cookbooks, cuisine arts, or bread machines, but with the implied hierarchy of gerontocracy authority passed in a female line. He added this could cause the loss of tradition, which is, in fact, loss of particular skills. Exposing knowledge about traditional food to the next generation is too important to ensure the knowledge preserves as an identity for a race or country.

Attitude

Perloff (2016) stated that an attitude is a form of psychology, mental and emotional entities that characterizes a person. Family support is important in preserving food tradition. Parents who do not practice and pass down the knowledge of traditional food, in the long run, the tradition of family food will be abandoned. It happens because most parents, especially mothers are working women. Mohd Shazali Md Sharif et al. (2013) stated that even though they had the knowledge, they rarely practice or introduce traditional foods to their children due time and working commitment. This attitude should be avoided because generation X mothers become the main channel to preserve the traditional food. As a result, the parents end up eating out or calling food delivery. The negative attitude had closed the involvement of young generation towards the moral value in practising the traditional food. When parents are not familiar with and have never practiced the traditional foods themselves, their children also will follow to neglect the traditional food. Then, they usually rely on their mother or other family members when they gathered at their home town (Mohd Shazali Md Sharif et al. 2013). These attitude indirectly affect the continuity of traditional food practice.

Lifestyle

There is no agreement on what exactly the lifestyle is. This term seems to defy its consensus definition. Anderson and Golden (1984), after reading many published lifestyle studies, conclude that in most cases the term is not defined at all, and when defined, the definition ranges from contradictory to non-essential. "The lifestyle is defined as the pattern in which people live and spend their time and money. They are the function of user motivation and previous learning, social classes, demographics, and variables etc. The lifestyle is to build a summary that illustrates the user's values (Engel et al., 1990).

People will have a lifestyle related to food. People have a high interest in specialty stores, price criteria, health, price/quality links, organic products and freshness but do not realize that cooking is a woman's job. Some people have an interest in the importance of product information and shopping lists when the whole family, planning for gatherings in social relationships. But for food-related lifestyles in terms of their usage and attitude towards advertising, their fun of shopping and their passion in cooking is the same. Education for instance is a primary need in every family in this modern era and there is a substantial number of peoples putting education as priority as a passport to a better life. As reported by Morris and Madsen, (2007), modernization and technology advancement have given significant impact towards the family life as everything like commodities, utilities, apparel and anything related continuously increased.

Food plays an important part in identities and prepared food is a part of the communication of devotional love to family. Women are believed of carrying the majority of responsibility for food in shaping their family. The increase of women's participation in the labour force can be seen over the last three decades, this has been argued in researches because woman in the workforce have not resulted in a huge shift on their household responsibilities (Beck, 1998; Bonney et al., 1999; Autor, 1998). The healthiness and convenience constructs have significant negative associations with traditional food consumption, while familiarity and natural content constructs showed positive significant associations (Pieniak et al., 2009). However the traditional food product is not fast to prepare so it is perceived as rather expensive.

Consumers do not typically spare their time and money when it comes to traditional food product. This shows that traditional food consumers in Europe use a relatively high percentage in their income on food and spend a long time making dinner both on ordinary days and during special occasions (Vanhonacker et al., 2010). Changes in lifestyle and socio-demographic structure, increasing awareness that food quality affects public health, and that quality of environment depends on sustainable consumption patterns, combined with the recent food safety scandals have generated increased interest for and consumption of traditional food products.

Culture

The development of the world had changed the culture in society life then gives a negative impact to traditional food. According to Naomi (1993), skills in practising traditional food will never be extinguished as long as the culture of passing down the skills among generation X is applied in their daily life. However, Mohd Shazali (2015) stated that

nowadays society are more focused on academic and career performance than spending time to practise cooking skills in preparing traditional food. This is due to the mind set of people on the importance of education as it proven as a passport to a better life (Oswald, 2013). Besides, the implementation of the New Economic Policy (NEP), which was to provide a wide opportunity for women in employment had given a positive impact to economic of Malaysia. Instead, the scarcity of time had slowly affected the culture and belief that women should prepare food at home. Mohd Salehuddin et al. (2014) also said this is opposite with Malaysian culture as women before this had been carrying the majority of responsibility for food in shaping their family. That's why the culture of practising traditional food is almost extinct in our society. On the other hand, based on Malaysian Journal of Media Studies (2010), the Korean Culture Wave trend in Malaysia has taken greater interest in Korean food. In this issue, generation X should take an action to preserve the traditional food because generation Y plays an important role as a receiver of the skills to prepare traditional food. Generation X in Malaysia should also use the same tactic that has been use by Generation X of Korea to preserve their food tradional.

Research Hypothesis

In this study, there are four hypotheses to examine the relationship between independent variables (knowledge, attitude, lifestyle, and culture) and the dependent variable (awareness of practising traditional food among Generation X in Kelantan).

- H1: There is a significant relationship between knowledge and the awareness of practising traditional food among Generation X in Kelantan
- H2: There is a significant relationship between attitude and the awareness of practising traditional food among Generation X in Kelantan
- H3: There is a significant relationship between lifestyle and the awareness of practising traditional food among Generation X in Kelantan
- H4: There is a significant relationship between culture and the awareness of practising traditional food among Generation X in Kelantan

Research Framework

A research framework has been designed to investigate the connection between the awareness of practising traditional food among Generation X in Kelantan with knowledge, attitude, lifestyle and culture.

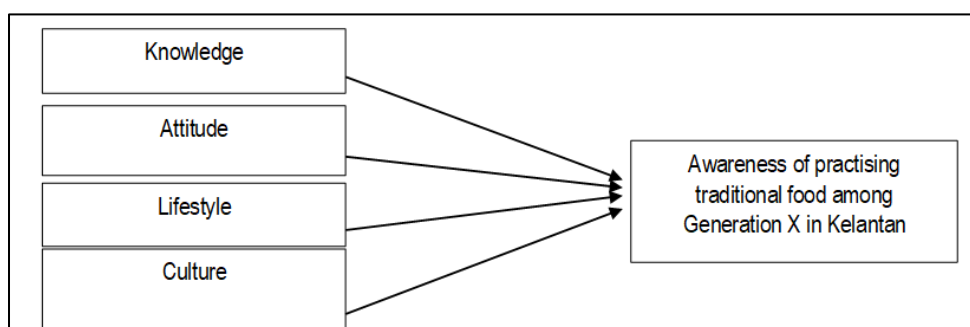


Figure 1: Research framework of the awareness of practising traditional food among Generation X in Kelantan

METHODOLOGY

Research Design

This study used the quantitative method that is focused in proving or disproving hypotheses in an influential manner by examining clearly defined variables (Shuttleworth, 2008). Quantitative data consists of numbers obtained by using structured and validated data-collection instruments and statistically analysed. This discovery should be generalizable and thus can be applied to other populations; being able to look at cause and effect as well as making

predictions (Leung (2015). Data is often generated through surveys, interviews with closed questions and experiments in a controlled environment to isolate causal effects, Kelley et al. (2003).

Sampling

The probability sampling technique is used to collect the data of the research. In this research's survey questionnaire, the simple random sampling technique was used. In the simple random sampling, each and every member of the population has an equal and known chance of being the subject of the sample. To get the data, the researchers divided the randomly chosen respondents in Generation X community. To provide accurate information, researchers used the quantitative approach to study and analyse the gathered data from these respondents. All the data gathered are confidential and were only used for this research purpose. The data were used to search for the relationships through means, standard deviations and correlations among the variables. Sample size is a subset of population. By concentrating on the examples, the scientist ought to have the capacity to make inference that are summed up to the number of inhabitants in intrigue. Since the aggregate number of components in the populace outline can't be found out because of inaccessibility of information, an exact number of tests can't be drawn to speak to the population. Thus, the researchers had adopted a sample size of 300 respondents by following Krejcie (1970).

Data Analysis

There were three data types used in this study which were frequency analysis, descriptive analysis and reliability analysis. The data obtained was analysed by using Statistical Package for the Social Science (SPSS).

FINDINGS

Descriptive analysis is used to describe the demographic profile that has been stated in the questionnaire and also to describe the mean and average mean of dependent and independent variables. Descriptive analysis implies a simple quantitative summary of a data set that has been collected. It helps the researchers to understand the experiment or data sent in details and tells all about the required details that help put the data in perspective. The respondents that we had for the data analysis was 268 respondents. Table 1 shows the correlations of the data collection and Table 2 shows the summary for the hypothesis testing.

Table 1
 The correlations of the data collection

Correlations					
	Practising Traditional Food	Knowledge	Attitude	Lifestyle	Culture
Practising Traditional Food	1	0.493**	0.054	0.397**	0.525**
Knowledge	0.493**	1	- 0.064	0.381**	0.394**
Attitude	0.054	- 0.064	1	0.488**	0.142*
Lifestyle	0.397**	0.381**	0.488**	1	0.427**
Culture	0.525**	0.394**	0.142*	0.427**	1

** Correlation is significant at the 0.01 level (2-tailed).
 * Correlation is significant at the 0.05 level (2-tailed).

Table 2
 The summary for the hypothesis testing

Summary for Hypothesis Testing		
Hypothesis	Pearson Correlation	Results
H1: There is a significant relationship between knowledge and the awareness of practising traditional food among Generation X in Kelantan	r = 0.493, p < 0.01	Supported
H2: There is a significant relationship between attitude and the awareness of practising traditional food among Generation X in Kelantan	r = 0.054, p < 0.01	Supported

H3: There is a significant relationship between lifestyle and the awareness of practising traditional food among Generation X in Kelantan	$r = 0.397, p < 0.01$	Supported
H4: There is a significant relationship between culture and the awareness of practising traditional food among Generation X in Kelantan	$r = 0.525, p < 0.01$	Supported

Research Objective 1: To identify whether knowledge would influence the awareness of practising traditional food among Generation X in Kelantan

The first objective was proposed to determine whether knowledge would influence the awareness of practising traditional food among Generation X in Kelantan. The discussion is based on the first hypothesis is as follows:

H1: There is a significant relationship between knowledge and the awareness of practising traditional food among Generation X in Kelantan

Based on Chapter 4 which are result and analysis, the results obtained indicate that knowledge have a positive relationship with practising traditional food among Generation X in Kelantan. The correlation coefficient relationship for knowledge and practising traditional food is second highest about in 0.492 in this research objective. The p value of knowledge and practising traditional food is 0.000 which is less than the highly significant level .001. Therefore, there is a significant relationship between knowledge and awareness of practising traditional food among Generation X in Kelantan. Traditional foods are important to first-generation parents because they offer a flavourful and important link to their previous home country (Ferrero 2002; Koc and Welsh 2002; Lessa and Rocha 2007). Food production has traditionally been learned through apprenticeship, with children learning first-hand while their mothers cook. These skills are sentient, practical, and in some senses non-discursive forms of consciousness, with the learner acquiring a knack, or a feel, that comes with the continual engagement with the physical and sensual qualities of food. Cooking involves body knowledge, such as the movement required to whip an egg, knead biscuit dough, or skilfully cut a chicken. Yet not everyone gains the necessary skills to replicate flavours through food preparation, though some parents may attempt to influence children's tastes by cooking with them. Casey and Rozin (1989) found that parents' most popular means of influencing their child's food preferences include engaging them in food preparation and being positive role models in food choices. Parents, particularly mothers, play a primary role even as children reach adolescent ages.

Research Objective 2: To classify whether attitude would influence the awareness of practising traditional food among Generation X in Kelantan

The second objective was proposed to determine whether attitude would influence the awareness of practising traditional food among generation X in Kelantan. The discussion also based on the second hypothesis is as follows:

H2: There is a significant relationship between attitude and the awareness of practising traditional food among Generation X in Kelantan

Based on Chapter 4 which are result and analysis, the result obtained indicates that attitude have a positive relationship with practising traditional food among generation X in Kelantan. The correlation coefficient relationship for attitude and practising traditional food is the lowest about in 0.054 in this research objective. The p value of attitude and practising traditional food is 0.000 which is less than the highly significant level .001. Therefore, there is a significant relationship between attitude and the awareness of practising traditional food among Generation X in Kelantan. Mohd Shazali Md Sharif et al (2013) stated that even though they had the knowledge, they rarely practise or introduce traditional foods to their children due time and working commitment. This kind of attitude should not happen because mothers as Generation X become the main channel to preserve the traditional food. This attitude has closed the involvement of young generation towards the moral value in practising traditional food. When parents do not familiarise their children with traditional food and have never practised preparing it, their children will also follow to neglect the traditional foods.

Research Objective 3: To identify lifestyle influence on the awareness of practising traditional food among Generation X in Kelantan.

The next objective was proposed to determine whether lifestyle would influence the awareness of practising traditional food among Generation X in Kelantan. The discussion based on the second hypothesis is as follows:

H3: There is a significant relationship between lifestyle and the awareness of practising traditional food among Generation X in Kelantan.

Based on Chapter 4 which are result and analysis, the result obtained indicate that lifestyle has a positive relationship with practising traditional food among Generation X in Kelantan. The correlation coefficient relationship is for lifestyle and practising traditional food is moderate about in 0.397 in this research objective. The p value of lifestyle and practising traditional food is 0.000 which is less than the highly significant level .001. Therefore, there is a significant relationship between lifestyle and awareness of practising traditional food among generation X in Kelantan. As reported by Morris and Madsen, (2007), modernization and technology advancement have given significant impact towards the family life as everything like commodities, utilities, apparel and anything related continuously increased. Consumer do not typically spare their time and money when it comes to traditional food product. This show that traditional food consumers in Europe use a relatively high percentage in their income on food and spend a long time making dinner both on ordinary days and during special occasions (Vanhonacker, Lengard, et al., 2010).

Research Objective 4: To recognize whether culture would influences the awareness of practising traditional food among Generation X in Kelantan

The last objective was proposed to determine whether culture would influence awareness of practising traditional food among generation X in Kelantan. The discussion based on the second hypothesis is also as follows:

H4: There is a significant relationship between culture and the awareness of practising traditional food among Generation X in Kelantan

Based on Chapter 4 which are result and analysis, the result obtained indicate that culture has a positive relationship with practising traditional food among Generation X in Kelantan. The correlation coefficient relationship is for culture and practising traditional food is the highest about in 0.525 in this research objective. The p value of culture and practicing traditional food is 0.000 which is less than the highly significant level .001. Therefore, there is a significant relationship between culture and the awareness of practising traditional food among Generation X in Kelantan. In New Straits Times newspaper in Malaysia on 20 March 2019, Fauziah Ismail stated food is undeniably an important part of culture and identity. We can get to know a country and its people through the food they cook and eat. She added cooking traditional food as a way of preserving their culture when they move to new places. This is to make sure the traditional food is practised among the next generation. But, Landrine and Klonoff (2004) noted that nowadays the young generation depends on the old people to prepare the traditional foods for festivals and celebrations. Many researchers have argued that countries might lose their traditional food and food ways if they are not passed on to the young generations (Fiumerodo, 2008, Counihan, 2004, Mitchell, 2004, Bakalian, 1993). Some of the young generations of each ethnic in Malaysia are also seen less able to prepare their traditional food (Muhammad et al., 2013). They also know their traditional food only by the name but do not know how to prepare.

DISCUSSION & RECOMMENDATION

Many ethnic communities place a lot of importance in preserving their culinary heritage. Food is seen as identity and cultural capital, one of the most important aspects of ethnic identity that people hold on to even when other aspects of their cultural heritage such as language, attire, art and literature are lost or is no longer a part of their daily life. The eating and cooking of traditional food are among the easiest and most practical ways of incorporating one's culture in daily living even if one has not had prior knowledge or exposure to it. Traditional recipes and cooking techniques of a cultural community can be easily learnt and transferred between generations provided there's enough awareness and effort to preserve the culinary legacy by the community. In many communities, women are the gatekeepers of a community's culinary legacy and mothers pass on their knowledge to their children to ensure the legacy survives and becomes a link that ties these generations together.

CONCLUSION

This study examines the relationship among determinants of the awareness practising traditional food among Generation X in Kelantan (knowledge, attitude, lifestyle and culture). A whole amount of 268 questionnaire were collected from the targeted respondents which are among Generation X. From 268 questionnaires collected, all the questionnaires were usable and can be examined. Therefore, this study exposes that the factors and awareness of practising traditional food among Generation X in Kelantan are positively related. Moreover, this study also found that culture was the most important element while attitude was the least important that influenced practising traditional food.

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The Influence of Kitchen Layout towards Employee Performance in Food and Beverage Outlet

Mohamad Khairuddin Baharum, Nor Fatin Sapira Mat Bakri, Siti Ajrina Mohamad Zain,
Tan Mei Sing & Mazne Ibrahim

Faculty of Hospitality, Tourism and Wellness, Universiti Malaysia Kelantan
Corresponding email: mazne@umk.edu.my

ABSTRACT

The most crucial thing in food and beverage outlet is the kitchen department. Working environment should be the most important factor to be considered in a healthy working environment of an organization. Because of that, the design and planning of a kitchen layout must enable the employees to be able to work safely, efficiently, quickly and in comfort. Generally, this research is conducted to investigate the relationship between kitchen layout and employee performance. The main purpose of this study is to identify the influence of kitchen layout towards employee performance in food and beverage outlet. Based on this study, there are three factors influencing employee performance in kitchen layout which are lighting, space or arrangement of kitchen equipment and type of flooring. In this research, the researchers used questionnaire to get the data of the most influencing factor in kitchen layout towards employee performance in food and beverage outlet. The total number of respondents was 363 respondents who had been distributed with questionnaire. The sampling technique used in this research is simple random sampling. The data were analyzed and interpreted using SPSS software which involved reliability analysis, exploratory factor analysis, descriptive analysis and correlation analysis. After analyzing the data, the finding reveals that the kitchen layout in the study are low positively correlated with employees' performance. The variable "types of flooring" had the highest scored of significant.

Keywords: *Influence, Kitchen Layout, Employee Performance, Food and Beverage*

INTRODUCTION

Hospitality industry has been one of the fastest growth segments in the markets around the world. The main reason of this research is to find the significant figure over employee performance based on the kitchen layout in food and beverage outlet. The success of any restaurant or hotel primarily depends on the popularity of the meals and the efficiency of its sale activities. According to Bougoure and Lee (2009) the staffs said, by changing the way of the environments that are organized directly it will influence the way of processes flow, which evidences the importance of a good layout for employees' performance. This study aims to investigate whether the factors regarding kitchen layout contribute to employee performance in food and beverage outlets. According to Affeld (2016), kitchen design plans consider vital points such as space requirements, equipment and budget. According to Kliemann (2013), a poorly designed kitchen will lead to disorganization and delays in service. So, kitchens should be designed to make the service flow smooth and quick, enabling chefs to keep up with the demands of the covers. All these factors are really important to improve the productivity and quality of employee performance in food and beverage outlet to meet customer satisfaction, needs and wants. The success of a restaurant business depends on superior service quality, value and customers' satisfaction (Chow, 2007). Then, it will increase production capacity, improve labor productivity and also reduce staff workload.

There are three objectives of this research:

- 1.1 To investigate lighting of the kitchen
- 1.2 To identify space or arrangement of kitchen equipment
- 1.3 To determine type of flooring

Significance of the Study

Researchers / Future Researcher

The purpose of this study is to identify the kitchen layout characteristics that affect employee performance in food and beverage outlet. The benefit of this research is to become one of the references for future researchers to find resources easier. Besides that, it will give them the exposure about the importance of a good kitchen layout and gain more knowledge about food and beverage outlet which provides a comfortable and safe working environment and thus promoting higher productivity in the kitchen.

Owner / Restaurant Operator

It is beneficial to the restaurant operators to earn the maximum profitability such as increasing the sales revenue and also understanding the importance of the kitchen layout in any food and beverage outlet. Therefore, the operation can run smoothly and avoid any wasting of sources or any accidents.

Kitchen's Employee

This research may significantly contribute to employees who are working in kitchen department as it can provide higher productivity, comfortable and safe working environment in the kitchen. Without a comfortable and safe working environment, the employees cannot perform better and it will affect the organization as well.

LITERATURE REVIEW

Perception of research on the relationship between lighting of kitchen, space or arrangement of kitchen equipment and types of flooring in order to support the theory related to the performance of employees during their working hour.

Employee Performance

Employee performance, which is the dependent variable of this study refers to whether a person performs a job well or not. Employee performance is generally positioned as the dependent variable in empirical researches because it is viewed as the result or impact of organizational behaviours or practices of human resources not as a cause or determinant. Every organization needs employees who are able to get the job done which will affect the overall success of the organization. Individual mechanisms are influenced by several factors including individual characteristics, group mechanisms which are leadership and teams and organizational mechanisms which are organizational culture and organizational structure (Alvesson & Sveningsson, 2015). This is important in order to identify strengths, weaknesses and potential management gaps in the organization or department (Leonard, 2019). Meanwhile, job performance is the set of employee behaviours that contribute to organizational goal accomplishment (Colquitt, 2011).

Kitchen Layout

The kitchen is an environment that requires careful observation that must comply with high standards including codes and rules of prescribed health standards. The layout of the plan handles the most valuable assets of the company, such as department and machinery (Islier, 1998). The kitchen layout is also a very important part of the food and beverage outlet that provides quality, efficiency and functionality to be used by the service staffs in cooking dishes that will ensure customer returns. According to Affeld (2016), kitchen design plans consider vital points such as space requirements, equipment and budget. Therefore, the kitchen should be equipped and operated with full productivity, quality as well as providing the environment that suits and comforts the employees.

Lighting of Kitchen

Lighting plays an important role particularly in relation to activities connected with dining, cooking and entertaining guests (Jensen, 2013). Monreal (2016) have found that there may be different levels in the extent to which employee

relate their use of lighting directly with their energy consumption. When the employees are alert with the atmosphere of the kitchen, they can increase their performance during working period. Consistent with this, employees feel happier and more vital when they are exposed to brighter lighting conditions (Smolders & Kort, 2014). Restaurant lighting is not just for customer satisfaction but it is also to motivate employees to improve their job quality.

Space or Arrangement of Kitchen Equipment

The kitchen plan helps to ensure an easy flow of food in and out of the kitchen. As stated by Affeld (2016), kitchen design plans consider vital items such as space requirements, equipment and budget. An appropriate kitchen layout and aspect of great importance for the optimal use of kitchen are issues connected to size, safety management and industrial kitchen equipment, which directly affect the usability of the products. As stated by Katz (2016), without a clear understanding of how the employer plan to operate and function as well as what space and equipment required, the design team cannot design an effective space of kitchen. It is very important for employees to have the ability to move around the kitchen without hitting into equipment or fixtures. On the authority of Dareker (2016), a small kitchen will stress for space.

Type of Flooring

In the hospitality industry, any selected floor system should be able to withstand any spills or chaos and safety during working hours. The floor of the workplace should be appropriate to the type of work that needs to be carried out and human characteristics, so the risks to the health and safety of workers and the potential of human error are reduced as low as possible (Hadke & Gupta, 2013). Regardless of the design and shape of the space, the chosen floor will certainly help to create a comfortable feeling and an appealing experience for the employees in both cases. Physical barriers have been closely linked to psychological privacy, and a sense of privacy boosts job performance (Radzikowski, 2015). Therefore, to help employees gain a good and positive motivation during working period, the floor should also be noted when it speaks of employee performance. It was revealed that the combination of employee level of satisfaction with interior use of space and physical conditions was the best predictor of their perceived productivity (Williams & Ellis, 2013).

Research Hypothesis

In this study, there are three hypotheses that have been established to study the research objectives.

H1: There is a significant relationship between the lighting of the kitchen and the performance of the employees in food and beverage outlets.

H2: There is a significant relationship between the space or arrangement of kitchen equipment and the performance of the employees in food and beverage outlets.

H3: There is a significant relationship between the type of flooring and the performance of the employees in food and beverage outlets.

Research Framework

A research framework has been developed to investigate the connection between lighting of the kitchen, space or arrangement of kitchen equipment and type of flooring that influence the performance of the employees in food and beverage outlets.

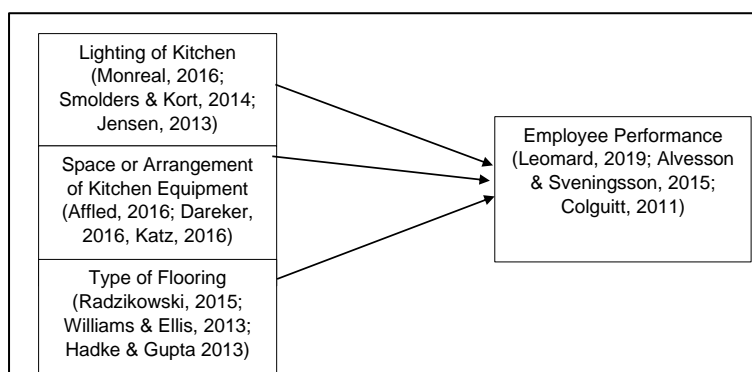


Figure 1: Research framework of the relationship between independent and dependent variables

Source: *The role of conceptual frameworks in epidemiological analysis*
 (Victora, C. G., Huttly, S. R., Fuchs, S. C., & Olinto, M. T., 1997)

METHODOLOGY

Research Design

This study used the quantitative method by conducting a survey which objective is to collect information by handing out a set of questionnaire through Google Forms. This quantitative method was used to obtain the understanding of the employees about the kitchen layout which can affect their performance in the kitchen.

Data Collection

In this research, the data collection used was primary data collection which is quantitative method by using questionnaires. To complete this research, 363 respondents had completed the questionnaires that were distributed to the employees that work in the food and beverage outlets in Malaysia.

The second stage of data collection was fieldwork. A set of questionnaire was distributed to the population to collect the data of the respondents and their view or opinion on the factors affecting the employee performance in the kitchen. Operating questionnaire was a research instrument that consists of a series of questions for the purpose of collecting information from respondents (Leod, 2018). This questionnaire included 3 sections which are demographic background of the respondent, dependent variable and independent variables. The researchers chose Five- Point Likert to avoid bias in this research.

Sampling

The sampling method used in this study was the simple random sampling. The samples of employees were taken from the employees who work in the food and beverage outlets in Malaysia. This is because each and every member of the population has an equal and known chance of being a subject sample. This has been taken by distributing 384 questionnaires to random employees of the food and beverage outlets in Malaysia respectively about the different lighting brightness in the kitchen, different spaces or arrangements of kitchen equipment and different types of flooring in the kitchen.

The researchers decided that sample size of this study should be 384 people due to the population of more than 1,000,000. In achieving reliable and valid sample of this study, the researchers used the equation from Krejcie & Morgan (1970) to determine the sample size. The formula has been shown as below:

$$S = \frac{x^2 Np(1 - p)}{e^2(N - 1) + X^2p(1 - p)}$$

n = sample size

N = population size

e = the degree of accuracy expressed as proportion (0.05)
 χ^2 = chi-square of the degree of freedom 1 and confidence 95% (3.841)
 p = proportion of population (if unknown, 0.5)

Data Analysis

There were three data types used in this study which were frequency analysis, descriptive analysis and reliability analysis. The data obtained were analysed by using Statistical Package for the Social Science (SPSS).

FINDINGS

Profile of Respondents

Table 1
 Respondent Profile

Demographic	Categories	Frequency (N)	Percentage (%)
Gender	Female	153	42.1
	Male	210	57.9
Race	Malay	223	61.4
	Chinese	106	29.2
	Indian	30	8.3
	Others	4	1.1
Age	13 - 20 Years Old	41	11.3
	21 - 30 Years Old	241	66.4
	31 - 40 Years Old	59	16.3
	41 - 50 Years Old	16	4.4
	51 - 60 Years Old	6	1.7
Marital status	Single	266	73.3
	Married	94	25.9
	Others	3	0.8
Working places	Fast Food Restaurant	111	30.6
	Hotel Restaurant	82	22.6
	Family Restaurant	138	38.0
	Others	32	8.8
Working experience	Less Than One Year	128	35.3
	1 Year – 5 Years	153	42.1
	5 Years – 10 Years	64	17.6
	More than 10 years	18	5.0

Table 1 depicts the profile of the respondents. Out of 363 respondents, the majority of respondents were male which accounted for 57.9% of the total sample. Meanwhile, in terms of race, the majority were Malay which is 61.4%, followed by Chinese which is 29.2%, Indian which is 8.3% and others which is 1.1%. In terms of the respondents by age, 11.3% were 13 to 20 years old, 66.4% were 21 to 30 years old, 16.3% were 31 to 40 years old, 4.4% were 41 to 50 years old and 1.7% were 51 to 60 years old. In term of respondents by marital status, out of 363 respondents, 73.3% were single, 25.9% were married and 0.8% were others. In terms of working places, the majority of respondents were those working at Family Restaurants which is 38.0%, those working at Fast Food Restaurant which is 30.6%, 22.6% were those working at Hotel Restaurant while the remaining 8.8% were working at others places. Next, in terms of working experience of the respondents, 35.3% worked less than one year, 42.1% worked from 1 until 5 years, 17.6% worked 5 until 10 years and 5.0% worked more than 10 years. This statistics nearly represents the actual demographic tabulation of total employees who work in food and beverage outlet.

Table 2

Descriptive analysis of the influence of kitchen layout towards employee performance in food and beverage outlet (N=363)

Item Description	Mean score	Standard Deviation
IV 1: Lighting of Kitchen		
Item:		
I think good lighting plays an important role in relation to activities connected with mise en place, cooking and food plating.	4.30	0.648
I think ambient bright light improves understanding of task performance.	4.27	0.689
I feel happier and energetic when I was exposed to brighter lighting conditions.	4.10	0.772
I think good lighting leads to enhanced alertness and improves task performance.	4.32	0.650
I think lighting is very important in motivating employees to perform better in the kitchen.	4.30	0.698
IV 2: Space or Arrangement of Kitchen Equipment		
Item:		
I think the amount of space that the employees need for the kitchen depends on the size of equipment available in a kitchen.	4.39	0.654
I think the amount of space that the employees need for the kitchen depends on the amount of work that needs to be performed.	4.34	0.697
I think the amount of space that the employees need for the kitchen depends on the storage of food.	4.20	0.736
I think the distance between equipment is an important thing during arrangement of the kitchen equipment.	4.43	0.650
I believe that the injury in the kitchen workplace may be attributed to the inappropriate arrangement of tools and equipment.	4.39	0.674
IV 3: Type of Flooring		
Item:		
I think the floor of the workplace should be appropriate to the type of work.	4.44	0.664
I think the type of flooring is important to reduce the risks of health and safety faced by workers.	4.52	0.649
I think employee's surroundings play a big role in improving productivity level in the workplace.	4.36	0.634
I think material for flooring is crucial to withstand heavy task.	4.32	0.651
I think non-slippery flooring can improve work performance.	4.55	0.626
DV: EMPLOYEE PERFORMANCE		
Item:		
I think if the employees are happy they will perform their job well.	4.55	0.613
I think if the employees are comfortable with the working environment they will increase their productivity level.	4.56	0.584
I think employee performance is an outcome produced from certain activity in a certain period of time.	4.38	0.676
The design and planning of a kitchen layout should enable the employees to be able to work safely, efficiently, quickly, and in comfortable.	4.55	0.585
Physical work environment can stimulate (or inhibit) individual creativity in an organization.	4.32	0.742

Table 2 shows the mean and standard deviation for fifteen statements under 3 independent variables and five statements under dependent variable based on the survey of 363 respondents of employees who work in food and beverage outlets. The highest mean value for Lighting of Kitchen factor is question 4 which is 4.32, where respondents agree that good lighting leads to enhanced alertness and improves task performance when they are working. The lowest mean value is question 3 which is 4.10, where the respondents agree that they feel happier and

energetic when they are exposed to brighter lighting conditions. For the factor Space or Arrangement of Kitchen Equipment, the highest mean value is question 1 and 5 which share the same score of 4.39, where the respondents agree that the amount of space that the employees need for the kitchen depends on the size of equipment available in a kitchen. The injury in the kitchen workplace may be attributed to the inappropriate arrangement of tools and equipment. The lowest mean value is question 3 which is 4.20 where the respondents agree that the amount of space that the employees need for the kitchen depends on the storage of food. Meanwhile, the highest mean value for the factor of Type of Flooring is question 5 which is 4.55, where respondents agree that non-slippery flooring can improve work performance. The lowest mean value is question 4 which is 4.32, where the respondents agree that the material for flooring is crucial to withstand heavy task. Next, the highest mean value for dependent variable of employee performance is question 2 which is 4.56, where the respondents agree that if the employees are comfortable with the working environment they will increase their productivity level. The lowest mean value is question 5 which is 4.32, where the respondents agree that physical work environment can stimulate (or inhibit) individual creativity in an organization.

DISCUSSION & RECOMMENDATION

Discussions are to solve questions and hypotheses as mentioned earlier in the first chapter of this study. The main hypotheses of this study are focused to investigate the connection between lighting of the kitchen, space or arrangement of kitchen equipment and types of flooring that influence the performance of the employees in food and beverage outlets. Lighting in an environment is one of the essential elements that has a direct influence of employee performance. According to Summers and Hebert (2001), ambient bright light promotes more active behaviour, for instance, among consumers who are handling products. It emphasized that a good physical working environment like lighting is very important in motivating employee performance in the kitchen. The space and arrangement of the kitchen can directly affect the productivity of employees. As stated by Alexana (2012), an appropriate kitchen layout and aspect of great importance for the optimal use of kitchen are issues connected to size, safety management and industrial kitchen equipment, which directly affect with the usability of the products.

Flooring system in the kitchen should be able to withstand any spills or chaos and safety of employees during working hours. Designing kitchen based on floors, structural details, layout, storage and general maintenance are critical to minimizing operating costs and maximizing productivity (Taylor & Holah, 1996). Health and safety issues are also best dealt in relation to the prevention of accidents due to slipping and falling. The finding of the result showed that the Independent Variable 1 which is lighting of the kitchen had a very weak or small relationship between the kitchen layout and employee performance in food and beverage outlets. Next, for Independent Variable 2 which is space or arrangement of kitchen equipment has a very weak or small relationship with employee performance in food and beverage outlets. The finding of the result also shows that Independent Variable 3 which is type of flooring also had a weak or small relationship with employee performance in food and beverage outlets.

Next is the recommendation, the researchers recommend several suggestions to further improve the result of this study. Firstly, this research can be used as reference towards the management of food and beverage outlet especially entrepreneurs who are interested to open a food and beverage outlet for their knowledge as the data collected from the respondents are valid and meaningful. Besides, future researchers should add other independent variables such as ventilation system, proper storage area, drainage system to test the reliability. Hence, the researchers can explore other independent variables in order to improve the result of this study which truly affects the employees' performance in food and beverage outlets. Apart from that, future research should consider the types of food and beverage outlets because the employee from fast food restaurants, hotel restaurants and family restaurants have different opinion because of different environment and culture. This action would benefit the management of food and beverage outlets as it will provide further information for future researchers in understanding the effect of kitchen layout on employee performance in food and beverage outlets. Lastly, future researchers are recommended to integrate both qualitative and quantitative methods while collecting data from respondents to obtain more in-depth information and increase the accuracy of the result of this study.

CONCLUSION

In conclusion, the study shows that the three independent variables tested which are lighting of the kitchen, space or arrangement of kitchen equipment and types of flooring. A whole amount of 363 questionnaires were collected from the targeted respondents. The study provides the first in-depth analysis of the ways in which kitchen layout impacts on the performance of the employees. According to the finding, it is shown that types of flooring in the kitchen layout was the most influencing factor towards employee performance in food and beverage outlets as it is important for the employees' safety and it can fasten their work. However, other variables especially space or arrangement of kitchen equipment and lighting of kitchen also have a contribution in influencing the employee performance in food and beverage outlets.

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The Influence of Restaurant Layout Characteristic on Meal Duration and Customer Spending

**Elaine Lee Chun Wun, Muhamad Firdaus Naim Mohd Kamal, Noor Azira Mohd Nor,
Qutreen Nada Mat Noh & Mazne Ibrahim**

Faculty of Hospitality, Tourism and Wellness, Universiti Malaysia Kelantan
Corresponding email: mazne@umk.edu.my

ABSTRACT

This study investigates the link between the different restaurant layout characteristics that have an influence on meal duration and customer spending in Malaysia. A conceptual model comprising different variables like background music, lighting and ambiance were studied for customer meal duration and customer spending. Certainly, one goal of restaurant lighting is to create an attractive, pleasant setting for a meal. Pleasure has been linked with spending behaviour and restaurant preference, which are mediated by emotions that can be influenced by lighting's character. This study was conducted on citizens who dine out in the restaurants in Malaysia by using a quantitative research approach, and 295 citizens in Malaysia participated in the study. The findings reveal that the various layout characteristic factors considered in the study are low positively correlated with meal duration and customer spending and have a significant impact on the citizens who dine out in Malaysia. It could be concluded from the results that the influence of background music in a restaurant had a significant effect on meal duration and customer spending. The result of this study offers a direction towards better restaurant layout characteristic, which leads to an increase of the competitive influence of the restaurant business in the marketplace.

Keywords: *Restaurant, Layout, Characteristic, Meal Duration, Customer Spending*

INTRODUCTION

In hospitality industry, there are several types of businesses, such as hotel business, restaurant business, lodging and franchise respectively (Novak & Peter, 2017). Certainly, the success of the restaurant business depends on the superior service quality, value and customers' satisfaction (Chow, 2007). The great experience and environment that the customers get will affect their reaction. As indicated by Sabherwal (2011) whose study was on frequent drivers of customers in physical environment is coordinated towards both interior and exterior environment of the restaurant. The researchers found that the customers will not be eager to set higher perceiving prices if the physical environment and surrounding does not support the restaurant quality (Ryu, 2010).

This study aims to investigate the influence of restaurant layout characteristic factors towards meal duration and spending among customers. The effect of music is one specific atmospheric variable in this study with a few investigations showing a positive connection between musical tempo and the speed with which customers dining in the restaurants (Caldwell & Hibbert, 1999). A restaurant needs a comfortable and safe environment to allow customers to enjoy their meals. The customers always want to experience the appealing design in restaurants but in the same time they are also wishing for a comfortable seat to rest their feet. Moreover, they also hope for pleasant music to be heard, appropriate and adequate lighting in dining area and another ambiance setting should be provided. Exterior environment is very important because it is the first impression that customers will have of the restaurant, and it might be the last contact when they are leaving the restaurant. The type of tables, seating and the environment have enough potential to affect customers' time spent along with how much money they spend in a particular restaurant (Thompson, 2003). There are three objectives of this research:

1. To examine the relationship between background music and meal duration as well as customer spending in restaurants in Malaysia.
2. To examine the relationship between lighting and meal duration as well as customer spending in restaurants in Malaysia.
3. To examine the relationship between ambiance and meal duration as well as customer spending in restaurants in Malaysia.

Significance of the Study

Restaurant's Owner/Operator

The owners of restaurants will benefit from this research by learning the benefits of a proper design, they may be able to generate extra revenue and income. The versatility and elegance of restaurant layout can have a positive effect on apparent quality in a variety of relaxing environments, with the additional effect of seating comfort on apparent quality.

Restaurant's Employee

The warmth, nice atmosphere and clean place of work will enable them to work more efficiently and to be more competitive. On other hand, employees will have enough understanding on the importance of having proper layout set by the restaurant so that they do not need to question the operator.

Future Researcher

This study will help future researchers to understand more about the influence of layout characteristics of restaurants towards customer meal duration and spending. Therefore, future researchers will be able to get help by getting the latest source of journal on these topics for their research.

LITERATURE REVIEW

Meal Duration and Customer Spending

Meal duration and customer spending are closely related and could influence revenue. This is because it will lead to higher revenue and sales of a restaurant when customers spend longer meal duration and higher volume of expenditure. Reported intakes containing at least 50 kcal/209 kJ (Castro, 1994) and separated in time from the preceding and following intake by at least 15 minutes were considered to be individual meals. Spending is another term for a participant or client who wants to trade money for goods or services or shopping for a product or service they need (Kenton, 2018).

Although the amount of food consumed during a meal is generally assumed to be influenced by physiological variables which differ with nutritional deficit and surface content, social factors also have strong effects on intake (Herman, Polivy & Roth, 2003). Meal duration can be the same as the time customers spend eating and enjoying their meal. It is going to look at how much time customers spend in the restaurant while it operates. Consumers are more likely to spend more on food and drinks in restaurants than at home based on Consumer Behavior Theory (Clauson, 2000). This is because most people are too busy with their respective careers today and this is one of the alternatives for them to save time in terms of food preparation. Most restaurant services and facilities can now attract more customers to spend more time, more money and do their business there.

Background Music

When the restaurant plays love songs and romantic songs, consumers generally invest more than pop music or without any background music (Gueguen & Jacob, 2010). The study by Husain and Thompson (2002) found fast tempo music expands the excitement and pressure of customers during meal duration and spending in restaurant. Hence, tempo of music is expected to impact the satisfaction, shock, enjoyableness, anger and fear to listeners (Westerink & Broek, 2011). The smooth and elegant background music helps wine taste smoother and more elegant

while subtle and sophisticated background music make wine taste zingy and refreshing (Cassidy & MacDonald, 2007). The discoveries of Areni and Kim (2007) expect that classical music would lead customers spending more than popular music. According to Gueguen (2008), background music with a higher volume has increased the use of alcohol and drinking frequency.

Lighting

Atmosphere light has been viewed as an important factor in the restaurant environment, supporting the results that bad restaurant lighting can be interpreted from the customers' perspective as a negative experience (Walter & Edvardsson, 2012). In addition, lighting and noise may have a psychological impact on food consumption because they directly or indirectly affect eating time (Garg, Wansink, & Inman, 2007). Restaurant lighting definitely aims at creating an appealing, fun atmosphere for a meal. According to Jordaan & Prinsloo (2001), lighting could help set the service encounter's speed, tone and mood. If lights are dark, consumers tend to talk more quietly. Bright light is a characteristic of fast food restaurants designed so that consumers can easily enjoy their meals (Yuksel & Yuksel, 2002; Jordaan & Prinsloo, 2001). In the food service industry, hot light is fundamentally necessary, dry, soft lighting has many functions, such as providing customers with a friendly appearance, creating a comfortable atmosphere, and enhancing the sensation of physical heat, thus facilitating relaxation (Birren, 1988).

Ambiance

All the furniture arrangements, the eating location, including the distance between each table arrangement and the size of the space, are subject to spatial layout. Moreover, the initial or real definition of starting a restaurant provides good food quality and their variants. Currently, customers are basically looking for a restaurant with a convenience, value and a high standard lifestyle atmosphere (Horng, 2013). The restaurant's environmental variable is divided into three elements: atmospheric, social and design indicators (Baker, 1987). Moreover, the level of ambient inside the restaurant gives the idea of the quality of the restaurant and at the same time gives different views of the restaurant to customers. A restaurant's environment can affect customers, either giving them a sense of ease or discomfort, resulting in input from the consumer (Nguyen, 2002). On the other hand, it is also possible to refer to the concept of ambience as an atmosphere in which atmospherics can be captured into five common human senses such as sound, vision, touch, smell and taste (Kotler 1973).

Research Hypothesis

In this study, there were three hypotheses that had been established to study the research objectives. The hypotheses in this study are based on the factor which are background music, lighting and ambience that influence meal duration and spending among customer.

H1: There is a significant relationship between background music and meal duration as well as spending among customers.

H2: There is a significant relationship between lighting and meal duration as well as spending among customers.

H3: There is a significant relationship between ambience and meal duration as well as spending among customers.

Research Framework

A research framework has been conducted to investigate the connection between the influence of background music, lighting and ambience towards meal duration and spending among customer.

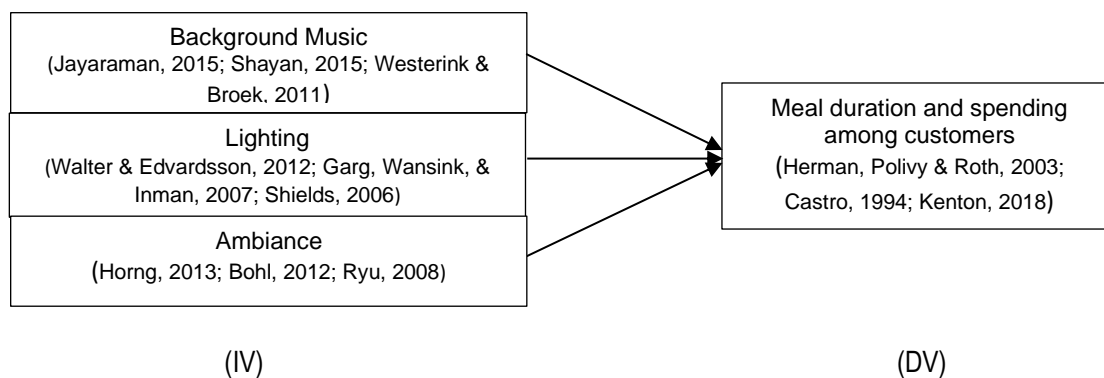


Figure 1: Research framework of the relationship between independent and dependent variables

METHODOLOGY

Research Design

This study used the quantitative method that requires a standardized information from the subjects that are being studied. The subjects that have been studied might be different in terms of class such as individuals, groups, an organization or communities. Other than that, they can also be the projects, applications or any systems. This study is conducted to provide valuable commitments to the owners or managers the restaurants and as a guidance to the next researchers on how restaurant's layout would change the customers' behaviour on time and money spent.

In the first stage, the data collection used in this study is quantitative technic. Quantitative is a research that generates statistics through the use of a large scale survey research, using methods such as questionnaire or structured interviews. For this research, the primary data were used in order to gain the needed information for the quantitative research methodology. The instrument in collecting the primary data is questionnaire. In this study, researchers chose questionnaire survey as an instrument because it is best served to answer the questions related to the purpose of study. Before conducting the real data collection, pilot test has been used to test the feasibility, reliability and validity of the questionnaire.

The second stage of data collection was a fieldwork. A set of questionnaire was distributed to the population to collect the data. The questionnaire had been distributed using the Google Form. The researchers decided to distribute the questionnaire through online method since it is easy to be analysed in the Statistical Package for the Social Science (SPSS). In order to know the reliability of the questionnaire's result, the researchers used Cronbach's Alpha to evaluate the value of the result.

Sampling

The sampling method used in this study was the probability sampling technique. The sampling technique that the researchers used was simple random sampling. Simple random sampling is usually used to process the entire dataset and is always significant when dealing with large or massive numbers of data even though this method used a lot of time to collect the data. Through this method, every individual is randomly chosen and the selection of one unit does not affect the chances of any other unit. Recently, the researchers had conducted the survey among the consumers who dine out in Malaysia which focused on the meal duration and spending in the restaurant. Looking to the budget and time constraint, a sample size of 384 respondents was randomly selected by the researchers but only 295 questionnaires were useable. The mathematic of probability proves that the size of the sample exceeds a few percent of the total population examining. In achieving reliable and valid sample of this study, the researchers used the equation from Krejcie & Morgan (1970) to determine the sample size. The formula will be shown as below:

$$S = \frac{x^2 N p (1 - p)}{e^2 (N - 1) + x^2 p (1 - p)}$$

n = sample size

N = population size

e = the degree of accuracy expressed as proportion (0.05)

$\chi^2_{.95}$ = chi-square of the degree of freedom 1 and confidence 95% (3.841)

p = proportion of population (if unknown, 0.5)

Data Analysis

There were three data types of data analysis used in this study which were frequency analysis, descriptive analysis and reliability analysis. The data obtained were analysed by using Statistical Package for the Social Science (SPSS). It is a software to show the relationship between independent variable and dependent variable in the mood of regression, correlation of factor analysis. On the other hand, it was very convenient and simple for the researchers to convey the responses from the respondents.

FINDINGS

Table 4.1

Respondents' Demographic Profile

Demographic Profile of Respondent	Category	Frequency N = 295	Percentage %
Gender	Male	85	28.8
	Female	210	71.2
Race	Malay	203	68.8
	Chinese	66	22.4
	Indian	25	8.5
	Others	1	0.3
Age	13-20	29	9.8
	21-30	205	69.5
	31-40	37	12.5
	41-50	13	4.4
	More than 50	11	3.7
Marital status	Single	208	70.5
	Married	87	29.5
Income	1,000-2,000	164	55.6
	2,001-3,000	75	25.4
	3,001-4,000	24	8.1
	4,001-5,000	21	7.1
	More than 5,000	11	3.7
Preference	Hotel	38	12.9
	Fast food	73	24.7
	Café	125	42.4
	Themed	58	19.7
	Other	1	0.3
Experience	1-2 times	78	26.4
	3-5 times	111	37.6
	6-10 times	56	19.0
	More than 10 times	50	16.9
Dine out with	Alone	30	10.2
	Friends	118	40.0
	Colleagues	79	26.8
	Family	68	23.1
Purpose	Meeting	38	12.2

	Gathering	109	36.9
	Dating	31	10.5
	Just to get a meal	119	40.3

The demographic result of the respondents is summarized in Table 4.1. Among 295 respondents, 28.8% were male and 71.2% were female. The majority of respondents that answered this questionnaire were Malay with 68.8%. Other than that, the majority of the respondents were relatively young with 69.5% are between 21-30 years old. Most of the respondents were single (70.5%). The income of respondents of RM1000-RM2000 contributed 55.6% of the percentage. The respondents were chosen café which is 42.4% the highest among the other five preferences has been chosen. Mostly the respondents' experiences dining out 3-5 times which contributed to 37.5%. The majority of respondents answered dine out with friends with 40.0%. The highest respondents chosen the purpose of dine out is just to get a meal which is 40.0%.

Table 4.2
 Descriptive Statistic Independent Variables and Dependent Variables

Item Description	Mean Score	Standard Deviation
IV 1 : Background Music		
BM1: The music and sound give a pleasant feeling to customer so that the meal duration will be longer.	4.27	0.694
BM2: The right volume of background music will influence the emotion of customers in dining experience.	4.30	0.62s8
BM3: The types of music played may enhance a person's mood to be calmer when enjoying the meal.	4.21	0.682
BM4: Without music attendance, the dining experience will be less attractive and the customer will spend less on the restaurant.	3.87	0.944
BM5: Slow music tempo will increase the meal duration among customers.	4.00	0.857
IV 2 : LIGHTING		
LG1: The lighting affects my mood to dine with sooth and prolong the meal duration.	4.17	0.708
LG2: Dimmer lighting is better in dining area so that customer is not disturbed and may spend more on the restaurant.	3.76	1.000
LG3: Lighting effect plays a big role in dining experience to make customer feel comfortable in the restaurant. (material, abstract, colour and etc.)	4.20	0.706
LG4: A good lighting may illustrate in a bigger space in dining area and customer may enjoy the environment at the restaurant.	4.25	0.665
LG5: Different colours of light enable the customer to carry out and enjoy the different activity in the restaurant. (meeting, chilling, socializing and etc.)	4.11	0.736
IV 3 : AMBIANCE		
AM1: The interior design and decorations of the restaurant are visually appealing and facilitate me to move in the restaurant.	4.38	0.600
AM2: The correct temperature in restaurant allows me to spend more time while enjoying the food.	4.39	0.634
AM3: The seating arrangements in the restaurant are comfortable and give me enough space to influence me to prolong my time to stay in the restaurant.	4.38	0.600
AM4: The colour, wallpaper and furniture reflect the identity of the restaurant and at once may attract me to choose this restaurant.	4.32	0.670
AM5: The cleanliness of a restaurant influences me to stay longer in a restaurant and enjoy more dishes.	4.56	0.568
DV : MEAL DURATION AND CUSTOMER SPENDING		
MS1: I will spend more time on meals at the restaurant at least for 1 or 2 hours.	4.10	0.900
MS2: The environment of the restaurant makes me comfortable and relaxed while enjoying the meal and that way I will spend more money in the restaurant.	4.19	0.690

MS3: I am willing to spend more time and money to have a quality time with family during dining out experience.	4.33	0.683
MS4: I will spend more time and money if the restaurant offering food varieties.	4.32	0.704
MS5: I find it worthwhile if I spend more to experience dining at a restaurant that has great background music, ambience and lighting.	4.38	0.669

Table 4.2 shows the Descriptive Statistic for Independent Variables and Dependent Variables. From the result, the highest mean score for the independent variable for background music is BM2 which is 4.30 where respondents agree that the right volume of background music will influence the emotion of customer in dining experience. The highest mean score for independent variable for lighting is LG4 which is 4.25 where respondents agree that a good lighting may illustrate a bigger space in dining area and customers may enjoy the environment at the restaurant. The highest mean score for ambience is AM5 which is 4.56 where respondents agree that the cleanliness of a restaurant influences them to stay longer in a restaurant and enjoy more dishes. While the highest mean score for the dependent variable which are meal duration and customer spending are 4.38 for MS5 where respondents agree that they think it is worthwhile if they spend more to experience dining at a restaurant that have all those variables. From this result, it shows that the respondents agree with the background music, lighting, ambience, and meal duration and customer spending variable.

DISCUSSION & RECOMMENDATION

In order to make restaurants able to provide a good quality services in their restaurant, the restaurant owners must develop a management strategy to ensure that the restaurant continues to provide the best experience for the customers. In developing these strategies, restaurant owners need to know what will influence their customers to continue spending their time and money enjoying the products and services that have been provided. According to the researchers, the results show that the three variables namely background music, lighting and ambience have influenced the customers to increase their meal duration and spending on the restaurant. So, restaurant owners must provide a comfortable environment for their customers. It does not only relate to background music, lighting and ambience but it could be more than that. With the attention of the restaurant owners, it has been able to attract more customers to use the products and services we provided. Restaurant owners also need to constantly analyze their restaurant situation so that they are more up to date with the need, want, and also demand of customers for a restaurant.

Next, as there are only 295 respondents for this research, thus future research can increase the number of customers to participate in a study of the influence of restaurant layout characteristic on meal duration and spending for the sample size. It is because the researchers only distributed the questionnaires among customer who visit restaurants in Malaysia. The future research can make the scope of this study bigger considering a big population like Asian's customers who influence the restaurant layout characteristics on meal duration and spending. This will allow future researchers to obtain greater responses as well as wider perspectives. Moreover, it is also suggested that all of the variables to be included in the future research. Although this will take a long time but this will allow future researchers to have a better understanding on the need, want, and also the demand of today's customers. Thus, the research will provide a wider perspective and improve the scope of research in understanding what make the customer perceive on influence of restaurant layout characteristics on meal duration and spending. Some common variables such as theme of a restaurant, furniture of the restaurant, design of the restaurant can also be included as moderator in the framework in order to investigate whether customers get influenced by these factors. Therefore, future researchers who wish to conduct similar research should consider all these factors to obtain more accurate and reliable results.

CONCLUSION

In conclusion, customer meal duration and spending are influenced by the restaurant layout characteristics. The characteristics are background music, lighting and ambience. In order to increase meal duration and spending in the restaurant, the customers prefer to get the restaurant that provided a very good environment. In an effort to choose the restaurant, the customer appearance that it has strong relationship toward music background. The score that music background get from Pearson correlation value is *0.415, followed by ambience with the score *0.303 and lighting with the score *0.244. All variables represent a low positive correlation. For the final word, people tend to

increase meal duration and spending in the restaurant because they are influenced by the restaurant layout characteristic of music background that the restaurant plays, the lighting that is comfortable and also the ambience that has been provided to the customers. It is because, according to Wilson (2003) supporter in restaurants are more willing to spend more on their main meals when the classical, jazz and popular music are played. In this research, it is sure to declare that all the hypothesis in chapter 2 are accepted. There is a positive relationship between background music with meal duration and customer spending. There is positive relationship between lighting and meal duration and customer spending. There is a positive relationship between ambience and meal duration and customer spending. It is officially accepted as a valid hypothesis.

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Factor Influencing the Customer Preference in Choosing Buffet Style Dining Option

Muhamad Syahmi Mohd Yazed, Noor Idayu Che Ali, Tan Yan Shan,
Nurul Izzatul Nabila Rameli & Mazne Ibrahim

Faculty of Hospitality, Tourism and Wellness, Universiti Malaysia Kelantan
Corresponding email: mazne@umk.edu.my

ABSTRACT

The purpose of this study is to identify the relationship between factors that influence customer preference in the choice of buffet style dining option. The objective of this study is to identify the relationship between the factors which are food quality, food variety, price, ambiance and customer preference in choosing buffet style dining option. The research design of this study is quantitative approach, as the researchers used questionnaires to collect the data. 384 questionnaires were distributed to the randomly selected respondents and only 360 questionnaires were answered. The results of the research data were obtained from 360 respondents through online survey method. IBM SPSS Statistics version 25 was used to analyse the data after had been collected from the respondents. Furthermore, reliability test, descriptive statistics and Pearson Correlation were used to analyse the data after data collection. The variable "food variety" scored the highest value of mean. The result also had showed a positive relationship between food quality, food variety, price and ambiance with customer preference in choosing buffet style dining option.

Keywords: *Preference, Buffet style, Dining option*

INTRODUCTION

Buffet is a popular food-service system for people who want a wide variety of food and like to eat a lot. The growing importance of food consumed away from home presents new challenges for public health policies. According to Oyowele (2012), as a restaurant serving a buffet style model that is growing in popularity in the western industrialized world, it has also become increasingly competitive. Marketers are understandably concerned about how to retain and increase market share by better service performance and active segmentation strategy in such a setting. Cost, climate, food quality and place were the characteristics observed by the authors.

Researchers should examine the factors that influence consumers in the selection of buffet style dining options, as the idea of buffet style dining options is becoming extremely popular in hotel restaurants and buffet restaurants. Buffet service popularity with its distinct ability to offer dining experiences as one wish, especially when the price system is used at one price (Yusof, Othman, Ghazali, Awang, & Majid, 2018). The four ideas of a buffet style dining alternative are becoming more common in Malaysia. Among the different dining options accessible, the buffet style dining alternative is popular with restaurateurs and patrons (Gao, 1995; Ma et al., 2005; National Restaurant Association, 2011). Many factors will affect the option that the consumers are going to make. In turn, the restaurateurs need to think preserving their profitability in order to satisfy buyers by presenting a wide range of food and beverage options in a highly competitive food service industry (Chiou, 2006).

Food quality is the quality of food that is appropriate for customers. It covers external factors such as color, texture and taste (Diana, John & Robert, 2010). Price is a price that buys a limited amount, weight or other attribute of a product or service. Price is also considered to affect product decisions in many ways (Andaleeb & Conway, 2006; Kim et al., 2006; Law et al., 2008). Ambiance is the atmosphere of the environment. Customers generally feel inferior in restaurants with an exquisite ambience, design and furniture and say that the ambience and fashion suit their needs (Akbar & Alaudeen, 2012). Therefore, the ambience is the value of the surrounding space experienced by customers (Jang & Liu, 2008). Food variety applies to the food mixtures from a broad range of food categories, including vegetables, berries, cereals, poultry, fish and dairy products. The term variety means that there is a

selection of items from each food group that should be eaten (Nutritionaustralia.org, 2019). According to Rolls (2000), food diversity often contributes to the emotional aspect of eating, as the variety both inside and between meals, contributes to the enjoyment of eating. There are four main objectives in this research:

1. To examine the relationship between food quality and customer preference in choosing buffet style dining option.
2. To determine the relationship between food variety and customer preference in choosing buffet style dining option.
3. To determine the relationship between price and customer preference in choosing buffet style dining option.
4. To identify the relationship between ambiance and customer preference in choosing buffet style dining option.

Significance of the Study

Restaurant Operator

This study can give a better explanation on the relationship between the factors that influence the customers in choosing buffet style as their dining option such as food quality, price, ambiance and food variety. This will give some benefits to the restaurant operator for maximising the revenue and increasing their reputation in the industry.

Hotel Operator

It is important that the results of this study will benefit the hotel operators that provides buffet style dining for customers. Then, the hotel operators are able to retain customer trust with the understanding of factors influencing the customers in choosing buffet style dining option. This study might be effective for interested people and hotel marketers to design a suitable marketing strategy for future customer needs by perfectly meeting the needs of customers in the buffet style dining.

Future Researcher

This study seeks to provide better information and address all the existence of information to new researchers related to this topic. This will help them to investigate more about the study related factors influencing the customers in choosing buffet style dining option. This study serves as a basic outline on how to conduct a research involving what and how the research is going to be done. This can be used as a reference for future researchers who wish to study on this issue.

LITERATURE REVIEW

Preference of Buffet Style among Customer

Most of the research undertaken on the buffet restaurant have been geared mostly towards food description, pricing, profitability, daily demand forecast, health concerns, and operational challenges (Raab, Mayer & Ramdeen, 2005; Raab et al., 2009; Raab & Mayer, 2007; Hu, Chen & McCain, 2004; Tian, 2001). Buffet restaurants' setting and concept are quite unique and different from those of other types of restaurants. Furthermore, buffet style is a style of meal which is made up with different types of dishes from what guests take food and serve themselves without help of any waiter or server. Buffet style meal serving is a very popular method of serving food in the hospitality industry and an important part of the service quality in hotels (Wilkins, Merrilees & Herington, 2007). Generally, customers will pay one fixed price and serve themselves from different stations, ranging from hot items, a salad bar, and dessert station. Buffet allow easier and quicker meal service and offer guests choices (Cohen & Avieli, 2004).

Food Quality

According to Cardello (2001) food quality refers to the physical properties of a food product, including its appearance, texture, and flavour as well as microbial aspects. More importantly, quality refers to how the product is perceived by the final consumers with higher quality products commanding higher prices in the market (Akkerman et al., 2010). Consumers expect food to be safe, yet safety is considered a credence attribute since the quality or safety of food

often cannot be discerned prior to consumption. Furthermore, quality and safety are two important elements in consumer food perceptions and decision making associated with food choice (Grunert & Röhr et al., 2005). Consumers are believed to generally prefer products of high quality. The high-quality food items will influence the choice that the customers will make. The quality of food must be ensured and controlled as the high quality of food will attract new customers and retain the loyal customers.

Food Variety

Food variety refers to the consumption of a mixture of foods from the entire range of food groups which are vegetables, fruit, cereals, meat, fish and dairy products. Food variety, obtained by adding condiments can increase food intake in the short term. It is not clear how variety stimulates food-intake. From one point of view, variety may increase intake by an appetite-stimulating mechanism (Brondel, 2009). According to Rolls (2000), food variety also contributes to the psychological dimension of eating, since variety, both within and between meals, contributes to the pleasure of eating beyond the nutritional dimension. Furthermore, eating a variety of foods is essential to achieve adequate coverage of macro and micronutrient needs (Guthrie, 1987).

Price

The price or the entry fee of a buffet charged to a consumer is independent of the quantity consumed (Nahata, Ostaszewski & Sahoo, 1999). The customer will over eat beyond what they usually eat in buffet when the price that they should pay is higher. The higher the price, the higher their desire to eat (Just & Wansink, 2011). Price will give confidence to the consumers to dine in a buffet restaurant as they believe that the high price leads to high taste satisfaction. Moreover, Just and Wansink (2011) reported that people eat more in high-price conditions in a restaurant which provide buffet style dining option. This shows that the consumers desire to get their money's worth from consumption. Besides that, Kafel and Sikora (2013) asserted that restaurant consumers use price as a measure for the quality of the restaurant, assuming that an expensive restaurant serves better food and offers better quality. Furthermore, the price of the buffet could help set customer taste expectations (Wansink, 2004).

Ambiance

According to Rande (1995) the ambiance of a restaurant is made up of the things that can make an impression on the consumers such as the design of the building, interior of the building, colour scheme, texture of the walls and decoration. A good ambiance will make the customers relax, and enjoy themselves. Therefore, an ambiance which is attractive will enhance the restaurant image and revenue and affect a customers' experience while they are dining. Furthermore, the ambiance of a restaurant influences customer experience during dining experiences (Dutta et al., 2014). The ambient cues involve the entire ambiance that the restaurant possess, the design cues consists of the décor and interior design of a restaurant and the social cues includes the people that are present in the restaurant, adding more to the restaurant's quality and status.

Research Hypothesis

The hypotheses of this study are based on the factors such as food quality, price, ambiance and food variety that influence the consumption of customers on buffet style dining option. Based on the study, the hypotheses created and tested are:

1. H₁- There is a relationship between food quality and the consumption of customers on buffet style dining option.
2. H₂ - There is a relationship between food variety and the consumption of customers on buffet style dining option.
3. H₃- There is a relationship between price and the consumption of customers on buffet style dining option.
4. H₄- There is a relationship between ambiance and the consumption of customers on buffet style dining option.

Research Framework

Figure 1 shows the independent variables (IV) and dependent variable (DV) of this study. The independent variables (IV) are the factors that can influence the customers to choose the buffet style dining option, while the dependent variable (DV) is the result in preference of buffet style among customers. There are four IVs that were examined in this study which are food quality, price, ambiance and food variety.

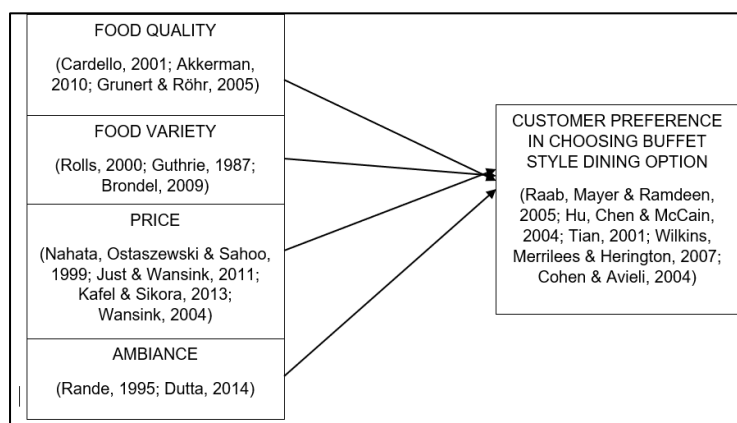


Figure 1: The Independent Variable (IV) And Dependent Variable (DV) of The Study.

METHODOLOGY

Research Design

This study used the quantitative method that generate statistics through the use of large-scale survey research, using methods such as questionnaires or structured interviews. Moreover, quantitative data can be collected in a variety of ways. In this study, the researchers have collected quantitative data by distributing questionnaires directly. Questionnaire are commonly used to collect quantitative data by asking respondents to report attitudes, experiences, demographics and behaviour.

Data Collection

In this study, the primary data were used in order to gain the necessary information for the quantitative research methodology. A set of questionnaires was distributed to the population to collect the data. 384 questionnaires were distributed randomly to the selected respondents who are targeted. The amount of 384 was figured by using the equation by Krejcie and Morgan (1970). Multiple choice questions were used in this study to identify the consumer demographic, while the scaled questions also were used to examine the relationship between factors which can influence the customers in choosing buffet style as dining option.

Sampling

The sampling method used in this study was the simple random sampling. A simple random sample is one of each unit in the accessible population that has an equal chance of being included in the sample and the probability to being selected is not affected by the selection of other units (Teddlie & Yu, 2007). Simple random sampling is the basic sampling technique where the group of subjects can be selected from a massive group of population. Each individual had been chosen entirely by chance and each member of the population has an equal chance of being included in the sample. In achieving reliable and valid sample of this study, the researchers used the equation from Krejcie & Morgan (1970) to determine the sample size. The formula is shown as below:

$$S = \frac{X^2 NP (1-P)}{d^2 (N-1) + X^2 P (1-P)}$$

n = sample size

N = population size

d = the degree of accuracy expressed as proportion (0.05)
 χ^2 = chi-square of degree of freedom 1 and confidence 95% (3.841)
 P = proportion of population (if unknown, 0.5)

Data Analysis

There were three data types of data analysis used in this study, which are frequency analysis, descriptive analysis and reliability analysis. The data obtained were analysed by using Statistical Package for the Social Science (SPSS).

FINDINGS

Table 1
The Demographic Characteristics of The Respondents

Demographic Characteristic	Category	Frequency	Percentage (%)
Gender	Male	100	27.8
	Female	260	72.2
Age	13 – 20 years old	23	6.4
	21 – 30 years old	199	55.3
	31 – 40 years old	72	20.0
	41 – 50 years old	28	7.8
	51 years old or above	38	10.6
Race	Chinese	120	33.3
	Malay	211	58.6
	India	25	6.9
	Other	4	1.1
Level of Education	Malaysian Certificate of Education (SPM)	48	13.3
	Malaysian Higher School Certificate (STPM)	35	9.7
	Diploma	50	13.9
	Bachelor's degree	214	59.4
	Master's degree or higher	13	3.6
Religion	Buddha	90	25.0
	Islam	216	60.0
	Hinduism	23	6.4
	Christian	31	8.6
Monthly Income	RM 1,000- RM 2,000	176	48.9
	RM 2,001 – RM 3,000	54	15.0
	RM 3,001 – RM 4,000	51	14.2
	More than RM 4,000	79	21.9
Attempted in buffet restaurant	Yes	360	100.0
	No	0	0
Person usually go with when dine at restaurant	Alone	7	1.9
	Family	287	79.7
	Friends	249	69.2
	Colleagues	110	30.6
	A large group	71	19.7
Frequency of eating in a buffet restaurant	Everyday	9	2.5
	Once a week	70	19.4
	2-5 times in a month	250	69.4
	More than 5 times in a month	31	8.6
Time for eating in buffet restaurant	Weekdays	124	34.4
	Weekends	236	65.6

Meal time at a buffet restaurant	Breakfast	39	10.8
	Lunch	126	35.0
	Dinner	148	41.1
	No meal, only drink	3	0.8
	All day menu	44	12.2
First thing looking for when visiting any buffet restaurant	Food Quality	99	27.5
	Food Variety	169	46.9
	Price	82	22.8
	Ambiance	10	2.8
Rank of the main reason for selecting a restaurant	Food Quality		
	1	72	20.0
	2	96	26.7
	3	80	22.2
	4	112	31.1
	Food Variety		
	1	18	5.0
	2	129	35.8
	3	119	33.1
	4	94	26.1
	Price		
	1	40	11.1
	2	96	26.7
	3	147	40.8
	4	77	21.4
	Ambiance		
1	230	63.9	
2	39	10.8	
3	14	3.9	
4	77	21.4	

Table 1 shows the demographic of the respondents. Of them, 72.2% are female, the majority age range of the respondents is between 21 to 30 years old (55.3% and all of the respondents (100%) have tried eating in a buffet restaurant. A majority of the respondents are Muslims (60.0%) where only 6.4% of respondents are Hindus. There are 59.4% of respondents who possess Bachelor's Degrees. In addition, 48.9% of them reported that their monthly income is between RM1000 to RM2000. All the respondents have attempted eating in a buffet restaurant and they usually go with their family and friends during the weekend. 69.4% of the respondents preferred having 2-5 times eating in buffet restaurant in a month. Moreover, 41.1% of respondents reported that they prefer having dinner in a buffet restaurant. Food variety (46.9%) was the first thing that respondents look for when visiting any buffet restaurant. 31.1% of the respondents ranked the food quality as the most preferred factor, while 63.9% of the respondents ranked ambiance as the least preferred.

Table 2
The Descriptive Statistics of Independent Variables and Dependent Variable

Item	Mean score	Standard deviation
IV 1: Food Quality		
Item:		
The food served is tasty and reflects exactly the taste.	4.31	0.714
The food presentation is visually appealing.	4.12	0.727
The food is served at the appropriate temperature.	4.24	0.784
The food is served in the right combination of nutrients.	4.18	0.754
The menu is attractive and reflects the image of a buffet restaurant.	4.33	0.668
IV 2: Food Variety		
This restaurant offers a variety of menu items.	4.39	0.654

A wide variety of food will attract more customers.	4.47	0.658
People will like to eat a lot when a variety of food is offered.	4.34	0.749
People's eating behaviour at a buffet restaurant is related to food variety.	4.29	0.736
People will likely have more choice in choosing when they are having their meal in a buffet restaurant.	4.44	0.698
IV 3: Price		
This restaurant offers the best possible price that meets the customer's needs.	4.22	0.800
The food price charged by this restaurant is reasonable.	4.18	0.832
The price offered in this restaurant seems appropriate for what I get.	4.17	0.762
The price is set accordingly to accommodate and attract the customers.	4.26	0.699
Overall, this restaurant provides several pricing options compared to other restaurants (low, medium, high range)	4.18	0.780
IV 4: Ambiance		
The interior design and decorations of the restaurant are visually appealing.	4.21	0.733
The furniture of this restaurant is comfortable. (e.g., dining table, chair)	4.26	0.746
The temperature in this restaurant is appropriate.	4.29	0.678
The seating arrangement in this restaurant is comfortable and give me enough space.	4.30	0.778
The music and sound in this restaurant give a pleasant feeling.	4.12	0.820
DV: Customer Preference in Choosing Buffet Style Dining Option		
I prefer to visit a buffet restaurant as compared to another restaurant.	3.99	0.972
I feel satisfied when I visit a buffet restaurant because the value is worthwhile.	4.05	0.851
I feel satisfied with buffet dining because I can choose the food in large quantities.	4.27	0.781
I prefer to visit a buffet restaurant as I can enjoy my food in a good environment.	4.17	0.818
I feel satisfied when choosing a buffet style restaurant as my dining option.	4.17	0.830

Table 2 sums the mean score and standard deviation of each variable. The variable "food variety" (mean = 4.3867, standard deviation = 0.51044) scored the highest mean which means that respondents believe that a wide variety of food will attract more customers (mean = 4.47). The result is consistent with the researchers which indicate that food variety also contributes to the psychological dimension of eating, since variety, both within and between meals, contributes to the pleasure of eating beyond the nutritional dimension (Rolls, 2000). Meanwhile, the item "people's eating behaviour at a buffet restaurant is related to food variety" scored the lowest mean (4.29).

The variable "food quality" scored the second highest (mean = 4.2361, standard deviation = 0.54902). The highest mean score (4.33) which mean that a higher ratio of respondents agreed that the menu is attractive and reflects the image of a buffet restaurant. However, the lowest mean score (4.12) which mean that lower ratio respondents believed that the food presentation is visually appealing in buffet restaurant. This informs buffet restaurants that they should focus on food presentation when they served the meal. Overall, food quality was found to be the most important consideration in influencing restaurant selection by consumers (Wang & Chen, 2012).

Furthermore, "ambiance" scored the third highest (mean = 4.2356, standard deviation = 0.59211). The respondents feel that seating arrangement in the restaurant is comfortable and give them enough space to have their meals (mean = 4.30, standard deviation = 0.778). The item "the temperature in this restaurant is appropriate" (mean = 4.29, standard deviation = 0.678) is slightly close with the item that recorded the highest mean score. The result indicated that the seating arrangement which is comfortable and provides enough space will give a perfect impression to the customers, which supports the claim that the ambiance of a restaurant influences customer experience during dining experiences (Dutta et al., 2014).

"Price" scored the fourth highest (mean = 4.2011, standard deviation = 0.61658). In Malaysia, respondents agreed the price for buffet meal is set accordingly to accommodate and attract the customers (mean = 4.26, standard deviation = 0.699). Kafel and Sikora (2013) asserted that restaurant consumers use price as a measure for the quality of the restaurant, assuming that an expensive restaurant serves better food and offers better quality. Meanwhile, the lowest mean score (4.17) stated that the respondents slightly agreed with the price offered in this restaurant seems appropriate for what they get.

DISCUSSION & RECOMMENDATION

The questionnaires were distributed to 384 respondents through an online survey method and the data were analysed by IBM Statistics version 25. It was tested by the Cronbach's Alpha Coefficient which indicated the range from 0.691 to 0.889. All the variables were at the value of 0.6 and this showed that the result was good and could be accepted. In the Descriptive Analysis for the independent variables, food variety scored the highest value of mean which was 4.3867. Variety may increase intake by an appetite-stimulating mechanism (Brondel, 2009). Food variety obtained by adding condiments can increase food intake in the short term. This shows the reason for food variety scored the highest value of mean.

Furthermore, food quality scored the second highest value of mean which was 4.2361. Quality and safety are two important elements in consumer food perceptions and decision making associated with food choice (Grunert & Röhr et al., 2005). The high-quality food items will influence the choice that the customers will make as food quality was found to be the most important consideration influencing restaurant selection by consumers (Wang & Chen, 2012).

This is followed by the fourth independent variable, ambience which scored the third highest value of mean (4.2356). The ambience of the restaurant is made up of the thing that can makes an impression on the consumers (Rande, 1995). A good ambience will let the customers relax, and enjoy themselves while they are dining. Therefore, an ambience which is attractive will enhance the restaurant image and reputation. Price scored the lowest value of mean (4.2011). Price will give a confidence to the consumers when dining in a buffet restaurant as it is they believe that the high price lead to a high taste satisfaction. Just and Wansink (2011) reported that people eat more in a high-price restaurant which provide buffet style dining option. This shows that the consumers desire to get their money's worth from consumption.

The researchers propose a few suggestions for future studies. Firstly, future researchers could adjust the quantity of races to get the precise outcome by races. Various opinion or elements happened by various races in shaping customer preference in choosing buffet style dining option. Along these lines, future researchers could think about picking the quantity of races to adjust the complete respondent by race. Costello and Osborne (2005) empirically tested the effect of sample size on the results of factor analysis reporting that larger samples tend to produce more accurate solutions. Future researchers should enlarge the sample size in order to get accurate results and better represent the factors influencing the customer preferences in choosing buffet style dining option. Thus, future researchers could expand the sample size in order to increase the accuracy and reliability of the study.

Thirdly, this study only focused on four factors that influence the customer preferences in choosing buffet style dining option. Hence, future researchers are recommended to include more variables such as social context and environmental context to carry out similar study in order to generate new findings in their study. Additionally, future researchers can utilize talk with technique as opposed to just utilizing poll when leading the study. By utilizing the meeting strategy, respondent's inquiries can be illuminated legitimately by analysts rather than they are deciphering the inquiry without anyone else's input. Any equivocallness can be explained right away. Subsequently, this methodology can lessen the misconception and produce better consequences of study. Finally, future researchers may consider the examination by incorporating subjective investigation wherein the respondents are met or permitted to make remarks towards the finish of the review or answer some open-finished inquiries.

CONCLUSION

In conclusion, with the increase number of people coming to the buffet because of food quality and food variety, price and ambience also highlights the customer preference in choosing buffet style dining option. Buffet style is very famous meal-serving option for those who want to eat a wide variety of food and who like to eat with big portion. The results show that first thing that customers look when they visit a buffet restaurant is food quality. To some customers, the quality of food is important to make sure the food is fresh and good.

The customers that come for a buffet usually because of the various types of food that catch their eyes and make them want to eat in a buffet restaurant. The food presentation of buffet style is appealing to the customers to try and eat. Most of the customers agree that various types of food will make people eager to eat lot when offered.

Thus, because of the variety, customers will have more choice in choosing their meal in buffet style and they can eat how much they want and how big the portion. The consumers who come from different demographic groups use different indicators to evaluate the criteria in choosing buffet style dining option. Customers feel more satisfied when they visit buffet restaurants because it is worth the price that they pay.

Lastly, the data that were collected from the respondents might exhibit bias because the researchers do not know what they think when they answer the questionnaire. Thus, this current study only mentions about the food quality, food variety, price and ambiance and not distinguish about other factors that may occur or use for customers preference in choosing buffet style dining option. Future researchers, may include other factors that can increase customer preference in choosing buffet to be targeted in their research.

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Factors Affecting the Acceptance of Korean Food among Malaysians

**Che Nur Syahira Che Mohd Alemy, Nur Madihah Mat Hussin, Syahidah Hamizah Ahmad Sukri,
Tan Jia Ying, Nurashikin A. Ridzuan & Mazne Ibrahim**

Faculty of Hospitality, Tourism and Wellness, Universiti Malaysia Kelantan
Corresponding email: mazne@umk.edu.my

ABSTRACT

The study aims to indicate the factors which affect the acceptance of foreign food such as Korean food among Malaysians. A national survey was carried out through Google Form and 397 respondents completed questionnaires which consisted of 20 questions. The results show that Malaysians prefer to taste food based on the “food appearance” and “restaurant environment”. Although the price of the food is one of the reliable indicators, Malaysians seldom pay close attention to it. Moreover, Malaysians from different subgroups use different indicators. Through this study, Korean food and beverage industry could expand their market in Malaysia as well as around the world. Moreover, businessmen could determine their target market and come up with new and unique concept to start their business based on this study. Finally, Malaysians can get the opportunity to try Korean food as well as to explore more Korean culture.

Keywords: *Acceptance, Korean Food, Food Appearance, Restaurant Environment, Price*

INTRODUCTION

Hospitality is a wide-ranging category of field within service industry that includes lodging, event management, theme park, transportation, cruise line and additional fields within the tourism industry. A hospitality division such as a restaurant, hotel, or amusement park consist of departments such as facilities, maintenance, and direct operation for example servers, housekeepers, porters, human resources and bartenders. The availability of time, disposable income and complete customer satisfaction can support the hospitality industry to become a multibillion-dollar industry (Novak, 2017). Food and beverages industry is growing rapidly as a result of the high demand and consumer acceptance of food. F&B industry witnesses shifting industry trends not only in the advanced markets of Europe, Singapore or Thailand but also in Malaysia with the emergence of Korean Food.

The annual economic survey in 2018 found that food and beverage industry in Malaysia consists of food services, beverage services and event catering services (Mahidin, 2019). The food and beverage services recorded gross output value is RM82.8 billion in 2017 while RM66.4 billion in 2015 with the annual gross rate value of 11.7 per cent. In line with the growth in the value of gross output, the value of intermediate input also increases by RM9.1 billion to RM47.5 billion with the annual growth rate of 11.2 per cent, thus resulting a value added of RM35.2 billion for the year 2017. Food and beverage industry in Malaysia consists of three major ethnic that affect Malaysian cuisine (Hays, 2015). This study aims to investigate the factors that influence the acceptance of foreign food such as Korean food among Malaysians. There are three objectives of this research:

1. To examine the relationship between price and the acceptance of Korean food among Malaysians.
2. To evaluate the relationship between food appearance and the acceptance of Korean food among Malaysians.
3. To identify the relationship between restaurant environment of the Korean food and the acceptance of Korean food among Malaysians.

Significance of the Study

Restaurant operator/owner

This study could help businessmen to determine their target market and come up with new and unique concept to start their business.

Food & Beverage sector

The food and beverage sector could get benefits to expand their market in Malaysia as well as around the world. Moreover, Malaysians can get the opportunity to try new food from Korea since Korean restaurant is getting more popular in Malaysia.

Future researcher

The study will contribute to the improvement of education in hospitality industry in Malaysia and also global universities. The study of acceptance of Korean food among Malaysian brings advantage to the academicians. They can use this study as a reference to guide them for their research as well.

LITERATURE REVIEW

Price

Price is the amount of money charged for a product or service (Claessens, 2015). Price is a value to purchase a definite quantity, weight, or other measure of a goods or services. In commerce, price is determined when a buyer is willing to pay, a seller is willing to accept, and the competition is allowing to be charged. With a product, promotion, and place of marketing mix, it is one of the business variables over which organizations can exercise some degree of control. Pricing is a primary marketing component and the right pricing strategy demands for short-term and long-term goals combined with your strengths and weaknesses in certain markets (Kokemuller, 2019).

Each of the consumer has their own range of acceptability and limits on their perception in price that is within their ranges (Al-Mamun, 2014). Customer perception of price and their responses towards price is very sensitive because price sensitivity is the awareness of the consumers to what they perceive about the cost of the product or services. However, loyal customers do not care about the price and will still purchase the products or services.

Food Appearance

In food appearance, the colour plays an essential role whether it is synthetic or artificial colour to impart desirable sensory characteristic (Corradini, 2019). The success of the food industry itself is actually from making the consistent and attractive products which depends on the consumers' continuing confidence that the appearance of the food is the indicator of the acceptability of eating the quality food (MacDoughall, 2003). The colour and good appearance that is served to entice the consumers will bring the flavour and texture back in the minds of the customers especially those who have the expectation from their previous experience (Berry, 2013). The ability of absorbing and scattering material will of course determine the perceived "colour" as well as contribute to the perceived "translucency". The additional factors normally necessary for the perception of translucency in translucent materials are either the presence of a background which contains a contrast or it is known as the presence of a sufficient intensity of back lighting compared to surface lighting (Hutchings, 1977).

Restaurant Environment

Environment is the circumstances, objects, or conditions by which one is surrounded in the restaurant. The research on consumer behaviour shows that many consumers are willing to spend their time and money to browse, evaluate and consume at the restaurant (Robert, 1982). Even in Korean Drama we can see that the environment of the restaurant itself is calm and give attraction to the consumer. Most of the people also want to have a relaxing and calm moment when they have stress. So, the music plays an important role in a restaurant with their fun lyrics and

engaging beats. It can be said that the atmospheric element can give effects to consumer mood, decision making behaviour, satisfaction level and the gesture (Ariffin, 2011). Besides, it also has been defined as “the effort to design buying environments to produce specific emotional effects in the buyer that enhance his purchase probability” (Kotler, 1973).

Acceptance of Korean Food among Malaysians

The acceptance of a certain type of food depends on whether it is able to fulfil consumer needs, expectation and satisfaction (Heldman, 2004). Generally, acceptance of a certain type of food is the outcome of the interaction between food and individual at a certain moment (Shepherd, 1989). Spiciness is something common between Malaysian and Korean cuisines, which goes to demonstrate our mutual love on “hot” food. Malaysians often look for Korean food items such as *chigae*, *chimek*, *ramyun*, and *samgyupsal* which are spicy food. With the interest in Korean Wave, many researchers show a concentrated tendency towards researching status, cause and influence as concerns (Ji Hye & Seung Yeob, 2018). From this statement we know that Korean Wave also one of the reasons why Malaysians want to try the Korea food.

Since Malaysia is a multiracial country and the majority of its people are Muslims, Korean food is unwelcomed as most of the Korean cuisine use pork in the dish. In order to ensure that Malaysians continue to have their Korean food satiated, 11street reinforces its partnership with K Market, a subsidiary of KMT Trading Sdn. Bhd. which is an importer and distributor of Korean products in Malaysia, to offer not only Korean food items but also halal ones especially for its Muslim shoppers (The Sun Daily, 2016). Through this, Korean foods become popular among Malaysian as the people are willing to try it.

Research Hypothesis

In this study, there are four hypotheses created and tested:

1. H1 – There is a relationship between price and the acceptance of Korean food among Malaysians.
2. H2 – There is a relationship between food appearance and the acceptance of Korean food among Malaysians.
3. H3 – There is a relationship between restaurant environment and the acceptance of Korean food among Malaysians.

Research Framework

A research framework has been developed to investigate the connection between the independent variables (IV) and dependent variable (DV) of this research. The independent variables are the factors which could affect the consumption of Korean food among Malaysians. On the other hand, the dependent variable is the result in the acceptance of Korean food among Malaysians. There are three independent variables determined for this study which are price, food appearance and restaurant environment.

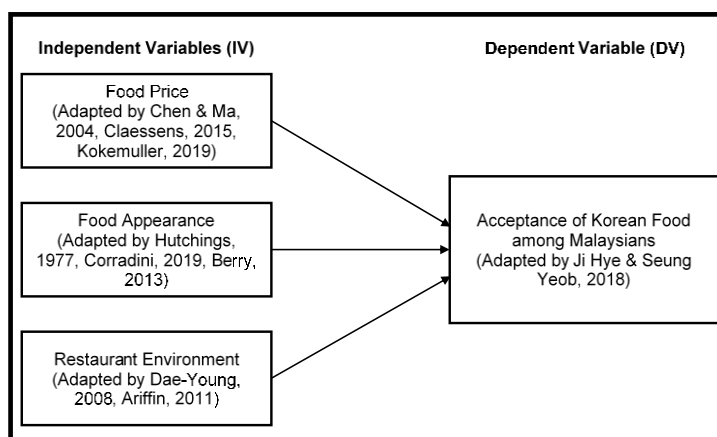


Figure 1: Research Framework of the Acceptance of Korean Food among Malaysians

METHODOLOGY

Research Design

This research used a quantitative research strategy in the sense that there were numeric data, continuous and distinct. Quantitative data is any data that is in numerical form. It is frequently compared to qualitative data that includes information expressed in a natural language such as Mandarin and English. The following are general types of quantitative data which are measurements, sensors, counts, quantification, calculations, estimates and prediction. In this study, quantitative had been applied because the researchers want to find the data about the residents of Malaysia who like to eat Korean food and also the researchers want to know why they like to eat Korean food instead of other food. Furthermore, the researchers want to know what makes them want to try Korean food and where the influence comes from.

Data Collection

The researchers had distributed 384 set of questionnaires through Google Form in order to collect data from the respondents throughout Malaysia. Due to the rapid growth of social media, the researchers could share the Google Form and get the respondents from whole Malaysia.

Sampling

The sampling method used in this study was the simple random sampling. The sample is drawn from the target population which is Malaysian population in a way that every Malaysian has an equal and known chance of being the subject of sample. The questions have been designed by using Google Form and shared through social media to whole Malaysia. By using Google Form and social media, the researchers could get the respondents from whole Peninsular Malaysia and even East Malaysia which is difficult to meet in person. In achieving reliable and valid sample of this study, the researchers used the equation from Krejcie & Morgan (1970) to determine the sample size. The formula will be shown as below:

$$S = \frac{x^2 N p (1 - p)}{e^2 (N - 1) + X^2 p (1 - p)}$$

n = sample size

N = population size

e = the degree of accuracy expressed as proportion (0.05)

x^2 = chi-square of degree of freedom 1 and confidence 95% (3.841)

p = proportion of population (if unknown, 0.5)

Data Analysis

There were three data types of data analysis that had been used in this study which were frequency analysis, descriptive analysis and reliability analysis. The data obtained was analysed by using Statistical Package for the Social Science (SPSS).

Table 1

Descriptive Statistics

Variables	N	Mean	Std. Deviation
Food Price	384	3.2594	.56736
Food Appearance	384	3.4531	.52259
Restaurant Environment	384	3.0932	.55858
Acceptance of Korean Food Among Malaysians	384	3.1673	.64621

Table 1 shows the number of respondents, mean and standard deviation for both Independents Variables and Dependents Variables. For independent variables, food appearance recorded the highest mean which is 3.4531 and followed by food price 3.2594 and lastly restaurant environment 3.0932. The mean for dependent variable is 3.1673.

Meanwhile for the independent variables, the highest standard deviation recorded is the food price which is 0.56736 and followed by restaurant environment 0.55858 and food appearance 0.522259. The standard deviation for dependent variable is 0.64621.

FINDINGS

Table 2
 Demographic Profile

Characteristics		Frequency	Percentage
Gender	Male	123	32.0
	Female	261	68.0
Age	18-23 years old	259	67.4
	24-29 years old	75	19.5
	30-35 years old	29	7.6
	36-40 years old	21	5.5
Race	Malay	283	73.7
	Chinese	52	13.5
	Indian	34	8.9
	Others	15	3.9
Occupation	Student	261	68.0
	Government sector	28	7.3
	Private sector	56	14.6
	Others	39	10.2
Marital status	Single	304	79.2
	Married	80	20.8
Income level	RM 900- RM 1500	256	66.7
	RM 1500- RM 2000	40	10.4
	RM 2000- RM 2500	36	9.4
	RM 2500- RM 3000	52	13.5

Table 2 shows the result of demographic profile. The total number of respondents for male is 123 respondents while the number of females is 261 respondents. Out of 384 respondents, 32% of total respondents are male and the remaining 68% are female respondents who involved in this study. The total respondents by age shows that there are 384 respondents who are 18-23 years old (259 respondents / 67%), 24-29 years old (75 respondents / 20%), 30-35 years old (29 respondents / 8%) and 36-40 years old (21 respondents / 5%) had responded to the questionnaires.

The table groups the respondents by races. There are 384 respondents who are Malay (283 respondents / 73.7%), Chinese (52 respondents / 13.5%), Indian (34 respondents / 8.9%), while other races (15 respondents / 3.9%) had responded to the questionnaires. The table also groups the respondents by occupations. There are 384 respondent who are students (261 respondent / 68%), working in government sector (28 respondent / 7.3%), working in private sector (56 respondent / 14.6%) and other sectors (39 respondent / 10.2%) had responded to the questionnaires. Other than that, the table groups the respondents by marital status. There are 384 respondents who are single (304 respondent / 79.2%) and married (80 respondent / 20.8%) had responded to the questionnaires. Lastly, it groups the respondents by income level. There are 384 respondents with the income of RM 900 – RM 1,500 (256 respondent / 66.7%), RM 1,500 – RM 2,000 (40 respondent / 10.4%), RM 2,000 – RM 2,500 (36 respondents / 9.4%) RM 2,500 – RM 3,000 (52 respondents / 13.5%) had responded to the questionnaires.

Table 3
 Pearson Correlation of Environment and Acceptance

Correlations		Environment	Acceptance
Environment	Pearson Correlation	1	.471**

	Sig. (2-tailed)		.000
	N	384	384
Acceptance	Pearson Correlation	.471**	1
	Sig. (2-tailed)	.000	
	N	384	384

****.** Correlation is significant at 0.01 level (2-tailed).

Table 3 showed Pearson Correlation Coefficient, significant value and the number of cases which is 384. The p-value is 0.000, which is less than the significant level of 0.01. Therefore, the result rejects the null hypothesis H_{0a} for Hypothesis 1. The correlation coefficient of 0.471 suggested a moderate positive correlation between restaurant environment and acceptance of Korean food among Malaysians.

Table 4
 Pearson Correlation of Appearance and Acceptance

Correlations			
		Appearance	Acceptance
Appearance	Pearson Correlation	1	.395**
	Sig. (2-tailed)		.000
	N	384	384
Acceptance	Pearson Correlation	.395**	1
	Sig. (2-tailed)	.000	
	N	384	384

****.** Correlation is significant at 0.01 level (2-tailed).

Table 4 illustrates Pearson Correlation Coefficient, significant value and the number of cases which is 384. The p-value is 0.000, which is less than the significant level of 0.01. Therefore, this study rejects the null hypothesis H_{0b} for Hypothesis 2. The correlation coefficient of 0.395 suggests a moderate positive correlation between food appearance and the acceptance of Korean food among Malaysians.

Table 5
 Pearson Correlation of Price and Acceptance

Correlations			
		Price	Acceptance
Price	Pearson Correlation	1	.275**
	Sig. (2-tailed)		.000
	N	384	384
Acceptance	Pearson Correlation	.275**	1
	Sig. (2-tailed)	.000	
	N	384	384

****.** Correlation is significant at 0.01 level (2-tailed).

Table 5 displays Pearson Correlation Coefficient, significant value and the number of cases which is 384. The p-value is 0.000, which is less than the significant level of 0.01. Therefore, this study rejects the null hypothesis H_{0c} for Hypothesis 3. The correlation coefficient of 0.275 suggests a moderate positive correlation between price and the acceptance of Korean food among Malaysians.

DISCUSSION & RECOMMENDATION

Based on the finding above, the highest mean is food appearance which is 3.4531. Here the researchers view that most Malaysians rate the food based on how the food is presented to the customers. The colour and good food appearance serve to entice the customers, as they will bring the flavour and texture back in the minds of customers especially for the customers who have the expectation from their previous experience (Berry, 2013).

The second highest mean recorded is for food price which is 3.2594. The price is one of the main reasons in choosing products. The consumers will compare with the quality and quantity they will get before consuming the product. Same goes to consumers of Korean food. Pricing is a primary marketing component, the right pricing strategy demands on the short-term and long-term goals combined with your strengths and weaknesses in certain markets (Kokemuller, 2019).

Restaurant environment is placed as the third factor after food appearance and food price which is 3.0932. Environment is the circumstances, objects or conditions by which one is surrounded in the restaurant, the research on the on the consumers behaviour shows that many of the customers are willing to spend their time and money to browse, evaluate and consume at the restaurant (Robert, 1982). Based on that, environment also can be one of the reasons in choosing restaurants.

The first recommendation in this study is the researchers need to do more research about Korean food because it can be one of the attractions for outside investors to invest in Malaysian food industry so that restaurant operators can provide many types of food for tourists who come to Malaysia. Besides that, this research can also make Malaysia more open to the outside investors so that Malaysia will be better known as food paradise globally. Studies have recommended that Korean food restaurants not only suggest food experience but also play as a cultural spot, which can also encourage tourism activity. Although this research finds that Korean restaurants in Malaysia support the theory, however, future research can expand to Korean restaurants in other foreign countries or other racial food in a foreign home setting.

Furthermore, there is an attractive implication that Korean food experience influences customers' target to visit Korea, which can be analogous to film-induced tourism with 33 destination of movie shot attracts many tourists. In this regard, this study suggests a phrase of "food-induced tourism", which means that a destination of ethnic food catches the attention of tourists to its origin (Kivela & Crofts, 2006; Hall & Sharples, 2003). Finally, future research may consider incorporating subjective investigation wherein the respondents are met or permitted to make remarks toward the finish of the review or answer some open-finished inquiries.

CONCLUSION

In conclusion, this research has been carried out to explore the factors that cause Malaysians to choose and try the Korean food. Besides, this research can also help other researchers to do research on this food and be used as one of their reference. There is a significant relationship between restaurant environment, food appearance and food price towards the acceptance of Korean food among Malaysians. Thus, it is hoped that all the information provided throughout this research will help related parties to generate income and profit which in turn will boost Malaysia's economy.

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Impact of Instagram Influencers towards Purchase Intention in Local Food Business

**Che Nursyahira Enchek Kamaruddin, Jiwathini Manmaran, Lim Pei Ling,
Nur Syafiqah Razali, Nurashikin A. Ridzuan & Mazne Ibrahim**

Faculty of Hospitality, Tourism and Wellness, Universiti Malaysia Kelantan

Corresponding email: mazne@umk.edu.my

ABSTRACT

Nowadays, Instagram has been used to market product in business fields. This business people are using popular people on Instagram to promote their products. The researchers see that many local food that these people always promote. So, the researchers aim to reveal how much influence the Instagram Influencers have in the making of purchase intention in local food business. In this study, there are two main objectives which are to identify the relationship between communication skills of Instagram Influencers and the purchase intention of Instagram users on local food in Malaysia. Then, to determine the relationship between attractiveness of Instagram Influencers and purchase intention of Instagram users on local food in Malaysia. Furthermore, to achieve our main objectives, we had delivered 374 questionnaires to the Instagram users. These questionnaires have been conducted online and manually. In this study, the researchers found that there is a positive relationship between communication skill, attractiveness and purchase intention. In addition, the researchers found that most of the respondents agreed that the Instagram influencers influenced them in making a purchase intention in local food business.

Keywords: *Instagram, Influencer, Purchase Intention, Local Food*

INTRODUCTION

Since the existence of human in this world, communication has been used to give connection in information, manipulate the views and beliefs, create and manage disputes and disagreements, implement knowledge and skill, develop connections and also relationship among people and parties, generate new ideas and innovations, and lead people in cultural, behavioral, and psychological beliefs (Anderson, 2009). Any individual can make a purchase of any products even a cleaning service through the Internet (Gavor, 2010). People are necessary to create conversation which is the real purpose of social media, which is to empower and enable conversations digitally (Brogan, 2010). It can be seen as there is a rapid growth in the number of users of Instagram as well as uploads since it was launched in October 2011 (Lydia, Yuhon & Subbarao, 2014). According to Malaysian Communication and Multimedia Commission in 2018, there are statistic that estimated 57 % of Instagram users from 26.4 million users in social networking sites, 57 % are Instagram users.

Communication gives impact to the technological advancement. The increase of communication channels that facilitate the sharing of information and idea is due to the technological advances invented (Allsop, Bryce & James, 2007). Social media marketing can be seen as a process that gives the chance to businesses to introduce their products and services to their customers in the way of realization of marketing activities (Weinberg, 2009). Social media application is one of today's technology that contributes in communication (Balakrishnan, 2014). Malaysia is also the country that has the most active Instagrammers in Asia Pacific based on the study by Global Research Firm Kantar TNS (Leng, 2016). The personal moment of them with the products of businesses spread widely to get into market (Kumala, 2014). The businesses are using photo-based social media such as the Instagram as it is faster compared to other channel in restaurant industry (The Huffington, 2013). Since social media marketing has greater interactivity than websites, restaurants start using social media marketing (Beese, 2011). When the

information of products is delivered through positive electronic words-of-mouth, the purchase intention of consumers will be influenced (Yadav & Arora, 2012).

Lastly, the research to identify the purchase intention of products on social networking sites had been done in the recent years in Malaysia. First is the research that was conducted on the purchase intention in Facebook (Karim, 2015; Sin, Khalil & Ameen, 2012). The research about social media affecting consumer behaviour had also been conducted (Ong & Woon, 2018; Kamarul & Nawar, 2017). Lastly is the research about the purchase intention of organic food (Rizaimy, et al., 2010). Nevertheless, in Malaysia, there is an inadequate research about the topic of impact of Instagram Influencers towards purchase intention in local food business.

There are two objectives of this research:

1. To identify the relationship between communication skills of Instagram influencers and the purchase intention of Instagram users on local food in Malaysia.
2. To determine the relationship between attractiveness of Instagram influencers and the purchase intention of Instagram users on local food in Malaysia.

Significance of the Study

Industry People

This study could give insight to the industry people on how effective using influencers of Instagram or social media apps for their marketing by reviewing the product on social media. This research is about to help the people to make money without using expensive marketing in advanced technology nowadays and this way can create a healthy and creative business environment as well as and enhance entrepreneur skills in competing with other competitors in e-marketing business.

Future Researchers

The researchers will use the theoretical knowledge that been learn from university Malaysia Kelantan. This study also can give values to future researchers as they can use this research as a guidelines and references expressly in studying the determinant impacts of Instagram influencers towards purchase intention in local food business.

LITERATURE REVIEW

Instagram Influencer

Instagram had been the first photo-based social platform that was founded by Kevin Systrom and Mike Krieger in October 2010. Instagram was launched via App Store and it achieved 100 000 followers after one week of existence in the market. It has also been shown that engagement rate is higher on Instagram in comparison with other social networking sites (Locowise, 2017). The part that Instagram was so attractive is it provides the filters for users' photos and videos before posting them to the platform to share with their friends (Lee & Lee, 2015). The purpose is to follow the influencers' lead, promote a product and increase follower interest, and buying the said product (Morgan, 2017). In order to have a great influence on purchase intention of consumers, they easily embrace information and curiosity of other content that come from trustworthy sources had been proven (Boateng & Okoe, 2015).

Communication Skill of Instagram Influencer

Positive communication environment leads to a better communication skill (Cleland, Foster and Moffat, 2005). Communication is one of the most effective tools for the transmission of messages to target customers (Starman, 1995). Instagram had become one of the most influential channels of communication in the marketplace (Allsop, Bassett & Hoskins, 2007). Within a business situation, the process of creating a mutual understanding between or among people is the communication skill in business (Merrier & Jones, 2005). Moreover, Comer and Drollinger (1999) found that a valuable communication skill also includes listening skill.

Attractiveness of Instagram Influencer

Attractiveness specifies physical refinement characteristics such as thinness (Bower & Landerth, 2001). Physical attractiveness could be grouped based on weight, height and facial beauty of a human where it is the dominant thing judged by other people (Bardia et al; 2011). In a study by Ohanian (1991), it was found that fascinating people are more auspicious in changing acceptance compared to unattractive people. In this case, businessmen believed that “beauty sells” and fully exploit attractive influencers, celebrity endorsers, spokesperson, and models in their advertisements (Said & Napi, 2015). In this context, endorsers’ attractiveness could also naturally intensify the brand impression image (Tantisenepong, 2012).

Purchase Intention of Local Food Business

In studying the range of marketing, advertising and selling, it cannot be contradicted that a purchase intention tends to materialize at the phase of the decision making process where the consumers have advanced a clear-cut readiness to progress towards a product or brand (Dodds & Grewal, 1991; Wells & Hess, 2011). Purchase intention has been used as a key formula in a variation of contexts but they consist of changeable variables such as consumer attitudes, risk that undergoes, useful and easy to use. The expansion of social media websites such as Facebook, Instagram, You Tube, Twitter, Snapchat and MySpace has given consumers with miraculous opportunities to share and advertise information about the products or brands used. Therefore, consumers have become more informed and concerned about attaining information on products features before making any purchase (Ahmad, 2014; Hidayat & Diwasasri, 2013; Shaharuddin & Elias, 2010; Faqih, 2013). The presence of sentimental bonding between buyers and companies offer companies infinite prospects to achieve relationship marketing objectives (Barhemmati, 2015). Consumer engagement refers to the “stage of customers’ physically, and emotionally” (Patterson & De, 2006).

Research Hypothesis

- H1: There is a relationship between the communication skill of Instagram influencers and the purchase intention of local food business.
 H2: There is a relationship between the attractiveness of Instagram influencers and the purchase intention of local food business.

Research Framework

Figure 1 shows the independent variable (IV) and dependent variable (DV) of the study. The independent variables (IV) as the factors that can influence the purchase intention of local food in Malaysia. Meanwhile, the dependant variable (DV) is the result in purchase intention of local foods in Malaysia. There are two independent variable that are examined in this study which are communication skill and attractiveness of Instagram Influencer.

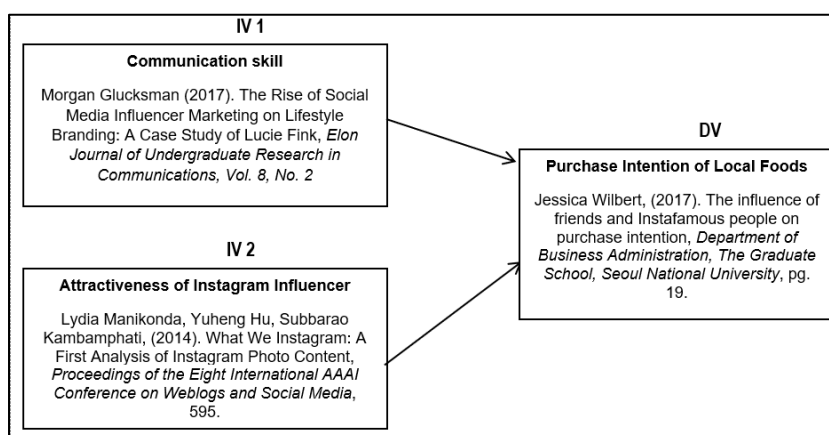


Figure 1: Research framework of Purchase Intention of Local Food Business
 (Adapted from Jessica, 2017)

METHODOLOGY

Research Design

This study used the quantitative method where questionnaires consisted of four sections were employed. The demographic profile of the respondents is in the first section of the questionnaire. The second, third and fourth section of the questionnaire are about the first, second independent variable and dependent variables. In order to estimate the content validity of the questionnaire, a research about the questionnaire had been done before the researchers start conducting the survey questionnaire. First, the researchers explained the study's objectives, concepts regarding the instrument, and the contents for the assessment. The internal consistency reliability was evaluated by adopting the Cronbach α using Statistical Package for the Social Sciences 22.0. The questionnaire took about 10 -15 minutes to be completed. The final questionnaire consisted of four sections and a total of 26 items. The first section of socio-demographic characteristics included six multiple choice questions that inquired about gender, age, races, academic qualification, occupation and state of residence. The second section, which surveyed the communication skill of Instagram influencers, included four-point Likert scales ("strongly disagree", "disagree" and "agree", "strongly agree") with 5 items. The third section is about the attractiveness of Instagram influencers with 5 items and the last section is the purchase intention of local food business also with 5 items.

Data Collection

A national survey was carried out within Malaysia from July to September 2019. This study was conducted through either online or manual questionnaires. The questionnaires were distributed among the people that are known as Instagram users nearby the local food stall of businesses. To guarantee the validity of the survey, the researchers asked the respondents whether they are an Instagram user or not. Based on the answer, the researchers continue their survey. The researchers used the lower cost method to collect data. A total of 374 respondents completed the questionnaire and 374 questionnaires were returned and validated. A total of 200 online questionnaires were received and 16 of them were deleted for incomplete answer. The final questionnaires covered 14 states in Malaysia. Accordingly, 374 questionnaires were finally recognized as valid with a response rate of 100%.

Data Analysis

Statistical Package for the Social Sciences version 22.0 and MS Excel 2016 were adopted to analyze the survey data. The choice of "strongly disagree" scored 1 point, "disagree" scored 2 points, "agree" scored 3 points and "strongly agree" scored 4 points. Mean, frequency and percentage were calculated as per each answer choice while mean and standard deviation were calculated as per each subsection. Since the normality of the score distribution of each subsection was denied by the Q-Q plot, skewness and kurtosis, the findings with a P-value < 0.01 were regarded to be statistically significant.

FINDINGS

Table 1
Demographic Profile of Respondents

Demographic Profile	Category	Frequency	Percent (%)
Gender	Male	82	21.9
	Female	292	78.1
Age	17 and below	35	9.4
	18-24	260	69.5
	25-29	55	14.7
	30-34	17	4.5
	35-39	5	1.3
	40 and above	2	0.5
Races	Malay	220	58.8

	Chinese	74	19.8
	Indian	67	17.9
	Others	13	3.5
Academic Qualification	Primary School	1	0.3
	Secondary School	60	16.0
	Diploma	55	14.7
	Undergraduate	250	66.8
	Postgraduate	8	2.1
Occupation	Student	278	74.3
	Private Sector	57	15.2
	Government Sector	16	4.3
	Self-employ	23	6.1
States	Sabah	19	5.1
	Sarawak	15	4.0
	Kedah	48	12.8
	Kelantan	70	18.7
	Perlis	12	3.2
	Pulau Pinang	35	9.4
	Selangor	27	7.2
	Pahang	24	6.4
	Perak	32	8.6
	Melaka	11	2.9
	Negeri Sembilan	24	6.4
	Johor	34	9.1
	Terengganu	10	2.7
Wilayah Persekutuan	13	3.5	

Sample description (n=374)

Table 1 shows the characterization of the respondents. Based on the data, 78.1% were female, 58.8 % were Malay, 18.7% were from Kelantan, 69.5% were between 18 to 24 years old, 66.8% were undergraduate and 74.3% were students.

Reliability Analysis

Table 4.1

Results of Reliability Cronbach's Alpha for the variables.

	Scale Mean if Item is Deleted	Scale Variance if Item is Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item is Deleted
Communication skill	6.3487	.760	.697	.786
Attractiveness	6.2963	.780	.723	.767
Purchase Intention	6.4096	.659	.708	.784

In this study, reliability test has been conducted to evaluate Cronbach's Alpha values for each variable. Table 4.1 shows that Cronbach's Alpha value of the questionnaire was at the range of 0.767 to 0.786 which is above the acceptance level of 0.6. The communication skill of Instagram influencers produced the high coefficient value of 0.786. The attractiveness of the Instagram influencers has the reliability of 0.767 and the purchase intention produces the high coefficient of 0.784. In a nutshell, all of the variables are acceptable since they have the coefficient values above 0.60.

Table 4.2
 Descriptive Analysis of Independent Variables and Dependent Variable

Communication Skill	Indicator	Mean Score	Standard. Deviation
I will be attracted to Instagram influencer that always give me the right and useful information about the products.	B1	3.36	.626
I will be attracted to those local food post with unique caption by Instagram influencers.	B2	3.26	.650
I will watch the live of local food in Instagram when the Instagram influencers have interesting verbal expression.	B3	2.88	.786
I want to share my experience after purchasing local food introduced by Instagram influencers that had explained well for me.	B4	3.23	.656
I will be more willing to ask more information about the local food when the Instagram influencers are friendly to communicate with.	B5	3.16	.709
Attractiveness			
I believe that Instagram influencers who have beautiful body line will make me to have strong intention in purchasing the local food.	C1	3.30	.652
I most of the time only sees the post which are uploaded by the Instagram influencer that have gorgeous appearance.	C2	3.22	.655
I am able to find out information regarding the local food and have tried to purchase when Instagram influencers that have confident personality posted about their reviews and comments about local food.	C3	3.26	.617
I will share the post regarding local food which is posted by Instagram influencers that are always happy and positive to my friends and family.	C4	3.17	.646
I am satisfied with the purchase intention made from seeing reviews posted by beautiful Instagram influencers that have a good eating behaviour.	C5	3.20	.634
Purchase Intention			
I have a strong desire to purchase local food product that is recommended by Instagram influencers.	D1	3.22	.681
I want to purchase product from Instagram when I get a complete information from Instagram influencers.	D2	3.24	.640
I would like to purchase products that had been purchased by the popular Instagram influencers.	D3	3.08	.709
I would like to purchase local food products that my favourite Instagram Influencers eat.	D4	2.99	.722
I would actively seek out local food product on Instagram to purchase it.	D5	3.05	.733

Table 4.2 shows that most of the respondents were having the same sentiment towards all the items in this dimension except for item of indicator B3 for communication skill independent variable. Four Likert-scale questions were used in this section. First of all, respondents agreed with mean score of 3.36 that they will be attracted to Instagram influencer when right and useful information are given. Unique caption can be attracted by the respondents at the mean score of 3.26. However, respondents disagree with mean score of 2.88 that they are willing to watch live with interesting verbal and expression. Furthermore, well explained information and friendly Instagram influencers would make them share their experiences and eager to ask for more information as agreed by the respondents. Each of the indicator B4 and B5 has the mean score of 3.23 and 3.16 respectively.

Furthermore, Table 4.2 shows that all the respondents agreed to the statement in questionnaire on the attractiveness of influencer independent variable. Firstly, Instagram influencers that have beautiful body line make the consumers to have strong purchase intention at the mean score of 3.30. Moreover, respondents also agree at mean score of 3.22 that they will only see the post of Instagram influencers who look gorgeous. Besides that, respondents agree (M=3.26) that they are willing seek for information when Instagram influencers who have confident personality introduce local food products and agree (M=3.17) that they will share about the local food to family and

friends when the Instagram influencers share it happily and positively. Last but not least, respondents also agree at the mean score of 3.20 that they are satisfied to purchase when beautiful Instagram influencers with good eating behaviour introduce the local food.

Descriptive analysis of purchase intention had been done in this section. Most of the respondents also agreed to the statement of purchase intention excluding indicator D4 which is they would like to purchase the local food when their favourite Instagram influencers eat the local food presented in Table 4.11. The mean score of 2.99 shows that the statement is disagreed by the respondents. The statement of respondents would purchase the local food when Instagram influencers recommended and provide complete information were agreed at the mean score of 3.22 and 3.24. In addition, respondents also agreed that they will purchase local food that is purchased by Instagram influencers at the mean score of 3.08. On the other hand, the mean score of 3.05 scored by indicator D5 which is they will actively seek out local food on Instagram.

Pearson's Correlation Analysis

Table 4.3
 Pearson's Correlation Matrix for Study Variable

		Communication skill	Attractiveness	Purchase Intention
Communication skill	Pearson's Correlation	1	.646**	.627**
	Sig. (2-tailed)		.000	.000
	N	374	374	374
Attractiveness	Pearson's Correlation	.646**	1	.658**
	Sig. (2-tailed)	.000		.000
	N	374	374	374
Purchase Intention	Pearson's Correlation	.627**	.658**	1
	Sig. (2-tailed)	.000	.000	
	N	374	374	374

** . Correlation is significant at the 0.01 level (2-tailed).

Table 4.3 shows that communication skill has positive strong correlation with two variables which are attractiveness (.646) and purchase intention (.627). Since two values are positive for the correlation with attractiveness, it means that the fluent the communication skill of Instagram influencers, the higher the purchase intention. Moreover, attractiveness also has a positive strong correlation with two variables, which are communication skill (.646), and purchase intention (.658). It can be represented as the more attractive the Instagram influencers, the higher the purchase intention. Furthermore, purchase intention also has a positive strong correlation with two variables, which are communication skill (.627), and attractiveness (.658). Since two values are positive for correlation with purchase intention, it means the purchase intention increases because the communication skill and attractiveness of the Instagram influencers. In conclusion, all significance value mentioned in the table is less than 0.01, since this is using two-tailed test. Researchers can conclude that there is a statically significant correlation between all variables, which rejects the null hypothesis from this research and there is a positive relationship between communication skill, attractiveness and purchase intention.

DISCUSSION & RECOMMENDATION

As for the discussion, the researchers faced difficulties in collecting examples of thesis which are related to the researchers' thesis. This is because not much sources the researchers were able to collect as for the reference tool for the research. However, the researchers are able to find quite similar thesis for the research. Moreover, the researchers also faced some obstacles when collecting the data as the researchers received unused data which made it difficult to analyse well into the research. However, the researchers had collected more data than expected data quantities which allows them to replace the unused data. In addition, the researchers also faced the difficulties when collecting the data of Instagram as some respondents are not Instagram users and the researchers are unable

to provide the survey to the respective respondents as well. Researchers aim to conduct this thesis in order to know the relationship between the communication skill and attractiveness of influencer towards purchase intention for local food business. This research would be beneficial for the future researchers who would be willing to conduct thesis based on the local food business in Malaysia. Throughout this thesis, the researchers found out that female are the majority Instagram users and Malays too. This is because female users are exposing many posts in Instagram and majority of them are from Kelantan as the researchers are able to distribute the questionnaires in Kelantan areas a lot and some other states as well.

The future research can use a different research method to gather the data. Instead of using questionnaire, there a few more methods can be used by future researchers. The data collection can be done through face to face interview, phone call, interview etc. This method of data collection can give more useful information to the researchers. In this research, the researchers faced some difficulties in data collection by using questionnaires because some of the respondents just answer the questionnaires by simply ticking any data and did not read the questionnaire properly. Future researchers should do a lot of research on food and marketing studies. By doing a lot of research on these two topics, researchers will discover many ideas and reference that will help the study. Besides that, this study encourages future researchers to create and develop new research (thesis) on marketing food through social media in accordance with current trends where all information is at our fingertips using the Internet. Lastly, future researchers can post questionnaires on social media. Researchers can distribute it to their account followers via online Google form. Usually young adults are active in social media and researchers can also distribute in schools or colleges.

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Customer Revisit Intention towards Mamak Restaurants in Penang

Kaisah Adnan, Kogilavani Nadesan, Michelle Tan Chai Ying,
Nurul Ain Mohd Nasir & Nor Maizana Mat Nawi

Faculty of Hospitality, Tourism and Wellness, Universiti Malaysia Kelantan

Corresponding email: maizana.mn@umk.edu.my

ABSTRACT

The study examines customer revisit intention towards mamak restaurants in Penang and to find out the relationship between food quality, service quality and environment on customer revisit intention. A survey was conducted using questionnaires involving 375 respondents who revisits mamak restaurants. Descriptive and correlation analysis were used to analyze obtained data. Findings revealed that the three variables are significantly related to customer revisit intention with environment showing the strongest relationship while food quality showing the weakest relationship on customer revisit intention. The results are in line with previous researches whereby environment is an important determinant affecting customer revisit intention. Implications and recommendations were provided for future researchers in line with the study.

Keywords: *mamak restaurant, customer revisit intention, food quality, service quality, environment*

INTRODUCTION

Foodservice industry is among the fastest growing industry in the global market and it is growing rapidly in Malaysia (Euromonitor International, 2019). Malaysia is moving rapidly along with the direction in the foodservice together with advanced and developing nations worldwide. The Malaysia Department of Statistics (2017) reported that the number of foodservice establishments has increased from 130,570 in 2010 to 167,490 in 2015 with a total annual growth rate of 5.1%. The rapid growth rate of foodservice industry leads to changes in customers' food habit and demands from people. People are eating out more often as lifestyle changes due to modernization and development. In response to this phenomenon, more new food outlets are being introduced by the local foodservice industries around in Malaysia (Ramly, Ahmad & Ahmadin, 2003). In recent years, consumers are increasingly dining out which affected the food consumption trend in urban areas of advanced and economically growing countries (Akbar & Alaudeen, 2012). In Malaysia, Penang is recognized as the smallest state in Malaysia with the tag of "The Pearl of the Orient" and known as "Food Capital of Malaysia" (Abubakar, 2010). Several studies revealed that it was first discovered and began in Penang in the 1930s (Ramly et al., 2003; Abubakar, 2010). President of Malaysian Muslim Restaurants Operators Association (PRESMA) reported that mamak restaurant industry has generated revenue which contributed to approximately RM 8 billion to Malaysians economy (Bakar & Farinda, 2012).

Othman, Kandasamy, Bakar and Chua (2018) mentioned that Malaysians are familiar with popular mamak restaurants and being recognized as one of the fastest and consistently growing foodservice in Malaysia. It acts as a cultural representation for eating out in the open at night (Jalis & Husin, 2018). It is mainly popular for their menu such as teh tarik, roti canai and their curry (Omar, Karim, Bakar & Omar, 2015). Based on Omar et al. (2015), the restaurants operate 24/7 without closing successfully is what made them popular. People often meet up with friends and family to enjoy mamak food (Bakar & Farinda, 2012). Abubakar (2010) mentioned that the restaurants or stalls serve "nasi kandar" which is the most popular mamak food. Apart from that, the foods contain many quality Indian herbs and spices cooked in Malaysian style that make the food toothsome (Bakar & Farinda, 2012; Omar & Omar, 2018). There are well-known mamak restaurants such as Pelita which has successfully managed to attract high profile people to visit and dine in such as Malaysian Prime Minister (Bakar & Farinda, 2012).

Mohsin (2005) proved that, foodservice establishment is facing challenges in finding the right mix of attributes that influence revisit intention of the customers. Parsa, Self, Njite and King (2005) mentioned that food quality is the critical success factor to a restaurant's success. The responsibilities of local authority to ensure healthy food at foodservice establishment is becoming challenging as the increasing awareness of healthy diet in better environment (WHO, 2002). People nowadays emphasize on food quality while enjoying the food at the food service establishments (Yusof, Ibrahim, Muhammad & Ismail, 2016).

Malay Mail (2019) reported that restaurant owners are exploiting market by misusing the 'halal' certificate in their premise and the issue of hiring non-muslims to operate their business. Metro News and The Star Online (2018) stated that customer's complaint as they expect the place where they dine to have a clean environment and food prepared hygienically. Food quality is being doubted when the issue on food contamination is raised due to outdoor seating at the restaurant (Ali & Abdurahman & Hamali, 2012). There were issues occurred when the restaurants do not comply with the local authority regulation whereby the local enforcement is authority unit has terminated the illegal practice by confiscating seating in the open area, but it was only for a while since the operators continue on the previous act of placing seats all along the roadside around the restaurants.

The aim of this study is to provide insights on customer revisit intention towards mamak restaurants in Penang. The findings of this study are important since mamak restaurants are growing in the cities. However, this study emphasizes on the determinants that influence customer revisit intention to mamak restaurant in the scope of selected areas, Penang.

There are three objectives of this research:

1. To examine the relationship between food quality that influences customer revisit intention towards mamak restaurants in Penang.
2. To examine the relationship between service quality that influences customer revisit intention towards mamak restaurants in Penang.
3. To examine the relationship between environment that influences customer revisit intention towards mamak restaurants in Penang.

Significance of the Study

Researchers

The research paper helps the researchers to explore and to discover critical aspects on how food quality, service quality and environment determine customer revisit intention on mamak restaurants in Penang that past research have not discovered. Future researchers may gain insights by referring to the topic of this research paper.

Food and Beverage Industry

The research paper provides insights to the industry on customer revisit intention to mamak restaurants in Penang. Operators and marketers will be able to adapt to customer intention and meeting customer demand and the industry can achieve competitive advantages through better decision making which benefits the industry in gaining higher profit.

LITERATURE REVIEW

Revisit Intention towards mamak restaurants

Past research has shown that the value of gaining new customers is way lower than value of retaining customers (Yan, Wang & Chau, 2015). Some studies have shown that customer satisfaction is important to food service managers because it leads to customer revisit, brand loyalty, and new customers through recommendation (Kim, Ng & Kim, 2009). From the hospitality sector's view, customers not only desire a particular quality of food, but also demand for psychological satisfaction through emotional and social interaction during the dining experience (Marinkovic, Senic, Ivkov, Dimitrovski & Bjelic, 2019). Hence, the elements other than food which are of important

to the guest could trigger satisfaction and revisit intention in restaurants must be identified. Food quality is essential in manipulating revisit intention in a restaurant (Kim, Lee, Kim & Ryu, 2011).

Food Quality

Many researches have proven that critical dimension in eating out is frequently known as food quality (Namkung & Jang, 2007; Soriano, 2002; Peri, 2006; Eliwa, 2006) and Susskind and Chan (2000) claimed that food quality is a leading factor for customer patronizing a restaurant. Tastiness of the food is one of the key reasons for customers to dine in a restaurant since it is the most apparent tangible element for the customers to evaluate the restaurant's food quality (Yuksel & Yuksel, 2003). Ng (2005) pointed out that food presentation is believed to create the first impression for the customers as it goes through the sense of sight. Besides, Bakar and Farinda (2012) concluded that customer prefer to dine in mamak restaurants because of the food aroma. Therefore, food quality affects customer revisit intention and restaurants' choice (Clark & Wood, 1999; Sulek & Hensley, 2004).

Service Quality

The overall perfection of the service provided based on customers' perception is often regarded as service quality (Zeithaml, 1988). Nikolich and Sparks (1995) concluded that service provider's performance during service delivery will result in service quality evaluation of a restaurant which is evaluated based on the perception of customer while interaction with service provider. Service quality is reviewed as a crucial factor and major element that will determine customer future visiting behaviour (Omar, Juhdi, Ahmad & Nazri, 2014; Munna, Abang Abdullah & Rozario, 2009; Kivela, Inbakaran & Reece, 2000; Namkung & Jang, 2007 and Sulek & Hensley, 2004). Bakar and Farinda (2012) urged that it is undeniable that customers dine in mamak restaurants because of the friendly service where some of the workers can even remember the name of repeating customers and their preferred food in the restaurant.

Environment

Othman et al. (2009) urged that due to globalization, customers are expecting restaurants and perceived it to be more than just a place to dine. Physical environment of a restaurant acts as an indicator for what customers to judge and rate the quality of a restaurant which portrays on an impact on customers' perception regarding food quality (Parasuraman, Zeithaml & Berry, 1988; Rys, Fredericks & Luery, 1987; Wall & Berry, 2007; Omar et. al., 2014). The statement was also proven by Lim (2010) and Chang (2000) that the response and judgement made by customers to a restaurant is based on the environment. Maintaining the environment of the restaurant is a unique strategy of mamak restaurants to support the business and providing a different atmosphere experience compared to other restaurants in terms of cheerful environment, open-air concept and its ambience is found to stimulate the awareness response to customers (Othman et al., 2018).

Research Hypothesis

In this study, the three hypotheses tested are:

- H1: There is a significant relationship between food quality and customer revisit intention towards mamak restaurants in Penang.
- H2: There is a significant relationship between service quality and customer revisit intention towards mamak restaurants in Penang.
- H3: There is a significant relationship between environment and customer revisit intention towards mamak restaurants in Penang.

Research Framework

The research model used for this study is to investigate customer revisit intention towards mamak restaurants in Penang. Food quality, service quality and environment determine customer revisit intention towards mamak restaurants in Penang which are used in this study to test the hypothesis.

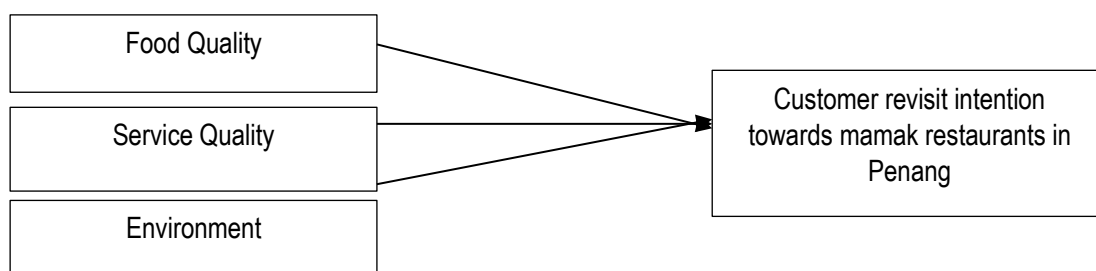


Figure 1: Research Framework for Customer Revisit Intention towards mamak restaurants

Source: *Determinants of UiTM Students' Revisit Intention to Kopitiam in Penang*

(Yusof, N. M., Ibrahim, A. A., Muhammad, R. & Ismail, T. A. T., 2016)

METHODOLOGY

Research Design

This research used quantitative method to gain data through questionnaire. The questionnaire was designed in bilingual (English and Malay). The questionnaire consists of 3 sections with a total of 26 items. The first section which is demographic profile includes six multiple choice questions. The second and third section are on independent variables and dependent variable which include 20 items with six-point Likert-scale ranging from 1=strongly disagree to 6=strongly agree. The questions were adopted from previous studies (Omar et al., 2014; Yusof et al, 2016; Othman et al., 2009; Lim, 2017) by measuring customer revisit intention towards mamak restaurants in terms of food quality, service quality and environment factors. Therefore, the instrument is considered reliable.

Data Collection

Pilot testing were conducted with 30 respondents in Penang to test the reliability of the study prior to conducting fieldwork. The fieldwork was then proceeded by distributing questionnaires randomly to 384 target respondents who revisit to Mamak restaurants in Penang upon consent from respondents. Respondents were required to answer all questions according to the six-point Likert-scale. After all questionnaires were answered by the respondents, the data were collected. Researchers collected the questionnaires personally from the respondents in order to secure the information obtain. The final questionnaires collected was reported at 97.7% of response rate with a total 375 usable questionnaires.

Sampling

This study was conducted by using simple random sampling as sampling method to collect the data as it is the simplest form and can be carried out without any bias (Malhotra, 2010). The purpose of simple random sampling is to select the individual sample as the representative of the population. In brief, the sample size would be 384 persons based on the rule of thumb proposed by Krejcie & Morgan (1970).

Data Analysis

SPSS version 24.0 was used to analyse the quantitative data collected from respondents. Frequency analysis is being used to analyse the data on respondents' demographic profile. Descriptive analysis was employed to identify and examine customer revisit intention towards mamak restaurants and Pearson's Correlation was adopted to examine the relationship between food quality, service quality and environment on customer revisit intention toward mamak restaurant. Findings with a p-value of less than the conventional value of 0.05 were regarded as statistically significant and the hypothesis can be accepted.

FINDINGS

Profile Sample

Table 1
 Demographic Profile (n=375).

Respondent Profile	Classification	Frequency	Percentage (%)
Gender	Male	224	59.7
	Female	151	40.3
Age	Below 20	37	9.9
	20 – 29	177	47.2
	30 – 39	112	29.9
	40 – 49	35	9.3
	50 and above	14	3.7
Race	Malay	147	39.2
	Chinese	119	31.7
	Indian	98	26.1
	Others	11	2.9
Marital status	Single	186	49.6
	Married	173	46.1
	Widow / Separated /	9	2.4
	Divorced	7	1.9
	Prefer not to tell		
Monthly income	Below RM1,000	89	23.7
	RM1,000 – RM2,999	112	29.9
	RM3,000 – RM3,999	130	34.7
	RM4,000 – RM4,999	29	7.7
	RM 5,000 – RM5,999	8	2.1
	RM6,000 and above	7	1.9
Frequency of visiting Mamak restaurants in a Week	Once a week	185	49.3
	2 – 3 times	158	42.1
	4 – 5 times	25	6.7
	6 times and more	7	1.9

Table 1 shows the characterization of the respondents in this study. 224 out of 375 (59.7%) respondents are male while 151 (40.3%) respondents are female. 9.9% of the respondents' aged below 20 years old, 47.2% of the respondents aged between 20 to 29 years old, 29.9% of the respondents aged between 30 to 39 years old, 9.3% of the respondents aged between 40 to 49 years old and only 3.7% of the respondents were aged 50 years old and above. 39.2% of the respondents were Malays, 49.6% of the total respondents were single and a majority of the respondents earned RM3,000 to RM3,999 monthly, representing 34.7%. In addition, 49.3% of the respondents visited mamak restaurants once a week, 42.1% of them visited 2 to 3 times weekly, 6.7% of the respondents visited 4 to 5 times weekly while 1.9% of respondents visited 6 times and more weekly.

Analysis on Customer Revisit Intention towards Mamak Restaurants

Table 2
 Mean, standard deviation (SD) of items and variables (n = 375).

Variables	Statements	Mean	SD
Food Quality	The taste of food in Mamak restaurants is authentic.	4.82	0.989
	Food served suits my taste.	4.77	1.058
	The Mamak restaurants serve freshly cooked food.	4.73	1.071

		Food served by Mamak restaurants stimulates appetite.	4.82	1.050
		Food served is attractive and tempting.	4.51	1.067
		Subsection score	3.92	1.049
Service Quality		Waiters at Mamak restaurants are friendly.	4.53	1.074
		Waiters at Mamak restaurants are attentive.	4.45	1.066
		Mamak restaurant provides efficient counter and table cashier service.	4.51	0.986
		Short waiting time for food ordered.	4.31	1.048
		Delivering of the food correctly.	4.77	1.083
		Subsection score	3.59	0.945
Environment		Mamak restaurants provides comfortable temperature.	3.26	1.212
		The dining area in Mamak restaurants is virtually clean.	3.49	1.069
		The mood of the Mamak restaurants is entertaining.	3.43	1.149
		Mamak restaurants provides comfortable seats.	3.50	1.079
		The lighting of Mamak restaurants creates comfortable atmosphere.	3.81	1.048
		Subsection score	3.50	0.912
Customer revisit intention		Food quality of Mamak restaurants affects my revisit intention.	5.82	0.721
		Service quality of Mamak restaurants affects my revisit intention.	5.72	0.874
		The environment of Mamak restaurants affects my revisit intention.	4.62	1.497
		I will revisit Mamak restaurants.	5.73	0.863
		I prefer Mamak restaurants compared to other restaurants.	4.58	1.500
		Subsection score	5.30	0.720

“Food quality” scored the highest (mean = 3.92, SD = 1.049) indicating that food quality determined customer revisit intention since most respondents agreed with the item. Respondents agreed that mamak restaurant served food that stimulates appetite and the taste of food is authentic (mean = 4.82, SD = 1.050, 0.989). The respondents agreed that food served suits their taste (mean = 4.77, SD = 1.058) and Mamak restaurants serve freshly cooked food (mean = 4.73, SD = 1.071). Meanwhile, the food served is attractive and tempting scored the lowest (mean = 4.51, SD = 1.067). The finding is in line with previous research by Namkung and Jang (2007) who found that food quality is the one of the most crucial elements for dining experience.

“Service quality” scored the second highest (mean = 3.59, SD = 0.945). Respondents agreed that the food served in mamak restaurants was delivered correctly (mean = 4.77, SD = 1.083). Respondents also agreed that waiters are friendly (mean = 4.53, SD = 1.074) and mamak restaurants provide efficient counter and table cashier service (mean = 4.51, SD = 0.986). Respondents agreed that waiters are attentive (mean = 4.45, SD = 1.066). Meanwhile, short waiting time for food ordered scored the lowest (mean = 4.31, SD = 1.048). The finding indicates that service quality successfully determined customer revisit intention towards mamak restaurants and is supported by Shah Alam and Mohamed Sayuti (2011). Based on the study, service quality has been recognized as being essential for retaining customers. Customers prefer to visit the food establishments again if they are satisfied with the service experienced.

“Environment” scored the lowest among the variables (mean = 3.50, SD = 0.912). Specifically, respondents slightly agreed that the lighting in mamak restaurants created comfortable atmosphere (mean = 3.81, SD = 1.048) and provision of comfortable seats (mean = 3.50, SD = 1.079) which is in accordance to the finding of Othman et al. (2018) on the ambience found in mamak restaurants stimulates the awareness of response to customers. Next, the dining area is virtually clean scored (mean = 3.49, SD = 1.069) and the mood is entertaining (mean = 3.43, SD = 1.149). The restaurants provide comfortable temperature scored the lowest (mean = 3.26, SD = 1.212).

The dependent variable – customer revisit intention scored 5.30 (SD = 0.720). Literally, respondents strongly agreed that food quality affects their revisit intention (mean = 5.82, SD = 0.721) and respondents will revisit mamak restaurants in the future (mean = 5.73, SD = 0.863). Service quality also affects respondents revisit intention (mean = 5.72, SD = 0.874) and environment affects respondents in revisit intention (mean = 4.62, SD = 1.497). In the past research, it has been proven that the value of attracting new customers is lower than the value of retaining customers

(Yan, Wang, & Chau, 2015). Surprisingly, respondents prefer mamak restaurants compared to other restaurants (mean = 4.58, SD = 1.500).

Relationship between Food Quality, Service Quality and Environment on Customer Revisit Intention towards Mamak Restaurants

Table 3
 Pearson's Correlation between Food Quality, Service Quality and Environment on Customer Revisit Intention.

		Customer Revisit Intention
Food Quality	Pearson Correlation	.203**
	Sig. (2-tailed)	.000
	N	375
Service Quality	Pearson Correlation	.465**
	Sig. (2-tailed)	.000
	N	375
Environment	Pearson Correlation	.486**
	Sig. (2-tailed)	.000
	N	375

** . Correlation is significant at 0.01 level (2-tailed).

The result in Table 3 indicates that food quality and customer revisit intention (.203) suggests a weak linear relationship. Following service quality and customer revisit intention (.462) indicating a positive linear relationship. Meanwhile, environment and customer revisit intention (.486) indicating a moderate linear relationship. All three variables are positively correlated to customer revisit intention and they are significant since $p < 0.05$.

H1: There is a significant relationship between food quality and customer revisit intention towards mamak restaurants in Penang.

The present study shows similarity to the past research that mentioned food quality plays an essential part in the overall restaurant experience by influencing customer revisit intention (Peri, 2006; Eliwa, 2006). It is further supported by Clark and Wood (1999) that food quality is a fundamental aspect in affecting customer revisit intention in restaurant's choice.

H2: There is a significant relationship between service quality and customer revisit intention towards mamak restaurants in Penang.

The statement is proven by past studies of Omar et al. (2014) who mentioned that service quality is among the major element to be included as fundamental elements for dining experience that will determine customer future visiting behaviour. Bakar and Farinda (2012) noticed that customers dine in mamak restaurants because of the friendly service and workers can even remember the name of repeating customers and their preferred food in the restaurant.

H3: There is a significant relationship between environment and customer revisit intention towards mamak restaurants in Penang.

The hypothesis is in accordance with the finding in Ryu and Han (2011) study that proved customers invested in a better eating environment compared to the previous time. Kokko (2005) reported that customers perceived that the most positive characteristic of a restaurant is environment, which is even more important than the food served.

DISCUSSION & RECOMMENDATION

Several challenges and limitation faced in the study are to be highlighted for future research purposes. The respondents' behaviour in answering the questionnaire could doubted on truthfulness that will eventually result in invalid finding that should be excluded from the study. Future research is encouraged to increase the reliability of the study by being more creative in collecting data from respondents like using qualitative method such as in-depth interview to gain reliable and detailed data. Secondly, the researchers face limitation in accuracy of the data interpretation due to the exclusion of unusable data collected. In this study, the researchers only covered three determinants. However, there might be other essential determinants that play an important role in determining customer revisit intention that are omitted by the researchers. Therefore, future research is encouraged to conduct more research by exploring into other determinants such as location, price and facilities which could truly determine customer revisit intention towards mamak restaurants. Future research could consider a new location of conducting the survey since customers may have different opinion due to different demographic profile. It is suggested that comparative study for mamak restaurants in different states in Malaysia by expanding the sampling frame to places such as Kuala Lumpur and Johor to benchmark customer revisit intention.

CONCLUSION

This research was conducted in order to examine the determinants of customer revisit intention towards mamak restaurants in Penang. Overall, the results obtained indicated that both service quality and environment have a moderate relationship against customer revisit intention towards mamak restaurants. Although a majority of the respondents agreed that food quality contributed the most in revisit intention towards the restaurants, but it was proven that the relationship between food quality and customer revisit intention is significantly weak due to customers nowadays are expecting restaurants and perceived it to be more than just a place to dine. The study conducted also proved that even though the determinants are still far from reaching maximum level, customer will revisit mamak restaurants in Penang due to its popularity among millennials and locals. Therefore, the objectives of this study are achieved.

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Tourists Purchase Intention towards Airbnb in Kuala Lumpur

**Kok May Yee, Mohamad Ashraf Muhamad Zaini, Nurul Amira Zamri,
Raja Hussiyimah Raja Hussin & Nor Maizana Mat Nawati**

Faculty of Hospitality, Tourism and Wellness, Universiti Malaysia Kelantan

Corresponding email: maizana.mn@umk.edu.my

ABSTRACT

Airbnb has grown very rapidly over the past several years, with millions of tourists having used the service. The purpose of this study is to investigate tourists purchase intention towards Airbnb and to segment them accordingly. The study involved a national survey by 384 tourists who had stayed or have the intention to stay in Airbnb accommodation which consisted 25 questions. Aggregate results indicated that respondents were most strongly attracted to Airbnb by its prices, and somewhat less so by its experiential attributes. An exploratory factor analysis identified three influencing factors namely web review, social interaction and price. The results suggest that those three factors significantly explain the overall attitude towards Airbnb. Various practical and conceptual implications of the findings are discussed.

Keywords: *Purchase Intention, Airbnb, Web Review, Social Interaction, and Price*

INTRODUCTION

Hospitality industry has been one of the fastest growth segments. Reported by The Star Online (2017), the third largest contributor to the country's economy are contributed by Malaysia's tourism and hospitality industry. Throughout the years, tourists purchase intention has progress into various side. The disruptive innovation of Airbnb accommodation is an attractive element that cause tourists to beware of Airbnb. The factors influence tourists purchase intention towards Airbnb include web review, social interaction and price. With the biggest network accommodation service, Airbnb now dominates the real in networks, in number of beds offered and in market (Dogru, Mody & Suess, 2019).

Airbnb was created when the two current college graduates changing over their home into an "Air Bed and Breakfast" by offering overnight stay on air mattress amid a San Francisco meeting in 2007 (Guttentag, 2015). Airbnb made a commission-based web-stage for room sharers and travelers. However, Airbnb has affected traditional accommodation sector. EyeFor Travel (2015) stated that 60% drop in brand bookings are due to majority bookings taken by mobile savvy, high cost, data expert intermediaries. Chew (2018) has stated in Malaysia, there are 31,900 listing of Airbnb in 2017, while 44,000 listing of Airbnb in 2018 and there are 1.5 million tourist arrivals to Airbnb in Malaysia. There are 510,000 inbound guest arrivals to Kuala Lumpur, 210,000 in Georgetown, 130,000 in Johor Bharu and 80,000 in Petaling Jaya. Although Airbnb in Malaysia is getting a higher potential, there are also several barriers which discourage the purchase intention of tourist towards Airbnb. There are 34% more chance of selecting hotels instead of Airbnb with the sharing economic system (Lieberman, 2015). The study of Smith (2016), stated that there are up to 48% tourists who have had a bad experience of home sharing due to staying with strangers.

Airbnb service is simply accompaniment inns by captivating an alternate kind of tourists (Lawler, 2012). However, the poor service of Airbnb such as demand service is not given and Airbnb is still considerably absent in a large number of the field. In this study, three factors influence tourists purchase intention towards Airbnb will be investigated. First is web review. Customer purchase decision is affected if the reality such as space, interior design, furniture is different with the photos on Airbnb site (Meleo, Romolini & De Marco, 2016). Furthermore, social interaction is another factor that influences tourist purchase intention towards Airbnb in Malaysia. Customer purchase decision is affected as according to Phua (2018) who said that tourists face trouble in dealing with unprofessional people who are irresponsible and failed to offer protection of the customer service on behalf of tourists' opinions. In

addition, price is also a factor that influence tourists purchase intention towards Airbnb in Malaysia. The key reason for Airbnb estimating and clients' enjoyment (Wang & Nicolau, 2017). Dina Gerdeman (2018) had stated tourists in Malaysia move in the direction towards Airbnb because Airbnb is excessive first-rate, better lodging and cheaper in comparison to standard hotel. This study aims to identify the factors that influence tourist purchase intention towards Airbnb in Kuala Lumpur.

There are three objectives of this research:

- 1.1 To examine the factors that influence tourists' purchase intention towards Airbnb in Kuala Lumpur.
- 1.2 To analyze the relationship between factors of web review, social interactions and price that influence tourists' purchase intention towards Airbnb in Kuala Lumpur.

Significance of the Study

Researchers

This research is intended to provide better and more complete information to new researchers, entrepreneurs who want to venture into this field. This study can influence the researchers' perception in decision making. Through this study, the researchers can also differentiate the advantages and disadvantages of Airbnb's competitors. The researcher will get more detailed information on the topics studies. This study states the factors that affect dependent variable. This study can also be used as a reference or guide to the researchers in the future. Future researchers could do their literature review based on this study to gain an idea on the results of previous research.

Hospitality Industry

The outcome of this study can help provide benefits and data to the hospitality industry to continue to grow, to help improving the efficiency of operations in the industry and to help innovating hospitality industry business. Hospitality industry can plan to diversify their operating stages to compete with today's increasingly competing competitors. Decision makers can also use this study as a reference in problem solving. This study can also help develop strategic information resources for every developing company.

LITERATURE REVIEW

Perception of Tourists Purchase Intention towards Airbnb

According to Guttentag et. al (2016), motivation has been defined in different ways but basically it refers to the reasons why someone engages in a particular behaviour. The studies have identified a range of potential motivation of the tourists towards Airbnb. The social benefit that tourists enjoyed from using Airbnb is the most important sustainability of motivation to use Airbnb (Tussyadiah, 2015). According to Guttentag (2017), all of the studies viewed Airbnb as the potential motivation-based market segments.

Web Review

Web review is also considered as electronic word of mouth (eWOM). In recent years, hotel industry has grabbed the opportunities to conduct eWOM (Wen-Chin Tsao et. al (2015). Many establishments use eWOM wisely by using web review as new marketing tools (Dellarocas, 2003). Viral marketing through eWOM are more significant and effective with the combination with offline marketing strategies (Van der Lans et. al, 2010). Online reviews are important as the web review leads to their increased crowd among travellers (Liu & Park, 2015). In addition, there is a significant relationship between motivation and reviews, including positive attribute which can attract and maintain relationship with potential customers (Ye, Law & Gu, 2009).

Social Interaction

The phenomena of the sharing economy or had been known as Airbnb is significantly impacting tourism and hospitality industry (Zhu, So, & Hudson, 2017). Apart from that, Airbnb has created a social interaction where it can

direct relationship between the hosts and guests by allowing the tourists to connect with local society and share their personal experience. Camilleri and Neuhor (2017) stated that social interaction can be done by the guests and hosts by showing the guests around and the local attractions. It was one of the opportunities for the hosts to get along with their guests. Besides, Poon and Huang (2017) stated that the info of the travel recommendation is very precious to the travelers because they would like to travel to places that can give them benefit which are recommended by the hosts.

Price

Price has been widely recognized as a determining factor affecting tourist purchase intention (Kim & Kim, 2004; Moon, Chadee, & Tikoo, 2008; Yoon, 2002). This is supported by a study by Masiero and Nicolau (2012) who found that price plays a complex role in influencing tourists as they choose between tourism products. As Airbnb emphasizes "home" more than low prices in their marketing and branding strategies, it is interesting to see how tourists respond to price differences compared to other types of accommodation. To achieve this goal, the study adopted the definition of Erdem et al. (2002), which highlights the importance of pricing in Airbnb user ratings based on the attractiveness and overall use of Airbnb accommodation. Finally, there is little doubt that being sensitive to different prices may affect purchase intent. For example, HS Chris Choi and Marion Joppe (2017) suggested that tourists have a stronger intention to buy a cheaper product than one with the same functionality at a higher price.

Research Hypothesis

In this study, there were three hypotheses:

- H1: There is a positive relationship between web review and the tourists' purchase intention towards Airbnb in Kuala Lumpur.
- H2: There is a positive relationship between price and the tourists' purchase intention towards Airbnb in Kuala Lumpur.
- H3: There is a positive relationship between social interaction and the tourists' purchase intention towards Airbnb in Kuala Lumpur.

Research Framework

A research framework has been designed to investigate the connection between independent variables (web review, social interaction and price) and dependent variable (tourists purchase intention towards Airbnb).

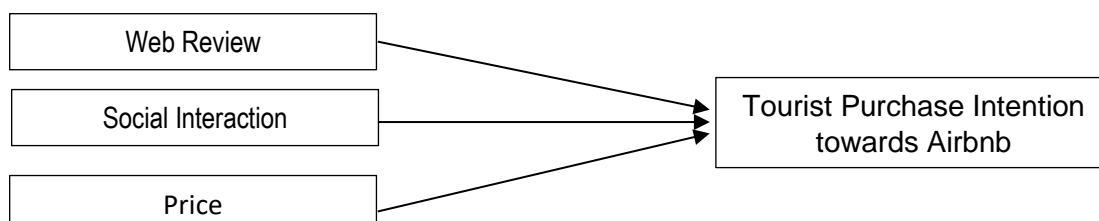


Figure 1: Research Framework of Tourists' Purchase Intention Towards Airbnb in Kuala Lumpur
Source adopted from Tabachnick et.al (2013) and Stors et. al (2015)

METHODOLOGY

Research Design

This study used the quantitative method. According to Babbie (2010), quantitative research pays attention to gather the information from a large number of respondents and analyses numerical data and outcome by using mathematically based methods. Quantitative data are based on the belief that the most very meaningful data is from

first hand experiences (Leedy & Ormrod, 2005). The quantitative data are numbers and easily related to concepts, opinions and behaviors of people.

Data Collection

In the first stage, the data collection used in this study is a questionnaire through Google Form and the location is Kuala Lumpur. This is because Airbnb located in Kuala Lumpur had the highest number of inbound guests compared to other states in Malaysia which were up to 510,000 guests among 1.5 million tourists (Chew, 2018). Furthermore, the top 10 performance of Airbnb accommodations are located at Kuala Lumpur (Razli, Jamal, & Zahari, 2017). The respondents were tourists in Kuala Lumpur, Malaysia whose age are 18 years old and above as Beltz (2005) stated that the age 18 and above indicates the level of maturity of individuals in that sense age becomes more important to examine the response.

The second stage of data collection was a fieldwork. The researchers used Six-Point Likert Scale in the questionnaire in the research. Chomeya (2010) stated that Six-Point Likert Scale has higher value of reliability compared to Five-Point Likert Scale because even number scale will provide more appropriate result by preventing respondents from choosing neutral answer. Schall (2013) also suggested that for hospitality industries questionnaire, it is an optimum size compared to 5 to 10 scales

Sampling

The sampling method used in this study is probability sampling which is simple random sampling. Simple random sampling is the most basic form of probability sampling as every member of the population has an equal and known chance of being the subject of the sample and high representative from the sampling will be created (Sekaran & Bougie, 2010). In achieving reliable and valid sample of this study, the researchers used the equation from Krejcie & Morgan (1970) to determine the sample size. The formula is shown below:

$$S = \frac{x^2 Np(1 - p)}{e^2(N - 1) + X^2p(1 - p)}$$

n = sample size

N = population size

e = the degree of accuracy expressed as proportion (0.05)

x^2 = chi-square of degree of freedom 1 and confidence 95% (3.841)

p = proportion of population (if unknown, 0.5)

$$S = \frac{1.96^2(510\,000 \times 0.5)(1 - 0.5)}{0.05^2(510\,000 - 1) + (1.96^2 \times 0.5)(1 - 0.5)}$$

$$S = \frac{489\,804}{1275.9575}$$

$$S = 384$$

Thus, 384 respondents were selected as the sample size.

Data Analysis

There were three data types of data analysis used in this study, that were frequency analysis, descriptive analysis and reliability analysis. The data obtained was analysed by using Statistical Package for the Social Science (SPSS).

FINDINGS

Descriptive Analysis

From 384 questionnaires collected, 64 surveys were discarded owing to invalid response and monotonous, the remained only 320 returned questionnaires were usable and can be examined. The response rate is 83.33%.

According to Roscoe's rule of thumb (Sekaran et. al., 2010), a sample size that is larger than 30 and less than 500 are most appropriate.

Table 1
 Total Number of Questionnaires.

Descriptive	Number of Percentage
Number of questionnaires distributed	384
Questionnaires returned and usable to be analysed	320
Invalid Response	64
Usable Survey	320
Percentage of Response Rate	83.33%

The demographic profile of the respondents was recorded, analysed and simplified as presented in Table 1 based on respective category. From there, there were 163 (50.9%) male respondents and 157 (49.1%) female respondents. The highest number of respondents are in the age range of 25-34 years old, 92 (28.7%). In this study, most respondents are local people. For Malaysians, there were 279 (87.2%) respondents. The highest number of respondents' education level was university, which was 154 (48.1%) respondents. Respondents who went for leisure was the highest, which stand of 149 (46.6%) respondents. A majority of the respondents 104 (32.5%) had used 2-3 times hotel reservation services.

Table 2
 Demographic Profile Statistic Analysis Results

No.	Category	Details	Frequency (320)	Percentage (%)
1.	Gender	Male	163	50.9
		Female	157	49.1
2.	Age	18-24 years old	85	26.6
		25-34 years old	92	28.7
		35-44 years old	87	27.2
		45-54 years old	46	14.4
		55 years old and above	10	3.1
3.	Nationality	Malaysian	279	87.2
		Non-Malaysian	41	12.8
4.	Education level	Primary School	12	3.8
		High School	90	28.1
		University	154	48.1
		Professional	56	17.5
		Others	8	2.5
5.	Trip purpose	Business	59	18.4
		Event	99	30.9
		Leisure	149	46.6
		Others	13	4.1
6.	Used time(s)	Never	37	11.6
		Once	80	25
		2-3 times	100	32.5
		4-5 times	75	23.4
		6 times and above	24	7.5

Reliability Test

In this study, reliability test was conducted to evaluate Cronbach's Alpha values for all variables. The values are as follows: web review (0.561), social interaction (0.623), price (0.673) and purchase intention (0.904). All reliabilities were above 0.5 and 0.6 level and were generally considered as poor (Matlar, 2012).

Table 3
 Mean, Standard Deviation and Reliability

Items	No. of items	Items	Mean	SD	Reliability
WR	4	WR1	5.40	0.664	0.561
		WR2	5.49	0.681	
		WR3	5.35	0.728	
		WR4	5.33	0.785	
SI	5	SI1	4.96	0.857	0.632
		SI2	4.75	1.081	
		SI3	5.15	0.822	
		SI4	5.03	0.988	
		SI5	4.95	0.951	
P	5	P1	4.93	0.898	0.673
		P2	4.75	1.047	
		P3	4.88	0.948	
		P4	4.96	0.951	
		P5	5.04	0.953	
PI	5	PI1	4.93	0.808	0.639
		PI2	4.76	1.028	
		PI3	5.03	0.839	
		PI4	4.80	0.929	
		PI5	5.11	0.954	

Note: WR=WEB REVIEW, SI=SOCIAL INTERACTION, P=PRICE and PI=PURCHASE INTENTION

Relationship Testing and Discussion of Results

Spearman analysis was conducted to reveal the relationship between the independent variables and dependent variable. Based on Table 3, web review, social interaction and price were found to influence tourists' purchase intention towards Airbnb in Kuala Lumpur. At 5 % significant level, web review is significantly associated with usage intentions at 0.05 ($r=0.561$, $p\text{-value}=0.005$). Consequently, H1 is supported. This means, when web review is poor, tourists' purchase intention to adopt it would be lower. This result indicates that; the movement of web review is parallel to purchase intention. Previous studies supported the current result for web review (Ramayah et al., 2003; Wang et al., 2003; Cheong and Park, 2005; and Gritting and Ndubisi, 2006) which pointed out web review as a variable that significantly influences purchase intention towards Airbnb.

Table 4
 Results for Relationship Testing

Hypothesis	Result	Findings of Data Analysis
H1: There is a positive relationship between web review and the tourists' purchase intention towards Airbnb in Kuala Lumpur.	$r = 0.561$, $p = 0.005$ Moderate positive	H1: Accepted
H2: There is a positive relationship between price and the tourists' purchase intention towards Airbnb in Kuala Lumpur.	$r = 0.632$, $p = 0.000$ Moderate positive	H2: Accepted
H3: There is a positive relationship between social interaction and the tourists' purchase intention towards Airbnb in Kuala Lumpur.	$r = 0.673$, $p = 0.000$ Moderate positive	H3: Accepted

Table 3 shows that social interaction of use ($r=0.632$, $p\text{-value}=0.000$) is significantly related to purchase intentions. Consequently, H2 is supported. This explains that when social interaction is good, tourists feel that they need to make a good communication with neighbourhood. In short, the two constructs (web review of social interaction) are moved in the same direction, which means the greater ease of use, the greater is the purchase intentions. This is consistent with previous studies (Ramayah et al., 2002, Davis et al., 1989 and Adams et al., 1992) which found that social interaction affects tourists' purchase intention towards Airbnb. Consequently, the greater social interaction, the more likely that tourists will use Airbnb.

Price is significantly associated with purchase intentions at 0.05 ($r=0.672$, $p\text{-value}=0.000$) which explains its appropriateness in predicting tourists' purchase intention to use Airbnb in Kuala Lumpur. Consequently, H3 is supported. The current result is consistent with Plant (2001), Amin et al. (2006), and Nysveen et al. (2005) researches. In short, the two constructs (social interaction and price) are moved in the same direction, which means the lower the price, the greater the purchase intentions. This result reveals that Airbnb is very well perceived as instrumental for expressing the tourists' personal and social identity and thus important in determining adoption. By using Airbnb, tourists can distinguish themselves in the society. This shows that price would lead to more favourable behavioural intention of Airbnb because of its personal values and identity.

DISCUSSION & RECOMMENDATION

The main hypotheses of this study are focused on the determinants and factors that influence tourists' purchase intention towards Airbnb in Kuala Lumpur. Limitations and recommendation aimed at future research and conclusions are all included in this chapter.

Web reviews are considered as an online market place and online marketing strategies. According to Quartz (2018), Airbnb guests accuse it of deleting negative reviews and boosting bad hosts. Airbnb explained that a review might be taken down because the review was considered as illegal, profane, or discriminatory material.

Social interaction can be done by the guests and hosts by showing the guests around and show guests the local attractions. Besides, Poon and Huang (2017) stated that the info of the travel recommendation is very precious to the traveler because the traveler would like to travel to places that can give them benefit which is recommended by the host.

Price has been widely recognized as a determining factor affecting tourist purchase intention (Kim & Kim, 2004; Moon, Chadee, & Tikoo, 2008; Yoon, 2002). This is supported by a study by Masiero and Nicolau (2012) who found that price plays a complex role in influencing tourists as they choose between tourism products. Consequently, a strong correlation between a hotel's room price and the hotel's service quality is often expected (Becerra et al., 2013).

The limitation that has been discovered is the lack of previous studies in the research area. Besides, this study only focused on three independent variables which are web review, social interaction and price. Thus, it is suggested for future researchers to explore other factors. The method of data collection was by distributing online questionnaire vis Google Form. By using this method, researchers were unable to identify the truthfulness of the respondents.

There are many possible suggestions for future research to be explored. Firstly, future research could consider the location because different city of Malaysia would provide different opinion. Future researchers could use other method like face to face method during data collection in order to explain about the questions in the questionnaires.

CONCLUSION

In conclusion, this study delivered the relationship among determinants of factor (web review, social interaction and price) with purchase Intention of tourists to use Airbnb in Kuala Lumpur. A whole amount of 384 questionnaires were collected from the targeted respondent. From 384 questionnaires collected, only 320 questionnaires were usable and can be examined for analysis. Based on the result of this study, there was a weak positive relationship between

web review and tourists' purchase intention towards Airbnb in Kuala Lumpur. For social interaction, there was a weak positive relationship between social interaction and purchase intention. In addition, the result of the relationship between the price and purchase intention is positively moderate.

Moreover, this study reveals that factors (web review, social interaction and price) of purchase intention determinants are positively related to tourists' purchase intention towards Airbnb in Kuala Lumpur. In addition, the study found that 'homophily' was the most important dimension while 'trust' was the least important that influenced perception. Such results can be foretold about how to defame their influence so that purchase intention can be more effective. It can therefore be resolved that all social networking sites need to know the best way to motivate customer purchasing behaviour.

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Customer Purchase Intention towards Physical Environment of 5 Star Hotels in Kuala Lumpur

Lee May Yin, Mohamad Azrin Jamaludin, Nor Akma Sharmiemie Che Ab Hamid,
Nurul Ashikin Al-Azmi & Nor Maizana Mat Nawi

Faculty of Hospitality, Tourism and Wellness, Universiti Malaysia Kelantan
Corresponding email: maizana.mn@yahoo.com

ABSTRACT

The study explores the factors of physical environment that influence the customer purchase intention towards 5 star hotels in Kuala Lumpur. A survey was conducted and 384 respondents completed the questionnaires. The results showed that customers prefer to book for a stay in 5 star hotels based on the physical environment. The development of hotel environment creates a variation of intention to purchase consisting three factors which are ambiance, décor and layout. Quantitative research method was used in collecting all the data and a set of questionnaire was created. Moreover, reliability analysis, descriptive analysis, Spearman's correlation coefficient and mean analysis were used to analyse the data in this research. The results express factors that hotels can rely on in customer purchase intention of physical environment to provide better products and services.

Key Words: *Purchase Intention, Physical Environment, Ambiance, Decor, Layout*

INTRODUCTION

In the past few years, many customer behavior intention studies have agreed that customer purchase intention can be influenced by the physical environment (Reimer & Kuehn, 2005). Ailawadi, Neslin and Gedenk (2001) defined purchase intentions as customers' willingness to obtain certain products or services. Outcomes in these studies showed that creating more enjoyable and innovative atmosphere contributes to the success of an organization. In fitting to reach the substantially high satisfaction of their purchase, the elements of tangible including physical environments cannot be ignored. According to Ryu and Jang (2007), although there is a significant measure of the study about the effects of physical environment on human psychology and actions, previous research has been conducted to one or more specific physical environmental factors such as lighting and music.

This study aims to investigate the factors that influence customer purchase intention towards physical environment of 5 star hotels in Kuala Lumpur. According to Bitner (1992), physical environment gives an important role for hedonic service to the guest at the hotel. Besides, there are the studies from past researcher mostly focusing on physical environment which are lighting, layout, table setting and service staffs. Besides, there are also a previous study by other researcher about cleanliness, courtesy, security, attractive atmosphere and service setting but there are limited studies conducted on ambiance, décor and layout. Therefore, this study aims to examine the factors that influence customer purchase intention towards physical environment of 5 star hotels in Kuala Lumpur and to analyse the relationship between ambiance, decor as well as layout and customer purchase intention towards 5 star hotels in Kuala Lumpur. There are two objectives of this research:

- 1.1 To examine the factors that influence customer purchase intention towards physical environment of 5 star hotels in Kuala Lumpur.
- 1.2 To analyse the relationship between ambiance, decor and layout in influencing customer purchase intention towards 5 star hotels in Kuala Lumpur.

Significance of the Study

Researchers

This research gives good information to a new researchers and new entrepreneurs who are related with this topic. The studies were related to entrepreneurs by giving them knowledge about customer purchase intention and physical environment in hotel industry. The knowledge is useful to be applied in business world. This paper serves as a basic outline on how to conduct a research involving what and how the research was done. This could be used as a reference for future researchers that wishes to study on this issue. Future researchers could do their literature review based on this study to gain an idea on the results on previous research shows.

Hospitality Industry

The hospitality industry focuses on customer satisfaction and providing specific experience for them. It is a unique industry because it depends so intensely on optional salary and free time. It is important that the results of this study will benefit hotels that provide good physical environment such as ambiance, decor and layout for customer. The researcher needs to study how physical environment attracts customers and increases their purpose to purchase the hotel products and services. Physical environment affects the number of guests and a company's goal can be achieved by perfectly meeting the needs and giving good impression to customers.

Consumers

This paper gives the impact to consumer knowledge and guideline to choose the best environment they want during a stay in the hotel. This study allows useful information and gives opinion to customers to make decisions on their own. This research also makes a contribution to the knowledge of consumer's behavioural intention to purchase a product while they observe the physical environment that owner of the hotel provide for them.

LITERATURE REVIEW

Customer Purchase Intention

Customer purchase intention is defined as consumer ability or plan to purchase a specific product or services in the future (Wu, Yeh & Hsiao, 2011). Customer purchase intention has been utilized widely as a main idea in market research to specify customer purchasing intention (Yang & Mao, 2014). Generally, customer satisfaction is described as how customers access to production after consuming a product as well as how they evaluate the services of product by matching it with products from other organization within the same industry. Researchers have proposed six phases of product which are awareness, knowledge, interest, preference, persuading and consumption before purchasing (Kotler & Armstrong, 2010; Kawa, 2013). As stated by Smallman and Moore (2010), the environmental elements affect the decision procedure indirectly, through way of affecting individual factors to purchase the product.

Physical Environment

The significance of the physical environment of the hotel has been underlined by many researchers. Physical environment is characterized as the material surroundings of a place consisting of design, decoration, layout and aesthetics. Since physical environment is described as an outward appearance of the service providers, establishing customer expectations can be critical through preparing the quality of the intangible service through the tangible indication (Berry & Parasuraman, 1991). According to Bitner, 1992, physical environment is one of the crucial elements in distinguishing service organization and shape the nature of customer experiences. Sufficient physical environment in this sense results in more promising customer's responses like the comfort sensitivity and increasing positive verbal trust (Ryu & Han, 2012).

Ambiance

According to Kotler (1973), to produce specific emotional effects in buyers, it is the conscious design of a space that enhances their buying probability. The atmosphere consists of a set of elements like lighting, music, scent, and color.

Furthermore, Mehrabian and Russell (1974) first introduced a theoretical model to explain the impact of environmental stimuli on individual behaviour. Likewise, Ryu and Jang (2000) found that atmosphere such as music, temperature, aroma and appearance of employees had the most important influence on the emotional responses of customers, which in turn affect customers' purchase intentions after purchase. An expensive hotel has soft lighting and peaceful music, as well as a pleasant, relaxing ambiance. Berglund and Halvarsson (2008) stated that environmental background aspects such as lighting, different kinds of noise, music and temperature are the ambient conditions. The ambiance is the quality of the surrounding space that customers perceive.

Décor

Décor plays a huge role as the marketing strategy by influencing customer intention and responses such as satisfaction, behaviour, attitude, emotion, price perception and also value perception (Wall & Berry, 2007; Han & Ryu, 2009; Pullman & Gross, 2004; Pullman & Robson, 2007; Ryu & Jang, 2007). In line with that, Bitner (1992) stated that décor is considered as an attention in research on atmospherics which includes exterior and interior design same goes as the ambient condition of service provision. Decoration may be influenced by the colour schemes, wall or floor covering, furniture, picture or painting, and flower or plant to increase the view quality of an area, catch customer emotion and influence their intention (Ryu & Han, 2011). Moreover, Ryu and Jang (2008), typically classified colours, shapes, style, décor, and artwork, as "facility aesthetics" and describes that physical environment, including the overall layout, decoration, design, and aesthetics (Bogicevic, Bujisic, Cobanoglu & Feinstein, 2018).

Layout

Architectural design books reported that layout factors include the hotel size, standard or hotel range, arrivals and departures pattern, bookings and tour arrangement, seasonality and length of stay (Lawson, 1976; Rutes & Penner, 1985). Spatial layout is the way objects are arranged within the environment such as the machinery, equipment, and furnishings. Thus, the layout in a space practically have a function or useful in needs. The layout can directly affect customer perceptions of quality, pleasure, excitement, and also indirectly on the repurchase intention. The crowding in the layout should be reduced to give customer a favourable impression. According to Bitner (1992), the accessibility to the layout refers to the organization of furnishings, equipment, passage ways and service areas. Accessibility of the layout should include signage. It is observed in the studies that the dimension of accessibility include clear location signage and noticeably signed fire exits and routes (Robinson & Callan, 2005).

Research Hypothesis

In this study, there are three hypotheses to find out whether there are any correlations or relationship between dependent variables and independent variables:

- H1: There is a significant relationship between ambiance and customer purchase intention towards physical environment of 5 star hotels.
- H2: There is a significant relationship between decor and customer purchase intention towards physical environment of 5 star hotels.
- H3: There is a significant relationship between layout and customer purchase intention towards physical environment of 5 star hotels.

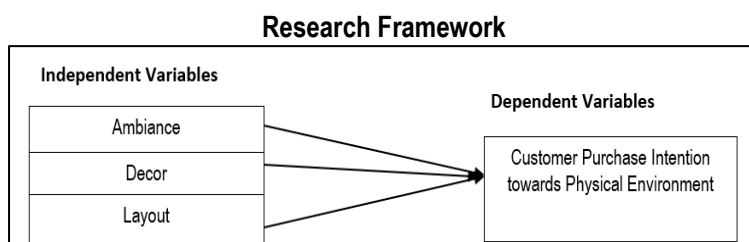


Figure 1: Research Framework of Customer Purchase Intention Towards Physical Environment of 5 Star Hotels In Kuala Lumpur
Adopted from Mary J Bitner(1992)

METHODOLOGY

Research Design

This study used the quantitative method through a questionnaire. The questionnaire except the profile are set in Six-Point Likert Scale and the assigned points are 1 to 6 which ranged from 1=strongly disagree, to 6=strongly agree. Respondents are required to rank their respond based on the questions given by the researcher. From this analysis, respondents might had chosen the different scale while answering for the provided questions. The responses were based on the respondents' experience and knowledge.

Data Collection

In the first stage, the data collection used in this study is primary data only. Burns and Bush (2010) stated that primary data referred to the original data that were collected for the first time and not been published yet. The sources for primary data are survey, interview, questionnaire, and observation through online journal, website, and databases.

The second stage of data collection was a fieldwork. A set of questionnaires was distributed to the population to collect the data from the respondents and online journal to find the literature review. This questionnaire collects the facts or the opinions based on the respondents' opinion related to the topics. The questionnaire had three sections which are section A for demographic data of the respondents, section B for customer purchase intention and C for factors of physical environment. The questionnaire was presented in bilingual language to make sure the respondents understand the research. For the online journal, the researchers used Emerald insight, EBSCO host, Infotrac, ProQuest and other websites. This method is really useful for the collection of data in a large population.

Sampling

The sampling method used in this study was the equation that developed by Krejcie and Morgan (1970) in determining the sample size. Besides, the researchers also referred to the sample size for finite populace which is equivalent to or exceeding 1,000,000, the required sample size is 384. In achieving reliable and valid sample of this study, the researchers used the equation from Krejcie & Morgan (1970) to determine the sample size. The formula is shown below:

$$S = \frac{x^2 N p (1 - p)}{e^2 (N - 1) + X^2 p (1 - p)}$$

n = sample size

N = population size

e = the degree of accuracy expressed as proportion (0.05)

x^2 = chi-square of degree of freedom 1 and confidence 95% (3.841)

p = proportion of population (if unknown, 0.5)

Data Analysis

There were three data types of data analysis used in this study were frequency analysis, descriptive analysis and reliability analysis. The data obtained was analysed by using Statistical Package for the Social Science (SPSS).

FINDINGS

Table 1
 Profile of Samples

Respondent Profile	Classification	Frequency (N=384)	Percentage (%)
Gender	Male	153	39.8
	Female	231	60.2
Age	21-30 years old	200	52.1

	31-40 years old	95	24.7
	41-50 years old	67	17.4
	50 years old and above	22	5.7
Race	Malay	230	59.9
	Chinese	88	22.9
	Indian	46	12.0
	Others	20	5.2
Working status	Government Servants	114	29.7
	Private Sector	112	29.2
	Self-employed	130	33.9
	Others	28	7.3
Monthly income	RM1500 and below	112	29.2
	RM1501-RM3000	111	28.9
	RM3001-RM4500	106	27.6
	RM4501 and below	56	14.3

Table 1 shows the characterization 384 of the respondents. There 60.2 % male, 52.1% age between 21 to 30 years old, 59.9 % Malay races, 33.9% were self-employed, and had 29.2% of monthly income.

Table 2
 Mean, Standard Deviation of Items and Subsections (n=384)

Subsection	Items	Mean	SD	
Ambiance	Lighting of the hotel must be interesting.	5.21	0.865	
	Music gives a pleasant feeling for guests at the hotel lobby.	4.98	0.983	
	Air freshener needs to be prepared to eliminate odor.	5.46	0.725	
	Temperature of the hotel lobby must be cool and comfortable for a hotel guest. be	5.31	0.775	
	More no smoking sign is required to maintain air quality.	5.47	0.830	
	Subsection mean scores		5.29	0.593
Décor	Choices of the theme colours at the hotel successfully create attention.	5.24	0.825	
	The hotel decorations also create the memories presentation.	5.20	0.856	
	The style of décor successfully creates confidence to me.	4.93	0.978	
	Creative decoration of interior design in the hotel gives an inspiring idea to me.	5.11	0.901	
	The color of the furniture and its fabric looks elegant.	4.60	1.152	
	Subsection mean scores		5.02	0.705
Layout	Retail and dining options are nearby and always available to customers.	5.27	0.832	
	The signs of airport clearly direct me to services like parking, car rentals, terminals, ATM etc.	5.42	0.740	
	Layout is arranged appropriately to avoid crowding of passenger and easy movement.	5.30	0.750	
	Layout is designed nicely to cater passengers with specific needs such as disabled, smokers, pregnant women etc.	5.38	0.799	
	Baggage trolleys are unavailable and inconveniently located.	5.34	0.740	
	Subsection mean scores		5.34	0.621
	Customer purchase Intention	I prefer to change my initial purchase intention after searching relevant information about hotels' physical environment.	4.85	0.992
The ambience of the hotel influences my purchase intention.		5.20	0.904	

The décor of the hotel influences my purchase intention.	4.91	0.992
The layout of the hotel influences my purchase intention.	4.93	0.969
I would like to recommend this hotel to peers or friends after purchase.	5.06	0.916
Subsection mean scores	4.99	0.660

Table 2 summarises the segment information of the mean score attained as of a descriptive analysis. The overall mean score and standard deviation of variables and sub variables were designed based on 6 point Likert scale (1=strongly disagree to 6=strongly agree). Of the 4 subsections, the subsection “layout” (mean=5.34, standard deviation=0.621) scored the highest, supporting customers’ purchase intention towards physical environment of 5 star hotels at Kuala Lumpur. “Ambiance” (mean=5.29, SD=0.593) scored the second highest of customers purchase intention towards physical environment. It can be derived that respondents believe that the environment give impact to the customer behaviour. In addition, the subsection of “decor” (mean=5.02, SD=0.705) scored the third highest of customers’ purchase intention towards physical environment. The effective spatial layout of the physical environment is very significant because the physical environment in service settings is to purposely accomplish and satisfy the specific wants and needs of customers (Bitner, 1992). The subsection of “customers’ purchase intention” scored the lowest from other subsections of physical environment at 5 star hotels at Kuala Lumpur (mean=4.99, SD=0.660).

Table 3
 Relationship Testing and Discussion of Results

Hypothesis	Result	Findings of Data Analysis
H1: There is a significant relationship between ambiance and customer purchase intention towards physical environment of 5 star hotels.	r = 0.507** p = 0.000 Moderate positive (negative)	H1: Accepted
H2: There is a significant relationship between decor and customer purchase intention towards physical environment of 5 star hotels.	r = 0.553** p = 0.000 Moderate positive (negative)	H2: Accepted
H3: There is a significant relationship between layout and customer purchase intention towards physical environment of 5 star hotels.	r = 0.477** p = 0.000 Low positive (negative)	H3: Accepted

Table 3 shows that ambiance (r= 0.507, p-value= 0.000) is significantly related to customer purchase intention towards physical environment of 5 star hotels. Therefore, ambiance factor has a moderate positive relationship that influences customer purchase intention towards physical environment of 5 star hotels in Kuala Lumpur. Hence, H1 which is to measure the relationship between customer purchase intention and ambiance is accepted. From this result, it can be specified that the respondents believe that the environment condition gives impact to customer behaviour. Furthermore, Jani and Han (2014) stated that a comfy ambiance turns to boost customer satisfaction. For example, customers these days are about improving their life quality and enjoying a comfortable hotel environment (Xiao, 2018). This can be supported by Jysmä (2012) in her study that homey and warm ambiance of the hotel other than peaceable place are also essential details to customer.

Table 3 also shows that décor has a moderate relationship with customer purchase intention towards physical environment at 5 star hotels in Kuala Lumpur with (r =0.553, p-value=0.000). Hence, H2 which is to measure the relationship between customer purchase intention and decor is accepted. This can be supported by Freund and Munsters (2005) who found in their study that the experience of a stay at the hotel can be influenced by the design features. In other words, customers will have a different experience every time they stay in a hotel (Nobles & tom, 2001; Rowe, 2003).

Layout factor has a low positive relationship that influences customer purchase intention towards physical environment of 5 star hotels in Kuala Lumpur. It can be clearly seen as low positive relationship with correlation coefficient of 0.477. On the other hand, the significant level of layout and customer purchase intention was 0.000. Hence, H3 which is to measure the relationship between customer purchase intention and layout is accepted. The effective spatial layout of the physical environment is very significant because the physical environment in service settings is purposefully to accomplish and satisfy the specific wants and needs of customers (Bitner, 1992). Correspondingly, Tombs and McColl-Kennedy (2003) claimed that customers' wants and needs affect repurchase intention through effectiveness and cognitive responses linked with the service staffs. Furthermore, Caro (2001) also stated that one of the most common errors in designing a hotel lobby is the front desk is not directly noticeable to arriving customers and traffic flow from the front desk to the elevators is not smooth in layout.

DISCUSSION & RECOMMENDATION

The main hypotheses of this study are focused on exploring the factors of physical environment that influence the customer purchase intention towards 5 star hotels in Kuala Lumpur. Limitations and recommendation aimed at future research and conclusions are all included in this chapter. This study hypothesizes that hoteliers consider targeting high extraverts and high agreeableness individuals at the same time elevating their hotel ambience with the assurance of satisfying the guest leading into loyalty (Lin, 2010). In other word, the relationship becomes stronger when customers experience favorable hotel ambience condition (Dev & Han, 2013).

The effective spatial layout of the physical environment is very significant because the physical environment in service settings is purposefully to accomplish and satisfy the specific wants and needs of customers (Bitner, 1992). This is supported by Law and Hsu (2005), who found that guests searching for reservation information as the most important influence, and the most important attribute like room rates, and when guests were looking for high quality accommodations and website quality affected their purchase intentions. The limitation that has been discovered is the lack of previous studies in the research area. Besides, this study only focused on three independent variables which are ambience, décor and layout as physical environment Thus, it is limited and future researchers could explore other factors. Next, the data collection of distributing questionnaires via Google Form at 5 star hotels only at one place which is Kuala Lumpur. Thus, it causes limitation in this study.

For the recommendation, the researchers recommend several suggestions to further improve the result of this study. Firstly, future researchers could consider the variable of the study to other variables such as social environment and use other variable of physical environment such as service scape and others. Additionally, future researchers could future researches could study about other hotel locations and rating stars because different cities in Malaysia would give different results. For data collection, future researchers could focus on methods like direct approach which is a face to face method in order to to explain about the questions in the questionnaire.

CONCLUSION

In conclusion, this study examines the relationship among determinants of physical environment (ambience, décor, and layout) and customer purchase intention in five star hotels. A whole amount of 386 questionnaires were collected from the targeted respondents. From 386 questionnaires collected, 384 questionnaires were usable, can be examined and used for analysis. For independent variable which is ambience, the measurement showed moderate coefficient value of 0.507 while decor scored coefficient value of 0.553. Furthermore, layout gained 0.477 that was the low positive correlation. This study reveals that customer purchase intentions are positively related to physical environment. In addition, the study found that 'decor' is the most important dimension while 'layout' was the least important that influenced customer purchase intention in 5 star hotel. Such results can be foretold about how to defame their physical environment so that customer purchase intention can be more effective. It can therefore be resolved that all physical environment team members need to know the best way to motivate customer purchasing behaviour.

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The Effectiveness of Smoking Ban in Kota Bharu Restaurants

**Effa Syahira Shaiful Anwar, Nurul Faziatul Syifa Mohamad Fodzi,
Kanagambigai A/P Subramaniam, Nur Syifaa Mohd Ali, Nurashikin A. Ridzuan &
Nor Maizana Mat Nawi**

Faculty of Hospitality, Tourism and Wellness, Universiti Malaysia Kelantan
Corresponding email: maizana.mn@umk.edu.my

ABSTRACT

This study intends to identify and examine the factors contributing to the effectiveness of smoking ban in Kota Bharu restaurants. A survey was conducted and a total of 299 questionnaires were collected to evaluate the result of this survey. The outcome of this survey indicates that there is an association between contributing factors and the effectiveness of smoking ban in Kota Bharu restaurants. Parallel to the current scenario of smoking ban in all restaurants, pubs, bar and eateries, this research intends to find out the relationship of these factors to effectiveness of smoking ban and how these factors influence the effectiveness of smoking ban in Kota Bharu restaurants. This research revealed that more studies and research should be conducted to understand the factors. Apart from health factor, the environment and governmental laws also play a vital role in the effectiveness of smoking ban in restaurants.

Keywords: *Smoking ban, Health, Environment, Governmental laws, Restaurants*

INTRODUCTION

The hospitality industry is a wide service sector that revolves in the economic aspects of a country. The function of hospitality industry is not only limited to hotels but it has been widened to other sectors as well. The accommodation and food-service sectors have been regarded as key sub industries of the hospitality sector (Broheron, 1999; Guerrier & Adib, 2000; Lockwood & Jones, 1989). The existence of food and beverage industry caused the emergence of many types of food establishments. This can be further explained as there are two distinctions in the food and beverage industry known as commercial and non-commercial sector. The commercial sector comprises of quick service restaurants, full service restaurants, catering and drinking establishments while institutional and accommodation foodservices fall under non-commercial sectors. Though these two sectors are in an immense growth, there are some issues and challenges that lie within these sectors concerning on the establishments mostly. One of the main issues is the food safety and traceability that continues to be the top priority. A cross-sectional study done by Albers, Siegel, Cheng, Biener and Rigotti (2004) in Massachusetts found that strong local restaurants and bars regulations are associated with more negative attitudes towards the social acceptability of smoking in restaurants and bars among adults who eat out or go out primarily in their town. The dominant problem of the case above is the smoking issue. Smoking has been a global issue as it managed to catch people's attention. Even though there are many health and environmental effects, people tend to smoke because of certain factors and this has given a wide chance for the tobacco industry to keep growing and providing continuous tobacco supply. Smokers mostly acknowledge the harm they are doing to themselves and many report that they do not enjoy it and yet they continue to smoke (Fidler & West, 2011; Ussher, Brown, Rajamanoharan, & West, 2014). This clearly explains the strong influence of tobacco especially the cigarette among people. There are three objectives of this research:

- 1.1 To examine the relationship between health factor and the effectiveness of smoking ban in Kota Bharu restaurants.
- 1.2 To examine the relationship between environmental factor and the effectiveness of smoking ban in Kota Bharu restaurants.

- 1.3 To examine the relationship between governmental laws factor and the effectiveness of smoking ban in Kota Bharu restaurants.

Significance of the Study

This study intends to educate and provide information on the effectiveness of smoking ban as well the factors related to it. The outcomes of this study might be a catalyst for researchers to conduct similar studies in the area related to smoking, health, environmental issues, governmental laws and smoking ban. This research might also be useful for comparison purpose or creating new theories. There is no any effect on the restaurants profit even though there is a smoking ban imposed and owners should be happy because it is bringing a positive effect to them. This study certainly leads to a better community as one is able to influence the other and it keeps continuing as chain of habit within the community.

LITERATURE REVIEW

Factors Contributing to the Effectiveness of Smoking Ban

A study on smoking control was initially conducted in Australia. It emphasized on providing a smoke free environment based on several reasons. It includes; to improve the air quality, reduce the exposure of restaurant employees to environmental tobacco smoke and to marginalize the smoking behaviour (Margot, Robyn, Catherine & Rob, 1993). The continuity of such study results in emergence of other studies regarding smoking ban covering other aspects as well. Another study of smoking ban was aimed to assess public opinion on totally smoke free restaurant policies, the frequency of restaurant use among smokers and non-smokers, and the self-reported predictions of change in the frequency of restaurants use under smoke free policies among Hong Kong adults (Lam, Janghorbani, Hedley, Ho, McGhee & Chan, 2002).

Health

Wright (1982) had emphasized the meaning of health as the social character of being fully human. He also added that health is not neutral but a moral concept; which incites people to action (Wright, 1982b). In contrast, Wright also develops his argument by referring to other existing opinions about health such as health refers only to the physiological state of the human body and that it can be verified and measured by external technical means. Health is a concept which is applicable only to the individual and health can be divided into two spheres: mental and physical. On the other hand, Dr Andrija (1948) defined health as "a state of complete physical, mental, and social well-being and not merely the absence of disease or infirmity". Next, the *Merriam Webster dictionary* (2019a) defines health as the condition of being sound in body, spirit and mind, free from physical pain or disease or the general condition of the body.

Environment

Environment can be explained by the multiple definitions such as, the circumstances, objects or conditions surrounded by a person, the complex of physical, chemical, and biotic factors (climate, soil and living things) that act upon an organism or an ecological community and ultimately determines its form and survival (*Merriam Webster dictionary*, 2019). The other definition of environment is the aggregate of social and cultural conditions that influence the life of an individual or community (*Merriam Webster dictionary*, 2019).

Governmental Laws

During the early 1980s, corporations began to adopt workplace smoking policies as well as to provide smoking cessation services to their employees (Eriksen, 1986). Workplace smoking control efforts can be seen as one of the early signs of the shift away from smoking as a normative behaviour (Brownson, Eriksen, Davis & Warner, 1997). In any society, governmental entities enact laws, make policies and allocate resources (Dean, 2000a). A major aspect of public policy is law and the law includes specific legislation and more broadly defined provisions of constitutional or international law (Dean, 2000).

Effectiveness of Smoking Ban

Smoking ban legislation in restaurants literally aims to protect non-smokers from the harmful health effects of the smoke. There has been a reduction in non-smoker being affected by smoke from smokers since smoking in restaurants has been banned and health has been improved for second-hand smoke (Frazer, McHugh, Callinan & Kelleher, 2016). Smoking ban law not only intends to protect the public from second-hand smoke exposure but also hypothesises that it may reduce youth smoking habits (Albers, Siegel & Cheng, 2004). In addition, smoking ban law may teach youths that smoking is not socially accepted and not a good health practice. The pros of smoking ban were identified as reducing the risk of second hand smoke, lessening air pollution, improving work productivity, reducing healthcare costs, reducing waste, decreasing the possibility of fire, contributing to lower energy consumption and personal expenses, result to cleaner areas where food is prepared and manufactured as well lessening the chance to influence others to take on the habit.

Research Hypothesis

In this study, there are three hypotheses which were created to determine whether it is parallel with our objectives and accepted at the end of this research.

- H1: There is a significant relationship between health factor and the effectiveness of smoking ban in Kota Bharu restaurants.
- H2: There is a significant relationship between environmental factor and the effectiveness of smoking ban in Kota Bharu restaurants.
- H3: There is a significant relationship between governmental laws factor and the effectiveness of smoking ban in Kota Bharu restaurants.

Research Framework

A research framework has been designed to investigate the connection between the factors and the effectiveness of smoking ban in Kota Bharu restaurants. The factors are health, environment and governmental laws.

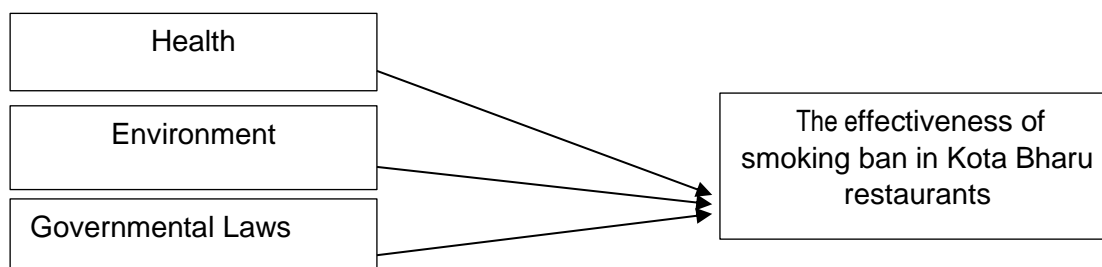


Figure 1: Research Framework of Factors Contributing to the Effectiveness of Smoking Ban in Kota Bharu Restaurants

Adapted from: Muhamed T. Osman (2013)

Public Attitudes towards Smoking Bans in Non- Air-conditioned Restaurants in Malaysia

METHODOLOGY

Research Design

The research design of this study is a descriptive research. Since descriptive research describes something which could be a phenomenon, a current situation and characteristic of a group of organization, we chose this as our research design. The purpose of choosing this research design is because it is able to answer the questions of what, who, where, when, why and how the particular situation or issue is. Researchers have prepared questionnaires consisting four main sections of demographic profile, the independent variables and the dependent variables. The questionnaires were distributed to most of the restaurants in Kota Bharu. The 319 respondents were adult males and

females either they are smoking or not and the age should be 18 years and above. The data received is collected and recorded then analysis was done.

Data Collection

This study is based on quantitative data collection method. Quantitative method is a mathematical and statistical based method used in acquiring information. The data that have been received will be transferred into numerical values to get solid results. Since, the quantitative method is based on statistical data, the survey questions or questionnaires should be very clear and precise according to the research objectives and research questions. The most reliable and quickest method is chosen to collect information from multiple respondents in an efficient and timely manner.

Sampling

Sampling is further divided into probability sampling techniques and non-probability sampling techniques. In probability sampling technique, a sample is being selected using a random selection so that each element of the population has a known chance of being selected. In this research we chose to conduct simple random sampling.

In simple random sampling, there is a chance or probability that could be chosen from the whole population. The researchers found it worth doing the study at different restaurants in Kota Bharu due to the heavy traffic of people there. This is because different restaurants have different types of behaviors and views from customers. In achieving reliable and valid sample of this study, the researchers used the equation from Krejcie & Morgan (1970) to determine the sample size. The formula is shown below:

$$S = \frac{x^2 N p (1 - p)}{e^2 (N - 1) + X^2 p (1 - p)}$$

n = sample size

N = population size

e = the degree of accuracy expressed as proportion (0.05)

x^2 = chi-square of degree of freedom 1 and confidence 95% (3.841)

p = proportion of population (if unknown, 0.5)

Data Analysis

There were three data types of data analysis used in this study, that were frequency analysis, descriptive analysis and reliability analysis. The data obtained was analysed by using Statistical Package for the Social Science (SPSS). The reliability coefficient is the amount of true inconsistency to the total experimental (or obtained) variability. Therefore, the data was tested using Cronbach's Alpha analysis in order to ensure the reliability and interior reliability of the information.

FINDINGS

Table 1

Total Number of Questionnaires

Number of questionnaires distributed		319
Questionnaires returned and usable to be analysed	299	
Response rate		93.3 %
Questionnaires used for analysis	299	

A total of 319 questionnaires were distributed and collected. Through the analysis of the data, only 299 questionnaires were found to be valid and usable. The response rate was 93.3%.

Table 2
 Respondent Demographic Profile

Respondent Profile	Classification	Frequency n=299	Percentage (%)
Gender	Male	112	37.5%
	Female	187	62.5%
Race	Malay	235	78.6%
	Chinese	13	4.3%
	Indian	46	15.4%
	Others	5	1.7%
Age	18-28	239	79.9%
	29-39	33	11.0%
	40-50	16	5.4%
	50-60	10	3.3%
	60 >	1	0.3%
Income	RM 4001 >	24	8.0%
	RM3001-RM4000	19	6.4%
	RM2001-RM3000	36	12.0%
	<RM2000	220	73.6%
Status	Married	55	18.4%
	Single	238	79.6%
	Divorce	6	2.0%
Education	STPM/Diploma	75	25.1%
	Bachelor Degree	183	61.2%
	Master	14	4.7%
	PhD	3	1.0%
	Others	24	8.0%
Smoking Status	Yes	213	71.2%
	No	86	28.8%

Female respondents were the dominant respondents compared to males as they recorded as 62.5% at a frequency of 187. Malays are known to be the highest respondents in terms of race as their frequency was 235 of 78%. The age range of 18-28 recorded the frequency of 239 with the percentage of 79.9%. Next, the income level of less than RM2000 was the highest at 220 and 73.6% respectively. The marital status of single recorded the frequency of 238 with 79.6%. The Bachelor's Degree education status was the highest at 61.2% with 183 frequency. Finally, the smoking status of yes recorded was 213 with 71.2%.

Table 3
 Reliability Coefficients, Mean & SD for Each Section of the Questionnaire

Questionnaire	No of items	Cronbach's Alpha	Mean	SD
Section B				
Factors Contributing to the Effectiveness of Smoking Ban				
• Health	7	0.898	3.62	0.513
• Environment	7	0.886	3.53	0.494
• Governmental Laws	7	0.864	3.48	0.517
Section C				
Effectiveness of Smoking Ban				
	6	0.803	3.50	0.493

No. of respondents (N) = 299

The reliability test was conducted to evaluate the Cronbach's Alpha, Mean and Standard Deviation of all the variables. The independent variable of health recorded a mean of 3.62, SD of 0.513 and Cronbach's Alpha of 0.898 for 7 items in whole. Next, environment variable was recorded as 3.53, 0.494 and 0.886 for the whole 7 items. The third variable of governmental laws recorded 3.48, 0.517 and 0.64 for the whole 7 items in it. Finally, the dependent variable of effectiveness of smoking ban was 3.50, 0.493 and 0.803 for its 6 items.

Table 4
 Results for Relationship Testing

Hypothesis	Result	Findings of Data Analysis
H1: There is a significant relationship between health factor and the effectiveness of smoking ban in Kota Bharu restaurants.	$r = 0.541^{**}$ $p = 0.000$ Moderate positive (negative)	H1: Accepted
H2: There is a significant relationship between environmental factor and the effectiveness of smoking ban in Kota Bharu restaurants.	$r = .616^{**}$ $p = 0.000$ Strong positive (negative)	H2: Accepted
H3: There is a significant relationship between government laws and the effectiveness of smoking ban in Kota Bharu restaurants.	$r = .686^{**}$ $p = 0.000$ Strong positive (negative)	H3: Accepted

The first hypothesis examines the relationship between health factor and the effectiveness of smoking ban in Kota Bharu restaurants. The respondents in Kota Bharu restaurants are slightly concerned and aware about their health and support this act. The result of 0.541 shows a moderate positive relationship between health factor and the effectiveness of smoking ban in Kota Bharu restaurants.

The second hypothesis examines the relationship between environmental factor and the effectiveness of smoking ban in Kota Bharu restaurants. This hypothesis depicts respondents having concern and care about the environment when it is associated with the smoking ban. A strong positive relationship of 0.616 between environment factor and the effectiveness of smoking ban in Kota Bharu restaurants was found through the analysis.

The third hypothesis examines the relationship between governmental laws and the effectiveness of smoking ban in Kota Bharu. The respondents in Kota Bharu restaurants are willing to obey and practise the law enforced by the government. It can be proven by a strong positive relationship of 0.686. The respondents of Kota Bharu restaurants abide the smoking ban law and do not smoke nearby the restaurant area as per enforced by the government.

DISCUSSION & RECOMMENDATION

These findings have important public health implications. The adoption of local smoke-free regulations, that primarily intended to protect non-smokers from second-hand smoke exposure, may have the potential to encourage anti-smoking social norms and adult cessation efforts, particularly among a subset of smokers who already view smoking as socially unacceptable in public places and among smokers who are engaged in the process of quitting smoking. This study provides further justification for state and local efforts to enact clean indoor air policies, and for state tobacco control programmes to include a substantial focus on supporting local second-hand smoke policy efforts. Additionally, other relevant parties can use this study to make full use of smoking ban in public place of restaurants be more effective. Finally, this study contributes to academicians and researchers theoretically. The findings provide additional information or information on smoking ban in restaurants to food and beverage (F&B) industry that influence people or tourists to choose the safe place and results from different perspectives. It also helps as a guide for future research improvements.

For the future research, the researchers would recommend several suggestions to future improvement in terms of the result of the study. This research can be used as reference towards the restaurant owners and restaurant guests to understand the effectiveness smoking ban in restaurants. There is enough information about the effectiveness of smoking ban in restaurants and that data collected are analysed and valid. In addition, future researchers are also recommended to integrate both quantitative and qualitative methods during data collection from the respondents. This recommendation is because different people may have different opinion towards things. Opinion of minor respondents might not be able to be represented using the questionnaire method. Hence, to obtain more information, this combined approach method would help the researchers a lot. Besides that, future researchers could add more independent variables like smokers' behaviour, youth, social class etc. to test the reliability. Future researchers can also conduct more research exploring new independent variables. Future researchers might also improve the result of the study. In this research, the researchers only tested three independent variables which are health, environment and governmental laws.

For practical recommendations, the researchers have suggested the government to increase cigarettes taxes. The cigarettes price is affordable even unemployed people could afford to buy it. The affordable price of cigarettes makes a lot of under age kids buying and consuming it. The smoking ban diffidently might be affected because the higher the cigarettes price, the fewer the consumers and thus the smoking ban will be more effective as there will be lesser consumers. Besides that, health care professionals, health agencies and others play an important role to make this smoking ban more effective. This professional bodies could create awareness on the importance of smoking ban towards health care. This smoking ban is good not only for health but also good for environment.

CONCLUSION

This study presented that there are three independent variables are tested which are health, environment and governmental laws. According to the finding, it is proven that governmental laws is the most affecting factor of the effectiveness of smoking ban in Kota Bharu restaurants. The law that the government has set is quite effective for Malaysians. Thus, most of the respondents regarded governmental laws as their main factors affecting the effectiveness of smoking ban in Kota Bharu restaurants. In addition, other variables followed by the environment and lastly health also has a contribution in motivating the customers in Kota Bharu restaurants.

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Acceptance of Customers in Self-Order Technology Service at McDonald's Kota Bharu, Kelantan

Nor Azreen Zainal, Nur Enani Aina Misbah, Nurul Syafiqah Nordin,
Priyatharisini A/P Subaramaniyam, Nor Amira Mohd Razali & Nor Maizana Mat Nawi

Faculty of Hospitality, Tourism and Wellness, Universiti Malaysia Kelantan

Corresponding email: maizana.mn@umk.edu.my

ABSTRACT

In this globalize era, the development of the technology is getting rapid and various technology innovations are introduced in food and beverage industry. The technology innovation eases customers' in their daily lives. One of the innovations that have a great popularity among customers is self-order kiosk service. This research attempts to determine the acceptance of customers towards self-order technology service in food and beverage industry. The target respondents of this research are customers who use the self-service kiosk at McDonald's in Kota Bharu. The respondents consist of 306 people. was collected among local and international tourist in both locations, Penang and Kuala Lumpur. Questionnaires was distributed and data was collected. The series of statistical analysis was based on the data collected.

Keywords: Usage, Time, Speed effectiveness, Ease of Use, Self-order, Technology

INTRODUCTION

Food and beverage service has grown into an enormous industry. The number and type of establishments of eating out has grown tremendously as suppliers are constantly trying to meet the market's changing demands and tastes. Due to the fast evolution, it is becoming difficult for the industry to keep up with the changes and track them. The technology is helping the outlet to improve the quality control, increase the speed of staging or sorting of products and restock items efficiently. These tasks are dependent on the technology that has a huge impact on operations and productions. Food and beverage industry contributes a lot to the benefits in hospitality industry as well as in the community (New Gen Apps, 2008, July 9).

A part of that technology infusion is the changing nature of service that retailers have commonly used in food and beverage industry. It proves that consumers choose self-service orders because of time constraint. By providing a self-service, customers quickly find the answers they seek (Wang, 2012). People with higher-qualified jobs and education levels tend to have a more quantitative time orientation as reflected in the "time is money" statement, which will make them more aware of the time gain from the use of self-service technologies (Preda, Ivanescu, & Furdui, 2009). The speed of service delivery provided by this technology results in time savings (Ding, 2007) and reduced waiting time for consumers (Walker, 2002; Beatson, 2007).

Customers who tend to make the most efficient use of their time may prefer not to interact in a full-service encounter with employees (Rodie & Kleine, 2000). The speed with which this technology delivers services leads to savings (Ding, 2007) and self-order can reduce the consumer waiting time (Beatson, 2007). Self-service technology can be assumed to be an alternative channel for consumers who want to reduce service delivery time (Lee, 2013). Besides that, the ease of use factor makes consumers are attracted to self-services. Consumers use easy-to-understand technology innovation that requires less effort to complete tasks. In the data frameworks written by Davis (1989), ease of use is presented and characterized as 'the degree to which a person believes that the use of a particular system or technology is exertion-free'. Ease of use was defined as the degree to which an individual believes it is effortless to use a particular system (Davis, 1989). Therefore, ease of use is related to the efforts a customer needs to make to make effective use of the new service process and to enjoy its expected benefit (Timmor & Rymon, 2008).

There are three objectives of this research:

1. To determine the relationship between usage of time with acceptance of self-order technology system in food and beverage outlets.
2. To examine the relationship between speed of effectiveness with acceptance of self-order technology system in food and beverage outlets.
3. To study the relationship between ease of use with acceptance of self-order technology system in food and beverage outlets.

Significance of the Study

Academician

In academic, this research contributes in food and beverage industry that holds research to standards other than academic journals, primarily investment returns. Exposing students to this research process gives them a different perspective than simply presenting journal theories or even academic journal research. Even better, students are exposed to real-world environments and expectations through involvement in industry research.

Practical

In practical, this research exposes students to the current practices and shows them how the theories and models in their textbook have evolved and shows the applications in real life. Moreover, future researchers are able to follow the important steps according to past studies which are more or less similar to their study. This study makes the future researchers more eligible to convey their point of view regarding McDonald's Kota Bharu in food and beverage self-order services

LITERATURE REVIEW

Usage of Time

Usage can be defined as a way of doing things (Merriam, 2019). Usage also usually refers to habitual or customary practices or procedures (Random, 2019). Furthermore, use also refers to the act of using or employing something. For example, restaurants always use point of sale technologies and 81% restaurants use either a point of sale or electronic register system.

The meaning of usage is how we use those things either technology or something else that we can use around us or use for something like in language. Usage refers to goods that people can use to help customers or can give some benefits to people who use that goods either good way or bad. For example, people nowadays use technology during ordering. This either shows people use that technology in good ways or not. Moreover, this is also how people use that technology either they use to their benefit or just to make for play. This usage is like how we take action, amount or mode of using (Merriam, 2019).

The meaning of usage of time refers to a period of time or a point in time, when it is describing what is happening then. For example, if something happened at a particular time, that is when an individual want to do a job at that time, it will be happened but if not happened it will be us doing that job another time. In addition, the value of services provided because it reduces the amount of time and energy consumers expend to purchase a product and has been proven significant (Jeng, 2016).

Speed Effectiveness

The majority of adoption of self-service technologies in restaurant industry involve a screen display ordering system, which is placed at a table allowing customers to order their food, drink and submit their payments. While, the restaurant industry has historically been slow to adopt new technology, some Canadian quick-service restaurants are adopting self-order system to differentiate their service from their competitors. Some of the recent innovations in

the quick service restaurants industry include mobile ordering, online coupons, digital menu board, smartphone apps, and self-service kiosk. Kiosks are self-service machines with a large touch screen that enable customers to order food, customize their menu items and even pay their bill without interacting with employees (Rastegar, 2018).

Moreover, self-ordering system has helped to minimize the waiting time per customer before being served. Self-ordering system can be defined as an e-ordering system that customers can place their orders electronically. Customers need not to wait endlessly on queue before being served as the system will limit the time and stress customer passes through waiting on the queue to be served by customer service providers (Ekabua & Obeten, 2015). Online order application for a fast food restaurant, get customers trustable information and verify the correct information before placing order. On the other hand, customers feel rushed when ordering directly with the employee. Hence, when a restaurant allows customers the ease of initiating a transaction on their time frame and stride, the accuracy of the transaction will increase (Wolfenbarger & Gilly's, 2001).

Speed of transaction in a self-order technology is defined as the time it takes to complete a transaction is fast (Dabholkar 1996). The supposed convenience of a self-service order can have a strong influence on the speed effectiveness. Since customers can initiate a transaction when and where they want, the concept of waiting for a service to begin is destroyed. As customers accept the convenience of a self-service order service, speed of order perceptions will increase.

Ease of Use

Self-order system uses new, innovation and trending technology that is easy to understand and involves less effort to order. The degree to which a person considers that using a specific system or technology would be free of action (Davis, 1989). Furthermore, some of the prospective benefits of using self-order system include time saving from the compact times, cost-savings, and a greater control over the service delivery (Curran, 2003). Self-order system enables customers to perform and provide their own services without direct support from employees, and this allows customers to enjoy effective and personalized services (Meuter, 2000). For example, customers do not need to wait for long. The fact that mobile phones, nowadays, are much affordable and lighter to carry, they can also facilitate customers' needs in needful less effort to finish their order.

Thus, most customers prefer self-order system that offers easy borders, leadership, and assistance from the firm to ease their transition from traditional services to self-order system and it takes 20 seconds for each person to order and complete their transition (Lin & Hsieh, 2006). The self-order kiosk is easy to use because it provides two languages which help customers to use easily.

Acceptance

The noun of acceptance is an active progression and it must be practiced by everyone (Bruneau, 2019). Same goes to the organization which is trying to persuade the consumers to accept the technology of self-service in the industry (Mehta, 2010). The fast acceptance of self-service technology can be blend in community this can be the factors of life be easier, which affects the usage of time in ordering, finish, and delivery. Moreover, it affects the speed effectiveness of payment time, waiting time and online transaction.

To achieve capable and potent service delivery, organizations are recommended the acceptance of self-service technologies at growing steps (Roper, 2013). The factors influencing customer acceptance of self-service technologies of this study can be identified by developing a comprehensive causal framework that harmonize the shape and relationships from different technology acceptance ideas and its use. Previous research found that the self-service technology in the industry usage is influenced in a complex fashion by certain consumers. Not just that, speed effectiveness is key pacemaker that are capable the relating of some consumers (Mavundza, 2018).

Research Hypothesis

In this study, there are four hypotheses that can identify the relationship.

- H1: There is a significant relationship between usage of time and acceptance of customers in self-order technology service in food and beverage outlets.
- H2: There is a significant relationship between speed effectiveness and acceptance of customers in self-order technology service in food and beverage outlets.
- H3: There is a significant relationship between ease of use and acceptance of customers in self-order technology service in food and beverage outlets.

Research Framework

A research framework has been conducted to investigate the connection between factors and acceptance.

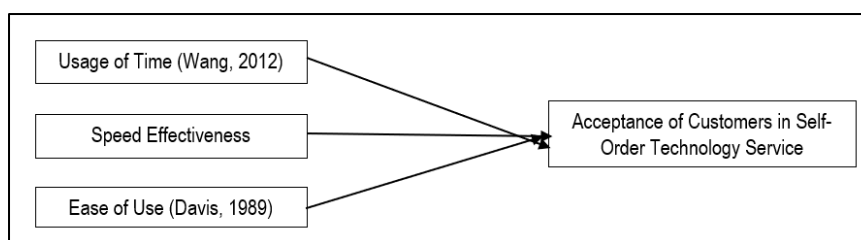


Figure 1: Conceptual Framework of the study

METHODOLOGY

Research Design

This study used the quantitative method. The design that was used is causal relationship. Causal is a research approach where the researcher investigates the cause and effect relationship between variables in a study where one variable is believed to affect another (Mukesh, 2013). Then, causal research is also known as an explanatory research which is used obtain that evidence and concerning the causal relation about the variables (Allen & Rao, 2000). This research is to be conducted when some background information knowledge or understanding about a certain problem are already known in the literature.

Data Collection

Primary Data

As for the primary data, the research instruments used in this research is questionnaire which is used to collect the information regarding customers' acceptance of self-services at McDonald's in Kota Bharu. The questionnaires were distributed among customers that use the self-services kiosks in McDonald's Kota Bharu. The survey was carried out in the months of September and October 2019 by a team of trained final-year students, under the supervision of a senior professor assigned to each province. The respondents were given approximately 10 to 15 minutes to answer the questionnaires.

Secondary Data

Secondary data refers to the data collected from sources that has already been published in any form (Khodadad & Behboudi, 2017). Most of the text in this literature review is based on secondary data that has similar topic with this study. Furthermore, most of secondary data are gathered from books, journals, articles, thesis, and others. Secondary data are often readily available and growth of the Internet had made it much easier and cheaper to find them.

Sampling

The sampling method used in this study was the convenience sampling method because this method could save the time and cost of the researchers in collecting the data (Smith, 2016). The respondents of the questionnaires were the customers who used a self-services order kiosk in McDonald's, Kota Bharu. In achieving reliable and valid sample of this study, the researchers used the equation from Krejcie and Morgan (1970) to determine the sample size. The formula is shown as below:

$$S = \frac{x^2 N p (1 - p)}{e^2 (N - 1) + X^2 p (1 - p)}$$

n = sample size

N = population size

e = the degree of accuracy expressed as proportion (0.05)

x^2 = chi-square of degree of freedom 1 and confidence 95% (3.841)

p = proportion of population (if unknown, 0.5)

Data Analysis

There were three data types of data analysis used in this study, that were frequency analysis, descriptive analysis and reliability analysis. The data obtained were analysed by using Statistical Package for the Social Science (SPSS).

FINDINGS

H1: There is a significant relationship between usage of time and acceptance of customers in self-order technology service in food and beverage outlets.	r = 0.739, p = 0.000 very strong relationship	H1 : Accepted
H2: There is a significant relationship between speed effectiveness and acceptance of customers in self-order technology service in food and beverage outlets.	r = 0.722, p = 0.000 very strong relationship	H2: Accepted
H3: There is a significant relationship between ease of use and acceptance of customers in self-order technology service in food and beverage outlets.	r = 0.588, p = 0.000 strong relationship	H3: Accepted

The first hypothesis determines the relationship between usage of time with acceptance of self-order technology system as a very strong relationship. From this significance, most of the respondents agree that self-order technology can save their time. The results obtained indicate that usage of time positively affects acceptance of customer with $r=0.739$. The second hypothesis determines the relationship between speed effectiveness and acceptance as very strong. Most of the respondents prefer the speed of effectiveness in self-order service technology. The results obtained indicate the speed of effectiveness positively affects acceptance of customers as $r=0.722$. The last hypothesis determines the relationship between ease of use and acceptance as strong. Many respondents chose ease of use in self-order service technology. The results obtained designate the ease of use is more to positive towards acceptance of customers with 0.588. From 306 questionnaires collected, 30 were discarded owing to invalid response and monotonous. The remained 276 returned questionnaires were used and examined. A summary for the number of questionnaires is stated in Table 1.

Table 1
 Total number of Questionnaires distributed

Descriptive	Number Of Percentage
Number Of Questionnaire Distributed	306
Questionnaires Returned And Useable To Be Analysed	276
Invalid Response	30
Usable Survey	276
Percentage Of Responses	83.33%

Table 2 shows the means and standard deviations according to the variable. The mean for demographic (1.5999) and standard deviation (0.39441) included the gender, age, race, monthly income, status, experiences and frequency.

Meanwhile for usage, the mean is 3.8711 and the standard deviation is 0.39441. For speed the mean is 3.8711 and the standard deviation is 0.39441. The ease mean is 3.8235 and the standard deviation is 0.67403. For acceptance the mean is 3.9451 and the standard deviation is 0.71965. The items are constructed with five (5) point Likert scale ranging from 1=strongly agree, agree, neutral, disagree to 5=strongly disagree.

Table 2
Summary of the means of computed items according to variable (N= 306)

	Importance	
	Mean	Std Deviation
Demography	1.5999	0.39441
Usage	3.8711	0.69965
Speed	3.9176	0.67403
Ease	3.8235	0.63636
Acceptance	3.9451	0.71965

DISCUSSION & RECOMMENDATION

First of all, more independent factors could be integrated into the model together with psychology factors such as trust. The questionnaires could adopt scenario for each measurement for more precise results. Secondly, quota sample selection should be implemented especially in different locations in order to perform multiple group analysis that could help to explain consumer behaviour based on different demographics. This would further help the business and government to understand their target market behaviour and acceptance over self-order technology system based on certain criteria of their target market. The overall of this study shows that respondents are keen to accept self-order technology service in food and beverage outlets for example McDonald's kiosks.

On another hand, the low rates of usage on other types of self-order technology service might due to the lack of awareness, exposure, encouragement, enforcement and trial over other type of self-order technology service. Nevertheless, the benefits of self service technology are undeniable, more time and efforts should be allocated to those technology laggards, helping them to accept self-order technology service by guiding them steps by steps. McDonald's should implement more self-order technology services in every franchise or branch to enjoy the benefits of convenience. They also need to give adequate support to the design and development team on self-order technology service, review and perform process improvement where self-order technology service can better fit into the role to serve the public.

CONCLUSION

It is hoped that this research has given a clearer view on the usage of time, speed effectiveness and ease of use towards the acceptance of customers in self-order technology service. Specifically, it is hoped that the current study gives a clear view of the usage of time, speed effectiveness and ease of use in the self-service order at McDonald's Kota Bharu outlet. With this survey and analysis, it is hoped McDonald's can develop more effective and attractive self-service to help the customers to be more alert and acknowledge the technology in ordering. Furthermore, the self-service technology provided by McDonald's will also help self-service technology can positively impact a concession stand's revenue and profitability. Therefore, self-service technology also helps enhancing staff efficiency and creating a better customer experience.

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Investigating Tourist Visit Intention towards Destination Food Image in Kelantan

Muhammad Syafiq Asyhraf Zaidi Rizal, Nik Nur Liyana Nik Mood, Tiang Sii Huat,
Nurul Shafiqah Mohamad Sharim & Nurul Fardila Abd Razak

Faculty of Hospitality, Tourism and Wellness, Universiti Malaysia Kelantan

Corresponding email: fardila.ar@umk.edu.my

ABSTRACT

The study is to investigate tourist visit intention towards destination food image in Kelantan. In recent years, tourism is having lots of event which has marked changes in Malaysia. Foods become popular among the local people and international tourists. The positive acceptance from the tourists encouraged many international people to visit Malaysia. This research has been conducted in Kota Bharu, Kelantan. Therefore, the objective of this research is to investigate the relationships between cognitive, affective and tourist intention towards destination food image in Kelantan. A set of questionnaires has been used as a collecting data method and distributed randomly to the respondents. The total number of respondents is 384. The data were analysed by using Statistical Packages for Special Science (SPSS) software version 24.0.0.0. As overall findings, the survey found that there is a moderate significant relationship between cognitive and tourist visit intention as well as there is a moderate strength relationship between affective image and tourist visit intention towards destination food image in Kelantan.

Keywords: *Tourist, Visit Intention, Food, Food image*

INTRODUCTION

Being a multi-ethnic country, Malaysia is famous with its delicious cuisines due to the multi-cultural influences from each ethnic group. More specifically, it is recognised that the kind of foods and drinks being offered to tourists can have major implications for the economic, cultural and environmental sustainability of tourism destinations, (Clark & Chabrel 2007). Based on Mohammad and Chan (2011), food is one of the important parts of Malaysia culture and it is also an important component in tourism. Besides that, Malaysian government had used ethnic food authenticity to promote tourism in Malaysia. According to Fernandez (2017), food is the main attraction for tourists in deciding to choose travel destinations around the world. Food image in relation to destination has become one of the unique concepts as branding with food is seen as part of the culture and people at the destination itself. It shows how important food influences the culture of a tourist destination.

According to Sharples and Hall (2003), many countries recognize food destination image as an important marketing tool. Govers and Go (2003) stated that food can be said as one of the important elements of destination image. It shows that how important of food to influence the culture of a tourist destination. In the case of Malaysia, we can see the Ministry of Tourism Malaysia has launched a campaign named as "Malaysia Truly Asia" to promote the image of Malaysia. Other than that, according to Qu, Kim, and Im, (2011), some scholars have found that cognitive and affective images will influence tourist intention to visit that place. This study is about tourist visit intention towards destination food image in Kelantan cuisine. This result is hoped to help attract more tourists or travellers to know about Kelantan cuisine so that there will be many people will come to visit Kelantan. Moreover, the economy of Kelantan will grow and the culture will be expanding with the different tourists from different countries choosing Kelantan as a tourist destination. There are two objectives of this research

1. To investigate the relationship between cognitive and tourist intention towards destination food image in Kelantan.
2. To investigate the relationship between affective and tourist intention towards destination food image in Kelantan.

Significance of the Study

This research will provide many benefits to the researchers because by doing this study, the researchers will get in depth information about the study area. The data that has been collected in this research can help the researchers to know the percentage of tourists that have come to Malaysia. Through this study the researchers will be able to find out more information about tourist intention towards destination food image in case to have a vacation in Kelantan. For the tourist, they are able to know where the best place for food when they come for holidays. This research also shows the percentage of tourists coming to Malaysia is higher, so their intention to visit Malaysia can be higher and they will know Malaysia is the best place to them for holidays. For marketers, this research can give them opportunities to market their products or food to tourists. Besides, marketers can also promote their products to tourist. When they promote their products, they can grab the advantages such as to promote their products using international connections which can increase business for marketers.

LITERATURE REVIEW

Intention to Visit

According to Zheng (2014), most tourists select destinations based on image and attractions. Food image is one of the main elements which give the reason for tourists to visit or travel to another destination. Based on Duttagupta (2013), it is not hard to say that food and tourism cannot be separated as whatever the reasons for itinerant, tourists still need to eat and drink. Based on Yuan (2005), intention to visit can be one of the important indicator of effective development of destination arts. Destination image is a collaborating system model which have their own thoughts, opinions, feelings, visualizations and intentions toward a destination. People getting interest to know more about food image no matter where they are. Moreover, tourists are inspired to travel moderately due to the realistic value obtainable by the image of a destination. Meanwhile, food events are the main intention of tourist to taste various foods and experience it.

Destination Food Image

Destination food image is totally about the impressions, convictions, thoughts, desires and emotions amassed towards a spot after some time by an individual or in gathering. According to Nield, Kozak and LeGrys (2000) foods related to tourism destination could let tourists to get their desired goals such as relaxation, excitement, status and lifestyle. This is because when tourists want to visit certain place, foods will be their first impression. This will be the image and symbol given to the country. On the other side, from a travel destination viewpoint, revisiting and recommending to others are perceived to be linked to a behavioural loyalty (San Martin & Rodriguez, 2008). By this the products at the destinations will influence the tourists or traveller visits to the place because of the food image that make them attracted.

Variable of Cognitive

Price

Price always plays an important role for the tourists in a decision making process especially a place for vacation. They will decide based on the price such as expensive or cheap, reasonable or unreasonable for them to come (Ryu & Han, 2010). Tourists tend to use value data or sensibility while assessing their encounters with an item or administration (Ryu & Han, 2010). According to Petrick (2004), the price likewise finds that cost and esteem discernment impact the likelihood of returning to a similar goal or repurchasing comparable items.

Taste

Many studies have shown that there is an increase in the search for new experiences for tourists (Wang, 2016). When tourists are having a vacation, they will tend to look after new experiences which have never been achieved before, including enjoying traditional, authentic, unique and new food (Bjork & Kauppinen-Raisanen, 2013). Trying a new food means that tourists will taste a very different kind of food variety. This will give the tourists an information construct experiences that tourists have with food at the destination they choose for their visit. Furthermore, Karim

and Chi (2010) said that taste of food can uncover a one of a kind and pleasurable experience for visitors. Besides, food can also completely add to the tourist experience and could be the most unforgettable part to memorise of the trip.

Research Hypothesis

In this study, there are two hypotheses:

- H1: There is significant relationship between cognitive and tourist visit intention towards destination food image in Kelantan
- H2: There is significant relationship between affective and tourist visit intention towards destination food image in Kelantan.

Research Framework

Based on the conceptual framework below, tourist intention towards destination food image in Kelantan is the dependent variable in this research while cognitive; price and taste, affective; smell and environment are the independent variables of this study.

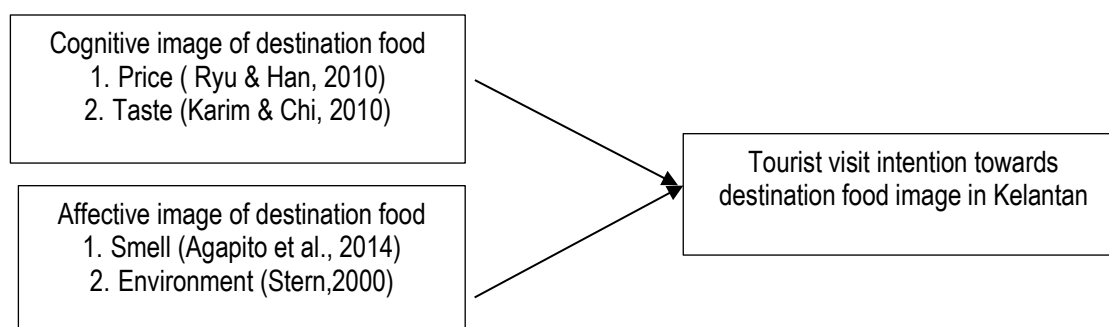


Figure 1: Conceptual framework of tourist visit intention towards destination food image in Kelantan.

Source : Yuan, J. J., Cai, L. A., Morrison, A. M., & Linton, S. (2005). *An analysis of wine festival attendees' motivations: a synergy of wine, travel and special events?* *Journal of Vacation Marketing*, 11(1), 41-58.

METHODOLOGY

Research Design

This study used the quantitative method for collecting data to develop statistics through the use of survey research such as questionnaire. The descriptive research describes something which could be a phenomenon, a current situation or characteristics of a group of organization, people and others. Respondents for this research are the tourists who come to Kelantan from local domestic tourist.

Data Collection

The primary data were collected from the questionnaire with 384 respondents were administrated among tourists who came to Kelantan. The researchers distributed questionnaires at famous places like Sultan Ismail Petra Airport, Siti Khadijah market, Pantai Cahaya Bulan and others. Answering session was conducted at that place and the respondents were guided by the researchers. Next, the secondary data were collected from the textbooks and publications. The aim for secondary data is to collect information regarding description in order to explain decision making. Furthermore, this study also applied online sources such as online Newspapers and Emerald in information library management for relevant sources.

Sampling

A non-probability convenience sampling method was chosen as the sampling method where the sampling frame is hard to define in this study. Convenience sampling is also known that the non-probability. This is because it easier to get more information by using questionnaires, which can be provided to the respondents of the study. Moreover, convenience sampling method helped researchers to save the time and cost in collecting the data. In achieving reliable and valid sample for this study, the researchers used the equation from Krejcie and Morgan (1970).

Data Analysis

There were three data types of data analysis used in this study, that were frequency analysis, descriptive analysis and reliability analysis. The data obtained were analysed by using Statistical Package for the Social Science (SPSS).

FINDINGS

Table 1: Demographic Profile

		Gender			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	193	50.3	50.3	50.3
	Female	191	49.7	49.7	100.0
	Total	384	100.0	100.0	
Age					
Valid	15-20	54	14.1	14.1	14.1
	21-39	263	68.5	68.5	82.6
	40-50	51	13.3	13.3	95.8
	>60	16	4.2	4.2	100.0
	Total	384	100.0	100.0	
Employment Status					
Valid	Employee	85	22.1	22.1	22.1
	Student	226	58.9	58.9	81.0
	Self-Employed	36	9.4	9.4	90.4
	Retired	16	4.2	4.2	94.5
	Unemployed	21	5.5	5.5	100.0
	Total	384	100.0	100.0	
Type					
Valid	Male	61	15.9	15.9	15.9
	Female	323	84.1	84.1	100.0
	Total	384	100.0	100.0	
Purpose					
Valid	Business	49	12.8	12.8	12.8
	Study	150	39.1	39.1	51.8
	Travel	168	43.8	43.8	95.6
	Others	17	4.4	4.4	100.0
	Total	384	100.0	100.0	

Table 1 shows the demographic profile. Out of 384 respondents, 193 respondents (50.3%) are male while 191 respondents (49.7%) are female. For age, the highest number of age group is from 21 to 39 with 263 (68.5%) respondents, the second highest group age is from 15 to 20 with 54 (14.1%) respondents. The second last is 40 to 59 with 51 (13.3%) respondents and the last one is from the age group >60 with is the lowest number of 16 (4.2%) respondents. For employment status, the highest number of employment status is student with 226 (58.9%) respondents. The second highest is employee with 85 (22.1%) respondents. The third highest is self-employed with 36 (9.4%) respondents. Fourth is unemployment with 21 (5.5%) respondents. And the lowest number is retired with 16(4.2%) respondents.

Next, the type of traveller. The highest number of type of traveller is domestic with 323 (84.1%) respondents. The lowest number is international with 61 (15.9%) respondents. Moreover, for purpose of visit the highest number is travel with 168 (43.8%) respondents. The second highest is study with 150 (39.1%) respondents. The third is business with 49 (12.8%) respondents. And the lowest number is others with 17 (4.4%) respondents.

Relationship between Cognitive and tourist visit intention towards destination food image in Kelantan.

Table 2
 Descriptive of Cognitive image

No	Price	Mean	Std. Deviation
1	Kelantan food offers the reasonable price	4.30	0.622
2	I am willing to pay more for the food	4.04	0.848
3	Kelantan food provides the cheapest price compared to other states.	4.17	0.746
4	The size of food portion is value for money.	4.21	0.758
5	The price matches with the quality of food.	4.25	0.688

From the above, the summary of the means and standard deviations for the five items used as the scale for the cognitive image of the tourist visit intention towards destination food image in Kelantan. The means of the measurement items range from 4.04 to 4.25 while the standard deviations range from 0.688 to 0.622. This shows that most of the respondents strongly agree with the statements related to cognitive image (price) in the questionnaire.

No	Taste	Mean	Std. Deviation
1	I like the taste of Kelantan food.	4.04	0.849
2	The taste of Kelantan food is suitable for me.	3.94	0.959
3	Kelantan provides many types of food flavours.	4.23	0.669
4	I think Kelantan food has a fresh taste.	4.01	0.777
5	I think Kelantan has a unique taste of food.	4.27	0.669

From the above, the summary of the means and standard deviations for the five items used as the scale for the cognitive image of the tourist visit intention towards destination food image in Kelantan. The means of the measurement items range from 3.94 to 4.27 while the standard deviations range from 0.669 to 0.849. This shows that most of the respondents agree with the statements related to cognitive image (taste) in the questionnaire.

Relationship between Affective and tourist visit intention towards destination food image in Kelantan

Table 3
 Descriptive of Affective image

No	Smell	Mean	Std. Deviation
1	Kelantan area that has variety of food is easy to locate.	4.10	0.703
2	Kelantan has a safe environment for me to come.	4.13	0.726
3	I like the environment of the place to eat at Kelantan.	4.00	0.761
4	The restaurants along the beach become attraction for me to find food.	4.28	0.755
5	Kelantan has friendly and helpful local people to guide me.	4.22	0.694

From the above, the summary of the means and standard deviations for the five items used as the scale for the affective image of the tourist visit intention towards destination food image in Kelantan. The means of the measurement items range from 4.13 to 4.22 while the standard deviations range from 0.694 to 0.703. This shows that most of the respondents agree with the statement related to affective image (environment) in the questionnaire.

No	Smell	Mean	Std. Deviation
1	Kelantan has good smelling food to attract tourist.	4.02	0.703
2	I think the aroma of food can make me buy the food.	4.16	0.665

3	I like to come to Kelantan because the place is quite clean and has fresh air.	3.90	0.817
4	The good smell in the restaurant makes me comfortable to eat.	4.12	0.771
5	I like the sweetness smell of Kelantan cuisine.	3.89	0.975

From the above, the summary up of the means and standard deviations for the five items used as the scale for the affective image of the tourist visit intention towards destination food image in Kelantan. The means of the measurement items range from 4.16 to 3.89 while the standard deviations range from 0.975 to 0.703. This shows that most of the respondents agree with the statement related to affective image (smell) in the questionnaire.

Correlations

Table 4

Correlation between Cognitive image and Affective image towards Tourist visit intention

		intention	CI	AI
intention	Pearson Correlation	1	.688**	.512**
	Sig. (2-tailed)		.000	.000
	N	355	355	355
CI	Pearson Correlation	.688**	1	.690**
	Sig. (2-tailed)	.000		.000
	N	355	355	355
AI	Pearson Correlation	.512**	.690**	1
	Sig. (2-tailed)	.000	.000	
	N	355	355	355

** . Correlation is significant at the 0.01 level (2-tailed).

The table above shows the relationship between independent variable (Cognitive image) and the dependent variable (Tourist visit intention towards destination food image in Kelantan). The first correlation is between cognitive image and tourist visit intention towards destination food image in Kelantan. The finding shows that R-value is 0.688 and according to the rule of thumb, this figure shows a moderate relationship between independent variable (Cognitive image) and dependent variable (Tourist visit intention towards destination food image in Kelantan). Next, the second correlation is affective image and tourist visit intention towards destination food image in Kelantan. The finding shows that R-value is 0.512 and according to the rule of thumb, this figure shows a moderate relationship between independent variable (affective image) and the dependent variable (Tourist visit intention towards destination food image in Kelantan).

DISCUSSION & RECOMMENDATION

The final result show that the cognitive and affective image of destination food affect the tourist visit intention towards food image in Kelantan. The influential factors (independent variables) which are price, taste, smell and environment affect the tourist visit intention towards destination food image (dependent variables) in Kelantan.

The most influential factor is the price of the food with the statement "Kelantan food offers the reasonable price" has an average means of 4.30. This shows that most of the respondents strongly agree with the related statement in the questionnaire. Due to the economic growth, many tourists will compare the price before buying the food. For the taste of food, the statement of "I think Kelantan has a unique taste of food" has the highest mean which is 4.27, indicating agreement with the statement. This is because Kelantan consists of many Malay people so they have many Malay cuisine and unique taste of their food. For the environment, statement of "The restaurants along the beach become attraction for me to find food" has the highest mean of 4.28, indicating agreement to the statement. This is because the tourist can enjoy the nature while eating their food. Next is taste, the statement "I think the aroma of food can make me buy the food" has the mean of 4.16 also indicating agreement. This is because many tourists are attracted by the aroma of the food.

The scope of discussion has become one of the limitations in this study. This is because researchers just focus at one state which is Kelantan. Another limitation is the method used to collect the data. The researcher used the sampling method by distributing the questionnaire randomly to the respondents to collect the data. Inadequate cooperation from the respondents has been one of the limitations in the research.

For the recommendation, the researchers recommend several suggestions to improve the result of the study. The first recommendation of this research is the researchers could widen the research on another geographical area such as in other states in Malaysia which could contribute more to the result of the survey. Apart from that, future researchers are suggested to use cluster sampling. Cluster sampling are samples gathered in groups or chunks of elements that, ideally are natural aggregates of elements in the population. With the cluster sampling, it will be easier for the researchers to choose the respondents by dividing them into different categories. The last recommendation is, instead of distributing questionnaires, researchers can use face to face interview to collect the data. Using the complex face to face interview can be the best way of achieving high quality data.

CONCLUSION

The main purpose of this research is to investigate tourist visit intention towards destination food image in Kelantan. As a conclusion, there are four independent variables; cognitive and affective which are price, taste, smell and environment that had been applied in designing the questionnaire. The questionnaires were distributed to 384 respondents at famous places around Kota Bharu, Kelantan. This can be seen from the result obtained from Pearson's Correlation analysis whereby price, smell, advertising and environment has a moderate positive linear correlation with intention towards destination food image in Kelantan. This can be said that the research objectives have been met and all hypotheses are accepted. From this research, it shows that cognitive which are price and taste have more influence to tourist intention towards food destination than affective which are smell and environment. Tourists do not care so much about smell and environment unless the taste is good and the price is affordable.

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Factors Influencing Tourists to Consume Local Food in Kelantan

Nur Nor Izzanti Zol Zahari, Nur Aswanah Ahamed Nijamudin,
Nurul Syafawani Hisham, Suganya A/P Silvarajoo & Nurul Fardila Abd Razak

Faculty of Hospitality, Tourism and Wellness, Universiti Malaysia Kelantan

Corresponding email: fardila.ar@umk.edu.my

ABSTRACT

This study attempts to investigate factors influencing tourists to consume local food in Kelantan. By reviewing available studies in the hospitality and tourism literature on food consumption, the factors influencing are healthiness, cultural experience and authenticity. This research was conducted a survey and the data collected by using online questionnaires and face-to-face questionnaires. The respondents were assigned an online questionnaire randomly. The data were collected at Pasar Siti Khadijah, Pasar Kubu and Pantai Cahaya Bulan. 384 respondent's data were collected from the survey. The findings further suggest that researchers can carry out this study of tourists' local food consumption in different states, for example Melaka and Penang are the most famous state that tourists travel for food not only in Kelantan. Given the lack of research in examining tourist food consumption systematically, this research could also be expanded to include qualitative research. It is because the researchers can interview owners of the food outlet for deeper information about food in terms of healthiness and authenticity and comprehensive understanding of the phenomenon which forms the basis for further research and conceptual elaboration.

Keywords: *Hospitality, Tourism, Wellness, Local Food*

INTRODUCTION

Food is one of the most important elements to continue our lifespan as a human being. Based on Abbar (2015), food is an important part of our lives, cultures and well-being and it is a major interest to public well-being. Meanwhile, tourism is the activity of people traveling to and staying in places outside their usual environment for relaxation, business or other purposes for not more than one consecutive year. It is important to realize that food and tourism has a good relationship to generate the economy. Food can play vital parts during a trip where food could be a fundamental and important component of the tourist products along with factors such as accommodation, transportation, attraction and activities. Food and beverages are among the critical figure for travellers who are on holiday or on a business trip since approximately a quarter of tourist expenditures were spent on eating during a holiday (Telfer & Wall, 2000).

The tourism industry has numerous branches and food tourism is one of the branches that is on the rise. Food tourism is almost investigating food as a tourism purpose. It is presently considered an imperative portion of the tourism experience. Agreeing to Corridor (2005), food tourism includes the appearance to some fundamental and assistant food producers, food celebrations, restaurant and specific regions for which food tasting and experiencing the qualities of specialist food production locale or tasting the dishes of a chef. Various countries have turned to food tourism as an inferential of making greater tourism income (Hjalager, 2004). Travelling to a tourism destination can be more enjoyable by experiencing the local food. Other than that, local food attracts individuals since it regards local values, ensures the environment, preserves conventional scenes and supports local financial activities. In Malaysia, tourism is rising with increasing visitors travelling to Malaysia for reasons other than relaxation and this in return reflected this country's local economy. Malaysia, a nation that is wealthy and diverse in its culture and heritage, has

ended up as a perfect place for visitors not only to encounter lifestyle and culture but to take part within the local way of life for example to experience local food.

This study aims to investigate the factors influencing tourists to consume local food in Kelantan. Kelantan is a state in Malaysia that is known as the paradise of food. Kelantan food has been influenced by the Thai food where both destinations are close to each other. However, the tourism promotion slogan in Kelantan is the cradle of Malay culture shows Kelantan as a strong image of Malaysia including food (Hanif & Norliza, 2017). The slogan shows that Kelantan food has been preserved from generation to generation as the true Malay food. There are three objectives of this research:

- 1.1 To investigate healthiness factor that influence tourists to consume local food in Kelantan.
- 1.2 To identify culture experience factor that influence tourists to consume local food in Kelantan.
- 1.3 To examine authenticity factor that influence tourists to consume local food in Kelantan.

Significance of the Study

Researchers

This research is intended to provide better and more complete information to new researchers, entrepreneurs who want to venture into this field. This study can influence the researchers' perception of decision making. Through this study, the researchers can also differentiate the advantages and disadvantages of local food. The researchers will get more detailed information on the topics studied. This study states the factors that affect the dependent variable which is local food consumption. This study can also be used as a reference or guide to the researchers in the future. Future researchers could do their literature review based on this study to gain an idea on the results of previous research.

Hospitality Industry

The outcome of this study can help provide benefits and data to the hospitality industry to continue to grow. The results of this study can also help improve the efficiency of operations in the industry. Hospitality industry can plan to diversify their operating stages to compete with today's increasingly competing competitors. This study also helps the industry in innovating their business. Decision makers can also use this study as a reference. This will make it easier for them to create something from the problem. This study can also help develop strategic information resources for every developing local food producer.

Future Consumer

The results of the study will increase the knowledge and information to users. They can learn about the topics and the advantages and disadvantages of a local food. Perceptions and responses of tourists in Kuala Lumpur can be changed with the present study. In addition, this study can be used as a guide or reference to consumers to make a decision on purchase or booking. This study can also influence consumer choices in getting the best local food throughout their journey in Kelantan.

LITERATURE REVIEW

Factors Influencing Tourists to Consume Local Food in Kelantan

Food tourism is not a new phenomenon or trend that promotes the tourism products in Malaysia. The unique combination of multiple ethnicities and cultures influence the taste of the food that is served. Kelantan is known as the Cradle of Malay culture and is famous for its distinctive cultural heritage, natural environments and unparalleled hospitality of the locals including the unique of food that influences the tourism development in the state (Syahida, 2014). Trend analyst, Ian Yeoman (2008) wrote that food is a significant aspect of the tourists' experience of a destination, driven by the growing trends of authenticity and the need to have a high-quality experience. Kelantan is a very popular place of local food. In this manner, numerous tourists come to consume the local food in Kelantan since it is simple to discover and there are numerous sorts of local food that are available in this state. Local food

has many benefits and uniqueness according to the states itself. Local food represents a centre manifestation of a destination's intangible heritage and through its utilization, tourists can pick up a genuinely authentic food eating experience.

Greater importance is the realization that tourists' buying behaviour to buy and to consume local food because they themselves have been aware of the goodness of local food as stated by Boyne (2002) in a study in Scotland, deciding that guests having read the guidebook is prepared to spend more money on food that's made locally, preferring to eat more regularly and will purchase local groceries. One of the factors that influences tourists to consume local food is because of health concern. Tourists preferred local food because it is perceived as having quality and freshness that can guarantee their health. Besides that, tourists are also influence to consume local food because of cultural experience. Jones (2002), expressed that food has been regarded as not only being a fundamental need for tourist consumption but as a basic component of territorial culture. Since food has been demonstrated to be an imperative means of offering the character and culture of a destination, food consumption is regarded as one of the critical variables within the destination promotion development. Finally, according to Neff (2006), authenticity is strongly related with the sense of well-being. It is critical for the tourism industry because it gives a pathway to include value to the tourism item.

Healthiness

Health concern is a vital motivational factor influencing the interest of visitors in consuming local food. Health is connected to the well-being and health of the tourists themselves, instead of relaxation. In a tourist destination, tourists prefer to eat healthy food, which appears they are concerned about their wellbeing. It was supported by Mooney (2001), who mentioned that the poor quality of ingredients and fat problems caused the acknowledgment or rejection of the food by a person. Wellbeing value is characterized as the seen utility obtained by expending local food at a destination due to its health-enhancing capacity. Other than that, tourists favoured local food since it is quality and freshness as well as support for local economy. In addition, Costanigro (2011) said that visitors are willing to pay higher costs for local food since they can gain numerous advantages from the local food and what most important is to ensure their healthiness when they expend it.

Cultural Experience

Cultural experiences can be significant to tourists' local food consumption since local food experience is a social experience on trips and occasions. Areas (2002) also recommended that social inspirations can empower visitors to experience and learn the host culture. In addition, travellers may be interested in learning about the destination's modern cultures and ways of life, but food is the easiest way to encounter the culture (Ab Karim, 2006). Food has been considered not as it were as an essential need for traveller consumption, but a too important component of regional culture (Jones & Jenkins, 2002). Hence food is a useful attraction by which the tourists can experience a local culture where it not only solves the hunger issue but also allows tourists to experience pleasurable emotions.

Authenticity

Generally, customer requests for foods are seen to be 'traditional' and 'local' which can also be connected to a journey for authenticity. The more cultural foods can be made and served, the more engaging it can be for goal communities. The tourism industry can only project authenticity but cannot determine whether the tourists are having a real experience (Prentice, 2001). Therefore, it is important to create platforms where the tourists can explore, engage, participate and co-create authentic experiences. The authentic experiences arguably are not an end but a means to allow tourists to enhance the quality of the experience. The interaction between tourists and object may become the site where value is generated (Taylor, 2001). According to Neff (2006), authenticity is strongly associated with a sense of wellbeing. It is equally important to the tourism industry in that it provides a pathway to add value to the tourism product.

Research Hypothesis

In this study, there were three hypotheses:

H1: There is a significant relationship between healthiness factor and tourist motivation to consume local food.

H2: There is a significant relationship between cultural experience factor and tourist motivation to consume local food.

H3: There is a significant relationship between authenticity factor and tourist motivation to consume local food.

Conceptual Framework

A research framework has been designed to investigate the connection between the factors influencing tourist consumption of local food in Kelantan. The first factor is healthiness. Glanz et al (1998) affirmed that healthy lifestyle orientation is the most important factor in food consumption and consumers can consider for their health. The second factor is cultural experience. Food and culture relationship is very important as tourists can explore novel culture and lifestyles by exploring new foods. Not only does food meet biological needs but food can also be familiar with local culture (Askegaard & Madsen, 1998). Last factor is authenticity. It is widely accepted that when visitors evaluate their travel experiences authenticity, it can become an important aspect (Chang et al, 2011). However, tourists need to experience and discover it by themselves (Gilmore & Pine, 2007; Wang, 1999).

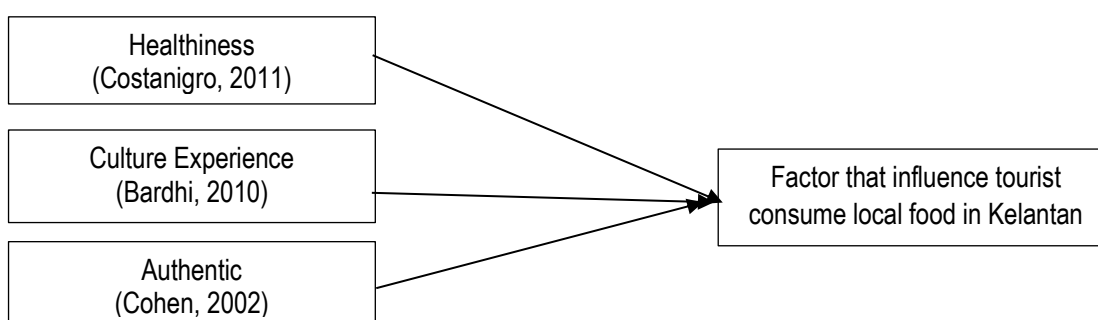


Figure 1: Conceptual framework of factor that influence tourist consume local food in Kelantan

METHODOLOGY

Research Design

Research design is a framework for conducting the research project and shows the details of procedures that are required to obtain the information for solving research problems. The objective of the research design is to ensure the validity of the study. To meet the research objective, this study needs to gather information about the performance measures. Therefore, to collect data directly from the tourists consuming local food, a set of constructed questionnaires enables the study to obtain reliable and accurate information, as it is a primary data collection method used for this quantitative research. This research is based on descriptive research. Descriptive research can be clarified as an explanation of undertakings as they are at present with the researcher having no control over the variable. Additionally, descriptive studies may be characterised as essentially the attempt to decide, describe or distinguish what is, whereas analytical research attempts to establish why it is that way or how it came to be (Ethridge, 2004). In a straightforward explanation, a descriptive study first determines and after that describes the way things are.

Data Collection

In the first stage, the data collection used in this study which is the questionnaire are in dual languages, Malay and English. There are 3 parts in the questionnaire set which are demographic section, general knowledge related to the study and specific questions that are related to the study. Demographic section in part A of questionnaire is to understand the characteristics of a population such as race, gender, age, type of traveller, occupation, and to obtain the basic socio demographic information of the respondents. Part B of the questionnaire are general questions of the tourist whereabouts in Kota Bharu Kelantan and open-ended questions of their own opinion. Then, the part C of the questionnaire consists of questions related to the determinant factors of the study which is about factors influencing tourist consumption of local food.

The second stage of data collection was a fieldwork. A set of questionnaires was distributed to the population to collect the data by using online questionnaires and face-to-face questionnaires for this research. The respondents were assigned with an online questionnaire randomly. The data were collected at Pasar Siti Khadijah, Pasar Kubu and Pantai Cahaya Bulan.

Sampling

The sampling method used in this study was non-probability sampling. It represents a group of sampling techniques that can be used in research. This is also a technique where the samples are gathered in a process that the elements in the population do not have any probabilities attached to them being chosen as a sample (Sekaran, 2016). The researchers used convenience sampling because it eased the researchers during the data collection. The convenience sampling is a non-probability sampling. Convenience sampling collects the information from participants who are easily accessible to the researcher (Etikan, Musa & Alkassim, 2016). This type of sampling meets the criteria of the study where the respondents were easy to access, and it is less time consuming. In achieving reliable and valid sample of this study, the researchers used the equation from Krejcie & Morgan (1970) to determine the sample size. The formula is shown as below:

$$S = \frac{x^2 N p (1 - p)}{e^2 (N - 1) + X^2 p (1 - p)}$$

n = sample size

N = population size

e = the degree of accuracy expressed as proportion (0.05)

x^2 = chi-square of degree of freedom 1 and confidence 95% (3.841)

p = proportion of population (if unknown, 0.5)

Data Analysis

There were three data types of data analysis used in this study, that were frequency analysis, descriptive analysis and reliability analysis. The data obtained were analysed by using Statistical Package for the Social Science (SPSS).

FINDINGS

Table 1
Demographic Profile

Respondent profile	Classification	Frequency n=362	Percentage (%)
Gender	Male	131	36.2
	Female	231	63.8
Race	Malay	232	64.1
	Chinese	71	19.6
	Indian	57	15.7
	Others	2	0.6
Age	Under 20 years old	81	22.4
	21 years old- 30 years	186	51.4
	31 years old- 40 years	64	17.7
	41 years and above	31	8.6
Marital status	Single	243	67.1
	Married	119	32.9
Occupational status	Student	187	51.7
	Employment	108	29.8
	Self-employment	47	13.0
	Retirement	20	5.5
Reason for travelling	Leisure	180	49.7

	Business trip	110	30.4
	Religious	54	14.9
	Others	18	5.0
Type of traveller	Local tourist	304	84.0
	International tourist	58	16.0
How frequent you come to Kelantan	Less than 3	158	43.6
	3-5	81	22.4
	More than 5	123	34.0
What type of local food preferred	Sweet	154	42.5
	Savoury	80	22.1
	Originality	128	35.4
What is the reason to try the uniqueness of Kelantan local food	Special occasion	115	31.8
	Attraction	102	28.2
	Healthy purpose	144	39.8
	No other choice	1	0.3
	Pasar Siti Khadijah	51	14.1
	Pasar Kubu	229	63.3
Preferred place to get Kelantan local food	Pantai Cahaya Bulan	32	8.8
	Others	50	13.8
Which meal time do you prefer	Breakfast	229	63.3
	Lunch	59	16.3
	Snack time	71	19.6
	Dinner	3	0.8

In this analysis, the total percentage for female are higher by 63.8% (n=231) than male 36.2% (n=131). Then, for the race data, Malay respondents is recorded the highest than the other races like Chinese and Indian. Malay respondent percentage is 64.1% (n=232), Chinese respondent percentage is 19.6% (n=71), Indian percentage is 15.7% (n=57) and others is 0.6% (n=2). The highest age percentage is 21 years- 30 years at 51.4% (n=186) followed by under 20 years old at 22.4% (n=81), 31 years-40 years 17.7% (n=64) and the lowest is 41 years and above at 8.6% (n=31). The percentage for single respondents is higher than the married respondents. Single percentage is 67.1% (n=243) and the married percentage is 32.9% (n=119). Next is, the highest in occupational status is student at 51.7% (n=187) followed by employment 29.8% (n=108), self employment 13.0% (n=47) and retirement 5.5% (n=20). For the reason of travelling, the highest is leisure 49.7% (n=180) followed with business trip at 30.4% (n=110), religious 14.9% (n=54) and others at 5.0% (n=18). In terms of the analysis for the type of traveller, the highest percentage is local tourist at 84.0% (n=304) and international tourist at 16.0% (n=58). Then, for the analysis of how frequent you come to Kelantan, the highest percentage is less than 3 times 43.6% (n=158), more than 5 times at 34.0% (n=123) and 3-5 times at 22.4% (n=81).

Besides that, Sweet is the highest type of local food that is preferred with 42.5% respondents (n=154). Then, it follows up by Originality as much as 35.4% respondents (n=128). Next, the lowest preferred is Savoury type of local food which is 22.1% respondents (n=80). Moreover, Healthy Purposes gained the majority reason to try the uniqueness of Kelantan local food which is 39.8% respondents (n=144) followed by Special Occasion reason which is 31.8% respondents equals to (n=115). Attraction reason gained 28.2% respondents which is (n=102) and No Other Choice has recorded the lowest reason which is only 0.3% respondents (n=1). Furthermore, most preferred place to get Kelantan local food is Pasar Kubu which has recorded 63.3% respondents equals to (n=229). It is followed by Pasar Siti Khadijah that is 14.1% of respondents (n=51). Other choices recorded 13.8% respondents (n=50). Then, 8.8% respondents which is (n=32) preferred Pantai Cahaya Bulan. Lastly, Breakfast recorded the highest preferred meal time to consume Kelantan local food which is 63.3% respondents (n=229) followed by Snack Time, 19.6% respondents (n=71). Next, 16.3% (n=59) respondents preferred Lunch for meal time and the lowest preferred is Dinner which is only 0.8% respondents (n=3).

Table 2
 Descriptive statistic for factor influencing tourist to consume local food.

No.	Item	Mean	Std. Deviation
A1	I consume local food when I travel.	4.90	1.114
A2	I consume local food to experience something new.	4.98	0.960
A3	I try local food because it is easy to get.	4.72	1.090
A4	I consume local food because it uses fresh ingredients.	4.64	1.028
A5	I try local food because it looks delicious.	4.83	0.982

The table above shows the factor mean ranges from 4.64 to 4.90 and standard deviation from 0.960 to 1.114. There were 5 question and the highest mean measured is 4.98 in item A2. A2 statement is "I consume local food to experience something new" and the lowest mean measured is 4.64 in item A4. The statement is "I consume local food because it uses fresh ingredients". The other mean measured for A1, A3, and A5 are 4.90, 4.72, and 4.83 respectively.

Table 3
 Descriptive statistic for healthiness.

No	Item	Mean	Std. Deviation
B1	I do not buy any local food because it seems to be too expensive although I know they are healthy.	3.07	1.647
B2	When I choose local product I did not consider about the price because I'm concern about healthiness.	4.31	1.265
B3	Local food is higher in value than other food.	4.35	1.294
B4	When I purchase food, I do not consider about their healthiness.	3.19	1.655
B5	Local food tastes better and give healthiness for consuming it.	4.54	1.029

The table above shows the mean and standard deviation measured for healthiness. Mean and standard deviation ranges between 3.07 to 4.54 and 1.029 to 1.655. The question measured with the highest mean of 4.54 is item B5 with the statement "local food tastes better and give healthiness for consuming it". Meanwhile the lowest is 3.07 and the item is B1 with the statement, "I do not buy any local food because it seems to be too expensive although I know they are healthy". The mean value for other items (B2, B3, and B4) are 4.31, 4.35, and 3.19.

Table 4
 Descriptive statistic for authenticity.

No	Item	Mean	Std. Deviation
C1	The authentic experience is one of the top traveller motivation.	4.75	1.064
C2	The uniqueness of the local food is the main reason to travel to the destination.	4.76	0.920
C3	The authentic products of the destination are adding value to the tourist preference.	4.89	0.961
C4	The authenticity in local food has an impact on travel satisfaction.	4.97	0.956
C5	The authenticity in local food has an impact on travel satisfaction.	4.78	1.078

The table above shows the mean and standard deviation for authenticity. The mean and standard deviation for all five questions range from 4.75 to 4.97 and 0.920 to 1.078. For all 5 questions, mean measured the highest is 4.97 and the item is C4 with the statement "The authenticity in local food has an impact on travel satisfaction". The lowest mean measured is C1 with the statement "The authenticity experience is one of the top traveller motivation." The other items' mean values for C2, C3, and C5 are 4.76, 4.89, and 4.78 respectively.

Table 5
 Descriptive statistic for cultural experience.

No	Item	Mean	Std. Deviation
D1	I am experimental when it comes to trying new and unusual food when I travel.	4.98	1.085
D2	It is a way for me to experience the local culture of a destination.	4.77	0.969
D3	It allows me to discover the flavours in local food.	4.99	0.798
D4	It allows me to discover something different to the food I usually eat at home.	4.98	0.931
D5	When eating local food, it's one of the reasons to know the culture of destination.	4.78	1.002

The table above shows the mean and standard deviation measured for cultural experience. Both mean and standard deviation range from 4.77 to 4.99 and from 0.798 to 1.085. The highest mean measured in all 5 questions is D3 with the statement "It allows me to discover the flavours in local food". Meanwhile the lowest mean value is D2 with the statement "It is a way for me to experience the local culture of a destination". The other questions' mean value for D1, D4, and D5 are 4.98, 4.98, and 4.78 respectively.

Table 6
 Result of Pearson correlation analysis

Correlations		Factors	Healthiness	Authenticity	Cultural
Factors	Pearson Correlation	1	.307**	.675**	.568**
	Sig. (2-tailed)		.000	.000	.000
	N	362	362	362	362
Healthiness	Pearson Correlation	.307**	1	.315**	.289**
	Sig. (2-tailed)	.000		.000	.000
	N	362	362	362	362
Authenticity	Pearson Correlation	.675**	.315**	1	.636**
	Sig. (2-tailed)	.000	.000		.000
	N	362	362	362	362
Cultural	Pearson Correlation	.568**	.289**	.636**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	362	362	362	362

** . Correlation is significant at the 0.01 level (2-tailed).

H1: There is a significant positive relationship between healthiness factor and tourist motivation to consume local food.

There is a medium strength between healthiness factor and tourist motivation to consume local food and a positive correlation ($r=0.307$, $p<0.01$). The correlation analysis supports that healthiness factor has a significant positive relationship with tourist motivation to consume local food. Hence H1 is supported.

H2: There is a significant positive relationship between cultural experience factor and tourist motivation to consume local food.

There is a high strength between culture experience factor and tourist motivation to consume local food and a positive correlation ($r=0.568$, $p<0.01$). The correlation analysis supports that culture experience factor has a significant positive relationship with tourist motivation to consume local food. Hence H2 is supported.

H3: There is a significant positive relationship between authenticity factor and tourist motivation to consume local food.

There is a high strength between authenticity factor and tourist motivation to consume local food and a positive correlation ($r=0.675$, $p<0.01$). The correlation analysis supports that authenticity factor has a significant positive relationship with tourist motivation to consume local food. Hence H3 is supported. Overall, this analysis supports and accepts the entire hypotheses developed in Chapter 3.

Table 7
 Result of reliability Cronbach's Alpha for the variables.

Variables	Number of item	Cronbach' alpha
Factors influencing tourists to consume local food	5	0.738
Healthiness	5	0.615
Authenticity	5	0.765
Cultural experience	5	0.649

The table above shows that Cronbach's Alpha value range between 0.615 to 0.765. The dependent variable is the factor influencing tourists to consume local food shows an acceptable reliability ($\alpha = 0.738$). The first independent variable is healthiness. That item shows a questionable reliability ($\alpha= 0.615$). The second independent variable is authenticity and Cronbach's alpha shows a good reliability ($\alpha= 0.765$). The last independent variable is cultural experience. This variable Cronbach's alpha shows that a questionable reliability ($\alpha= 0.649$).

DISCUSSION & RECOMMENDATION

Even though the researchers experience new things throughout the progress in conducting this research study, there are several limitations that have been encountered and identified and it is important to point out to give benefits and convenience for other researchers to acknowledge and improve. Firstly, the current study is limited to 384 samples that can be measured as small market. Even though Krejcie & Morgan (1970) stated that the amount would be sufficient and suitable, larger sample size could be used to systematize millions of respondents. Another limitation is, the sample chosen cannot represent the whole local and international tourists arriving to Kelantan. As people's personality differs with each other, their tourist behaviours would probably differ as well. The active food tourists may not be in Kelantan while the research was conducted, so the probability of getting the most precise data might be low. Moreover, limitations emerge when it is related to quantitative research. It was quite a concern when the data were being at stake because it would cause a total loss if there were any mistakes somewhere. This is because, quantitative research focuses on quantifying a given phenomenon rather than answering 'why' or 'how' it happened. It was like a repeated process all the way from proposing a theory to examining the results.

Then, for future research there are also some possibilities to be found out. There is a lot of tourist destinations in Kelantan that can be investigated to decide if the independent variables in this study can be related to other contexts. In addition, studying other tourist destinations that are not stated in this research may be good to explore either it can attract different types of tourists there. This research could also be expanded to include qualitative research. It is because the researcher can interview the owner of the outlet for deeper information about food in terms of healthiness and authenticity. The interviewee could share how they keep the food fresh or did they use their own recipe different from other states. Interviewing the tourists can also give a lot more information about their own reference about local food.

From this whole research about the factors influencing tourists to consume local food in Kelantan, three recommendations can be made. Firstly, the recommendation on sampling size. This study only used 384 samples. This research suggested using bigger sample size, so researcher can have more accurate data. Next recommendation is researcher can carry out this study of tourist local food consumption in different states. Melaka

and Penang are the most famous state that tourists travel for food. Further recommendation is the structure of the questionnaire should be improved. Researcher should avoid from using 'why' or 'how' in their questionnaire because it can lead to data error.

CONCLUSION

In conclusion, it is suggested that the relationship between tourism industry and food industry should be fostered to encourage the consumers and local food traders to gain benefits from this research. Furthermore, tourism authorities must also understand the tourist demand and able to improve their service. According to the research, it is proven that authenticity was the factor that influences tourists to consume local food in Kelantan the most. In addition, other variables which are followed by culture experience and lastly healthiness also have a contribution in influencing tourists to consume local food in Kelantan. Overall, the findings of this research are expected to help tourism authorities and local food traders in providing more initiatives to meet customers' needs and demands. Apart from that, the limitation from this study can give opportunity for future researchers to contribute new idea and recommendation to make this research better and can improve its quality.

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The Factors that Influence the Sustainability of the Traditional Cuisines among the Millennials in Malaysia

**Nor Shamimi Kamal, Nur Athira Suliana Zulkifli, Ooi Geok Theng,
Siti Nurul Ain Fazzila Abdul Rahim & Nurul Fardila Abd Razak**
Faculty of Hospitality, Tourism and Wellness, Universiti Malaysia Kelantan
Corresponding email: fardila.ar@umk.edu.my

ABSTRACT

This study is to find out the factors that influence the sustainability of the traditional cuisines among the millennials in Malaysia. The purpose for this study is to examine the relationship between social norms, attitude, convenience food and the sustainability of traditional foods among millennials in Malaysia. In this study, a total of 384 respondents assisted the researchers to fill up the questionnaires which constituted by 30 questions. Descriptive and correlation analysis were applied to analyse the data collected by using quantitative method which was questionnaire. Implications and recommendations were presented by the researchers for future study.

Keywords: *social norms, attitude, convenience food, sustainability, traditional cuisines*

INTRODUCTION

Malaysia is a country that consists of 13 states and achieved independence from British Empire on 31 August 1957. Fanco (2018) reported that, Malaysia has become a special country among the world because of certain reasons, and one of the reasons is the multicultural society and unity of Malaysia. The residents of Malaysia are built up with various types of ethnic and the main ethnic are Malay, Chinese and Indian. According to the Department of Statistics Malaysia (2018), Bumiputera hold the highest citizen percentage (69.1%), followed by Chinese (23.0%) and 6.9% of Indian. Hutton (2005) has pointed out that, these different races make Malaysia rich in culture and tradition because of the unique identity of each ethnic, especially the traditional food, it did bring the name of "Asia's greatest cuisines meet and mingle" for Malaysia. Ng (2018) has reported that, the first thing to know about Malaysia is that Malaysians are passionate about food because cuisine is the most 'classical' culture in Malaysia.

Furthermore, Malaysia as a melting pot of various culinary heritages, did provide a priceless experience to the tourists which might contribute to a rise of revenue to the tourism sector. Karim, Shahrim, Chua and Salleh (2009) have found out that, most of the tourists who came to Malaysia merely for the traditional cuisines besides the natural or geographical attraction like tropical rain forests. Depends on above statement, the attractiveness of traditional cuisines had brought in lots of tourists to Malaysia. Based on Yusoff, Zahari, Kutut and Sharif's (2013) research, Malaysian traditional cuisine has a direct contribution to the economy of the country as a part of other specialities in Malaysia. After finding out the potential growth in this sector, Malaysian government has put more effort in promoting gastronomy and culinary tourism (Yusoff et al., 2013).

It is said that Malaysian traditional cuisines are the heritage that must be generated from one generation to others because it brings a number of benefits to the country. However, based on Hamzah, Karim, Othman, Hamzah and Muhammad (2015), globalizations has made the change of the cultures in Malaysia. Malaysia is facing the problem to lose the authenticity of traditional cuisines because most of the Malaysians aged 19-39 which are known as millennials are gradually ignoring the practice of consuming their own traditional cuisines due to the information technology (Nor, Sharif, Zahari, Salleh, Isha and Muhammad, 2012).

Therefore, this study is to examine the factors that influence the sustainability of traditional cuisines among millennials in Malaysia. Millennials play an important role in sustaining traditional cuisine in the country, because they are the intermediary of the cultures who play the role to market and introduce the traditional cuisines to others as well as producing the cuisines (Hamzah et al., 2015). The study is going to change the perception of millennials towards the traditional cuisines together with increasing their awareness of their less consumption of traditional cuisine which could lead to the loss of authenticity on traditional cuisine.

There are three objectives of this research:

1. To examine the relationship between social norm and the sustainability of traditional foods among millennials in Malaysia.
2. To determine the relationship between attitude and the sustainability of traditional foods among millennials in Malaysia.
3. To examine the relationship between convenience foods and the sustainability of traditional foods among millennials in Malaysia.

Significance of the Study

Researchers

This research provides better information for next or new researchers who are going to carry out a research in the field of Malaysian traditional cuisines. Besides that, understanding Malaysians' preference towards the traditional cuisines not only can benefit the researcher, it can also lend a hand to for the entrepreneurs or the marketing persons to carry out a perfect marketing strategy for his or her business. Malaysian traditional cuisines are important to be sustained because they are able to bring benefits to many parties.

Tourism Malaysia

This research will be a guideline for the tourism in Malaysia to sustain the Malaysian traditional cuisines. The name of Malaysia is well known in the world because of the uniqueness of Malaysian traditional cuisines. Therefore, Malaysian traditional cuisines are important to be sustained for the purpose to bring in more tourists and at the same time to boost the country economy.

The Millennials

Traditional cuisines are the culture and tradition of the country or even a family. So, it is important to keep on this tradition for generations to come. Moreover, this research is able to provide the awareness to millennials in Malaysia with the reason to consume more traditional cuisines in their daily life. The sustainability of traditional cuisines among the millennials is very important because it plays the role to pass the traditional cuisines from generation to generation.

LITERATURE REVIEW

Traditional Cuisines

Traditional cuisines can be defined in many different meanings in literature form (Tan and Yow, 2016). According to Hamzah et al. (2015), traditional cuisines bring the meaning of important culture, heritage, identity and tradition of a country. While European Union, (2007) defined traditional cuisines are the cuisines that has been consumed and generated for many generations and it included the used of the local ingredients and food plants to cook the cuisines. Moreover, Zainal, Zali, and Kassim, (2010) has reported that, traditional food has become an important component in Malaysian tourism. This is because Malaysian traditional cuisines and Malaysian tourism are both bringing benefits to each other. Karim et al. (2009) found out that, the Malaysia culinary heritage is able to create a valuable experience to the tourists, on the other hand boosting the economy of the country.

However, there is a voice of opposition by Yoshino (2010), who said that the traditional cuisines of Malaysia lack unique identity because the cuisines are the mixture of every ethnic. On the contrary, the mixture of the cuisines from every ethnic in the country had become a good marketing tool to market a destination even a country (Du Rand and Heath, 2006). Based on Zainal et al. (2010), a food trail initiative has been planned by Malaysian Government according to each state, region and community specialties for the purpose to draw tourist attention to Malaysian traditional cuisines. Furthermore, traditional cuisines in Malaysia are able to provide the country a positive image to the tourists. A good country's image will meet the expectation of the tourists and increased the opportunity for the repeat visitation (Ling, Karim, Othman, Adzahan and Ramachandran, 2010).

Sustainability of Traditional Cuisines

Sustainability is a process to maintain the change of the balanced environment at the same time to enhance the future and current potential for the purpose to fulfil the needs of humans. Sustainability can occur in many dimensions like social, economic and environmental (Kuhlman and Farrington, 2010). One of the sub-dimensions under the social dimension is traditional cuisines. Traditional cuisines are an important cultural heritage for a country, especially Malaysia, a country that consists of multi ethnic which helps to enrich a country culture and tradition (Poulain, Smith, Laporte, Tibère, Ismail, Mognard and Shamsul, 2015). The sustainability of traditional cuisines relies on the practice of traditional food knowledge among the millennials (Zahari, Kamaruddin, Kutut, and Langgat, 2011), because they have the responsibility to transmit and practise their own ethnic cuisines in order to maintain the authenticity of the traditional cuisines (Nor et al., 2012).

However, Malaysian traditional cuisines nowadays are facing a situation of losing the uniqueness of the identity and heritage (Rahman, Karim, Ishak, and Arshad, 2018). This is on the account of the cooking knowledge of the traditional cuisines is gradually lost in transmission and leads to the deskill of millennials in cooking the traditional cuisines (Bowen and Devine, 2011). Maintaining the traditional cuisine culture is the comparative advantage for the country (Shariff, Mokhtar, and Zakaria, 2008). Therefore, it is important to pass down the cuisines because the traditional cuisines are valuable products for Malaysia.

Millennials

Millennials of Malaysia refers to the Malaysian citizens who were born from year 1980 until 2000. They are counted as millennials because they approached the new millennium and in the age where digital technology rose (Khanfar, 2012). Most of the millennials nowadays are affected by the technologies and they are going to the non-tradition values more (Andert, 2011). In the study, the researchers selected the three main ethnic from the diversified society of Malaysia as the subjects which were Malay, Chinese and Indian millennials (Karim et al., 2009); (Che, Mohd & Bakar, 2010). This is because millennials are the ones who should be performing the role to sustain the local traditional cuisines (Rahman et al., 2018).

Additionally, Malaysian millennials are the agents to brand and market the traditional cuisines of Malaysia. They have the responsibility to spread the traditional cuisine knowledge to others and at the same time pass on the knowledge to the next generation (Hamzah, Karim, Othman and Hamzah, 2013). Unfortunately, modernization has influenced the food consumption pattern of millennials in Malaysia (Che et al., 2010). Malaysian millennials have shifted their preferences to other types of food rather than consuming traditional cuisines (Muhammad, Ab Karim, & Hamzah, 2015).

Social Norms

Social norms is a concept which came from social and behavioural science discipline and research tradition. This term was used to discuss or describe a place. According to Lubchenco, Cerny, Reimer and Levin (2016), social norms are behavioural incentives which are showed through the reputation and an individual's self-image. Based on Rahman et al. (2018) one of the most common social norms is family. Family has a strong influence on millennials eating behaviour because parents are able to shape their children eating behaviour since they were young. This is because parents are the food provider of the child, and able to teach the child about the values of the traditional cuisines. It is crucial to educate the children from childhood for the purpose to sustain the practice of consuming traditional cuisines in the lifetime.

However, Sharif et al. (2013) stated that, there are more and more families which do not practise consuming their own traditional cuisines during the lifetime and even the festival seasons. This issue indirectly influences their next generation on consuming the traditional cuisines, because the knowledge or tradition that should be passed down, was not passed to the next generation. This issue becomes serious because nowadays most of the mother in a house is a successful career woman. Although parents may have the knowledge of cooking the traditional cuisines, yet they seldom cook and introduce the traditional cuisines to their children in house (Sharif et al., 2013). In addition, the practice of consuming traditional cuisines in a family is very important because this may affect the practice of consuming traditional cuisines for the next generation.

Attitude

Attitude has the meaning of the psychological preference of a human regarding certain object or behaviour (Albarracin, Johnson, Zanna and Kumkale, 2005). Moreover, according to Eirich and Corbett (2009), attitude is an individual's subjective evaluation process which will be affected by one's emotions and beliefs. In addition, attitude that a person has is able to change the perception of that person towards particular things or objects and this includes the food consumption behaviour of the person. Based on Sanzo et al. (2003), the level of satisfaction of a consumer toward the consumption product can be examined by the attitude of the consumer. This is because a positive attitude towards an object can increase the level of satisfaction and retain the use of that object.

This same goes to the traditional cuisines. Pieniak, Verbeke, Vanhonacker, Guerrero and Hersleth (2009) found out that, having a positive attitude on the traditional cuisines can make a person who are attached to a well-known product are more willing to choose traditional cuisines as their daily food. Therefore, a positive attitude towards the traditional cuisines is very important in deciding the future of the Malaysian traditional cuisines. However, Sharif et al., (2013) showed that, parents nowadays are putting more attention on children's academic education instead of on the family's culture and tradition. This is due to the transmission of traditional cuisines were gradually ignored by the millennials in Malaysia.

Convenience Food

According to Osman, Mokhtar, Setapa, Shukor, and Temyati (2014) convenience foods refer to the food products which are convenient and timesaving when preparing or consuming. There are various types of foods that are under the umbrella of convenience food, and this may consist of the ready-to-eat food, ready-to-heat food, ready-to-end-cook food, ready-to-cook food and others. Osman et al., (2014) have confirmed that, the increasing of the population in urban area does raise the demand of the products and services which are convenient and time saved to fit the rapid pace of life in the urban area. Nowadays, most Malaysians who live in the urban area faced the problem of having a limited time of meal period. This problem makes convenience foods to be the youngsters' first choice in selecting meals (Buckley, Cowan and McCarthy 2007).

Along with this, Boer, McCarthy, Cowan and Ryan (2004) have pointed out that, Malaysian millennials are putting more effort on career which leads to the lack of time that is supposed to be used in preparing a meal. This may cause the millennials in Malaysia to become deskilled in cooking a meal. According to Sharif et al. (2013), the deskilling of millennials in preparing a meal will directly influence the sustainability of traditional cuisines among them. This is because Malaysian millennials are not able to cook or prepare a simple meal independently and not to mention to prepare a traditional cuisine in the house. As a result, deskill becomes the main reason why Malaysian millennials prefer to consume convenient foods. The food consumption of millennials in Malaysia for these recent years tend to change from the home-made foods to the convenient foods (Rahman et al., 2018) and this make the number of consuming the Malaysian traditional cuisines among the millennials continue to decrease.

Research Hypothesis

This research is seeking to address the following research hypotheses:

- H1: There is a significant relationship between social norms and the sustainability of traditional cuisines among millennials.

- H2: There is a significant relationship between attitude and the sustainability of traditional cuisines among millennials.
- H3: There is a significant relationship convenience food and the sustainability of traditional cuisines among millennials.

Research Framework

The main purpose for this study is to develop an understanding of the factors that influence the sustainability of traditional food among millennials in Malaysia. Furthermore, the hypotheses in this study were tested by using the social norm, attitude and convenience foods toward the sustainability of traditional cuisine.

Based on Figure 1, the researchers intend to determine the relationship between independent variables and dependent variable. The Independent variables of this study are social norms, attitude and convenient foods while the dependent variable is the sustainability of traditional cuisine.

The first variable is to study the social norm in Malaysia, which may influence the intention of millennials to consume the traditional cuisines. Next, is the attitude of the millennials in Malaysia towards the traditional cuisines. This variable is to examine the positive or negative attitude of Malaysian millennials that will influence the intention to consume the traditional cuisines. Lastly, is the convenience food in Malaysia which is to see whether the convenient foods in Malaysia is able to influence the intention of millennials in consuming the traditional cuisines.

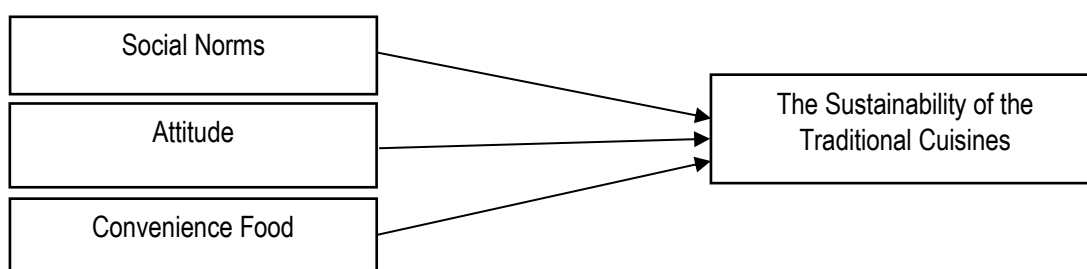


Figure 1: Conceptual Framework

Source: Muhammad et al. (2015), Khalek (2014) and Rahman et al. (2018).

METHODOLOGY

Research Design

Quantitative method was employed in this research to generate data via questionnaire. The questionnaire that researchers implemented were separated into 3 sections, which were section I, section II and section III. In section I, the demographic of the respondents were covered. Section II stated the general knowledge towards traditional cuisines. This section included 2 to 3 multiple choice questions. While in section III, researchers asked the opinion of the respondents according to this research's independent variables and dependent variable which were social norm, attitude, convenience foods and the sustainability of traditional cuisines among the millennials by using six-point Likert- scale. This scale consists of six level of agreement towards the researchers' study, which are strongly disagree, disagree, slightly disagree, slightly agree, agree and strongly agree. A total number of 30 questions were included in the questionnaire and all question were asked in English and Malay language.

Data Collection

A pilot testing was applied to test the reliability of the dependent and independent variables of the research which included 30 respondents in Universiti Malaysia Kelantan. After that, the test was proceeded into an actual form. A total number of 384 questionnaires were distributed to 384 millennials in Malaysia by using the convenient sampling and 357 sets of the questionnaires were usable. Besides that, the researchers also obtained secondary data which included textbooks and publications for the purpose to explain the decision made by the researchers.

Sampling

Sampling method is a technique implemented in a research to select a smaller number of respondents systematically for the purpose of representing the larger number of populations. Sampling method consists of 2 dimensions which are probability and non-probability sampling technique (Sharma, 2017). In this research, non-probability sampling techniques was used to generate data. There are some common uses of methods under the non-probability sampling techniques which are Convenient sampling, Judgement sampling, Quota sampling and Snowball sampling. Convenient sampling was applied as the sampling method for this research. This was because convenient sampling is easy, readily available and cost effective (Henry, 1998). Therefore, the questionnaires were distributed to 384 millennial Malaysian selected from 13,836,899 millennials to answer the questionnaires [based on the table of Krejcie and Morgan table (1970)].

Data Analysis

Statistical Package for Social Science (SPSS) is a statistical software which has the function of performing quantitative data statistic and analysis (Greasley, 2007). Furthermore, SPSS is able to show the relationship between the dependent and independent variable into the form of descriptive analysis and correlation. In this research, SPSS was applied to process the data and information gathered among millennials in Malaysia. Therefore, four types of analysis were used in this research which are reliability analysis, descriptive statistics, mean analysis and Pearson's correlation.

FINDINGS

Profile Sample

Table 1
 Demographic Profile (N = 357)

Demographic Characteristic	Category	N	Percent (%)
Gender	Male	107	30.0
	Female	250	70.0
Age	19-25 years old	256	71.7
	26-32 years old	76	21.3
	33-39 years old	25	7.0
Ethnicities	Malay	279	78.2
	Chinese	52	14.6
	Indian	26	7.3
Levels of Education	Primary School	5	1.4
	Secondary School	97	27.2
	Tertiary Education	255	71.4
Monthly Income/ Pocket Money	Below RM 500	162	45.4
	RM 500-RM 1000	50	14.0
	RM 1001-RM 2000	94	26.3
	RM 2001-RM 3000	26	7.3
	Above RM 3000	25	7.0

Table 1 shows the demographic background of the respondents. As can be seen from the table above, 30 percent of the respondents were male and 70 percent of the respondents were female. Moreover, 71.7 percent of the respondents were from the age range 19-23 years old and 78.2 percent of respondent were Malay. In addition, more than half of the respondents had the tertiary education, which scored 71.4 percent and lastly the 45.4 percent of the respondents have the monthly income or pocket money below than RM 500.

General Knowledge toward Traditional Cuisines

Table 2

Analysis on the general knowledge of the millennials for the traditional cuisines.

Statement	Times	Percent
How many times do you consume your own traditional cuisines in a week?	One Time	41.5
	2 – 3 Times	35.9
	4 – 5 Times	22.7
Statement	Yes (Percent)	No (Percent)
Do you think traditional cuisines are good for your health?	68.6	31.4
Is the price for the traditional cuisines affordable to you?		
Is there convenience for you to find traditional cuisines at the area that you live?	96.6	3.4
Do you prefer to consume other types of food instead of traditional cuisines?		
	68.9	31.1
	91.9	8.1

Table 2 presents the general knowledge that the respondents had towards the traditional cuisines. There were up to 41.5 percent of the respondents who consumed the traditional cuisines once a week, 35.9 percent of the respondents who consumed 2-3 times a week and 22.7 of the respondents who consumed 4-5 times in a week.

Then, 68.6 percent of the respondents have an opinion that traditional cuisines are good for health. Surprisingly, 3.4 percent of the respondents thought the price of the traditional cuisines is not affordable. In addition, 68.9 percent of the respondents can easily find out the traditional cuisines at the area of where they live and 91.9 percent of the respondents were willing to consume other types of food instead of traditional cuisines.

Analysis on the sustainability of the traditional cuisines

Table 3

Mean, standard deviation (SD) of items and variables (n = 375).

Variables	Statement	Mean	Standard Deviation (SD)
The sustainability of the traditional cuisines	I think that traditional cuisines are an important heritage to Malaysia tourism.	5.61	0.661
	I consume traditional cuisines only during festival season.	4.86	1.120
	I can cook at least one type of traditional cuisines.	4.92	0.976
	I can recognize at least 10 types of traditional cuisines.	4.96	0.979
	Average score	5.083	0.600
Social Norms	I always help my parents to cook traditional cuisines at home.	4.59	1.100
	My parents taught me the basic ingredients and I am familiar with the raw material needed for cooking traditional cuisines.	4.60	1.047
	I prefer to eat at home rather than dining out.	5.08	0.955

	I often bring traditional cuisines to school during schooling.	3.91	1.267
	My parents will cook traditional cuisines at home at least once a week.	4.64	1.048
	Average score	4.563	0.752
	I like to eat Malaysian traditional cuisines.	5.37	0.819
	I am happy to see someone selling traditional cuisines.	5.32	0.876
	Malaysian traditional cuisines are good in taste.	5.49	0.689
	Malaysian traditional cuisine cooking styles are very attractive to me.	5.41	0.768
Attitude	I am willing to spend my time in preparing traditional cuisines for my family.	4.92	1.135
	Average score	5.298	0.682
	I prefer to consume convenient foods rather than traditional cuisines due to time factor.	4.98	1.187
	I consume convenient food influenced by my parents.	4.70	1.333
Convenience Food	Consuming traditional cuisines is one of my favourite during social events.	4.83	1.043
	I prefer to eat convenient food because I am lacking the skill of cooking traditional cuisines.	4.89	1.289
	Convenient food is easily available than traditional cuisines.	5.19	1.106
	Average score	4.918	0.947

Table 3 provides the finding of the mean analysis and the standard deviation for the dependent variable and independent variables. The average score of the dependent variable for the mean analysis and standard deviation are 5.083 and 0.600. The highest mean score for this is the respondents think that the traditional cuisines are an important heritage to Malaysia tourism which the score of 5.61 (SD = 0.661). Meanwhile, the lowest score is when the respondents consume traditional cuisines only during festival season with only 4.86 (SD = 1.120) score.

Besides this, there are also the results for the three-independent variables. Social norms is the independent variable which scored the lowest among the three variables. The average mean for this variable is 4.563 (SD = 0.752). From the table above, it can be seen that the highest score for this variable is for the statement that the respondents prefer to eat at home rather than dining out which scored 5.08 (SD = 0.955) and the lowest score is 3.91 (SD = 1.267) for the statement that the respondents will often bring traditional cuisines to school.

Then, the independent variable of attitude. The table above shows that, the statement of Malaysian traditional cuisines is good in taste scored the highest mean score, which is 5.49 (SD = 0.689). Meanwhile, the lowest mean score for this variable is only 4.90 (SD = 1.135) for the statement that the respondents are willing to spend time in preparing traditional cuisines for their family. The average score for this variable is 5.298 (SD = 0.682).

Further interpretation is on the variable of convenient food. The average mean for this variable is 4.918 (SD = 0.947). Convenient food is easily available than traditional cuisines scored the highest mean statistic for 5.19 (SD = 1.106). The lowest mean statistic for this variable is that the respondents consume convenient food influenced by parents, which scored only 4.70 (SD = 1.333).

Relationship between the social norms, attitude, convenience foods and the sustainability of the traditional cuisines

Table 4
 Pearson's Correlation between Social Norms, Attitude, Convenience Food and The Sustainability of the Traditional Cuisines.

		Sustainability of the traditional cuisines	Social Norms	Attitude	Convenience Food
Sustainability of the traditional cuisines	Correlation Coefficient	1			
	Sig. (2 tailed)				
	N	357			
Social Norms	Correlation Coefficient	.416**	1		
	Sig. (2 tailed)	.000			
	N	357	357		
Attitude	Correlation Coefficient	.611**	.404**	1	
	Sig. (2 tailed)	.000	.000		
	N	357	357	357	
Convenience Food	Correlation Coefficient	.527**	.274**	.518**	1
	Sig. (2 tailed)	.000	.000	.000	
	N	357	357	357	357

The result of the correlation analysis is presented in Table 4. It can be seen from Table 4 the correlation coefficient for the social norms and the sustainability of the traditional cuisines are .416**. Therefore, there is a significant low positive relationship between the social norms and the sustainability of traditional cuisines among the millennials in Malaysia.

Apart from that, the value of correlation coefficient for attitude and the sustainability of the traditional cuisines is .611**. As a result, there is a significant moderate positive relationship between attitude and the sustainability of the traditional cuisines among the millennials in Malaysia.

As to the correlation coefficient for the convenience food and the sustainability of traditional cuisines, the score is .527, which indicates a moderate positive correlation coefficient value. Therefore, there is a significant moderate positive relationship between convenient food and the sustainability of the traditional cuisines among the millennials in Malaysia.

This sub-chapter can be sum up with all variables having the significant level of .000 which is less than 0.05 ($p < 0.05$). The hypothesis stated there are significant relationships between the social norm, attitude, convenience food and the sustainability of traditional cuisines among millennials. All the hypothesis above are accepted.

DISCUSSION & RECOMMENDATION

The implementation of the online survey had a slow respondent rate and in order to increase the respondent rate, future researchers may distribute the questionnaire at famous food destinations together with the online survey. Aside from that, the researchers were able to observe the food intention of the consumers at the food destinations and get more in-depth information for the research. Besides that, targeting the millennials throughout Malaysia as the respondents was not really suitable for a beginner. This is because the number of residents in Malaysia can get only in approximately but not exactly, and this will affect the accuracy of the results collected. The research can just

be carried out in a state of Malaysia like Penang, Melaka, Ipoh and so on. This may be easier and more accurate in the data collection.

Other than that, the data collected from online survey may be unreliable. In order to make the data reliable, open ended questions can be employed in the questionnaire. The respondents have to read every single question and write down the answer and at the same time the researchers are able to observe the expression and feeling of the respondents. Moreover, more independent variables could be tested in future researches for the purpose to find out other factors that influence the sustainability of the traditional cuisines. Three independent variables may be too limited in find out the reason that why the millennials in Malaysia do not practice consuming the traditional cuisines.

CONCLUSION

In conclusion, this research is to awake the millennials of the values and importance of the traditional cuisines. This chapter summarizes the results that have been tested among the dependent variable and independent variables from 357 sets of the questionnaires. Attitude of the millennials has the most influence on the sustainability of the traditional cuisines. While, social norms scored a weak relationship with sustainability of the traditional cuisines due to the change of lifestyles and information technologies. Lastly, some recommendations were given by the researchers as a precaution for the future research.

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The Effects of Food Safety Knowledge on Food Handling Practices among Street Food Vendors in Kota Bharu

Leong Ming Wei, Nur Fadhilah Suliaman, Siti Nursyafiqqa Nordin,
Norfatin Atikah Mat Yusoff, Nurul Fardila Abd Razak & Nor Amira Mohd Razali

Faculty of Hospitality, Tourism and Wellness, Universiti Malaysia Kelantan

Corresponding email: fardila.ar@umk.edu.my

ABSTRACT

The study is about the effects of food safety knowledge on food handling practices among street food vendors. Nowadays street food is very common and gets high demand from the community because it saves time and energy. Besides that, it reflects the traditional local culture and can be one of the best ways to experience the real culture of any community. The safety of street food has become one of the main concerns of public health since the pace of globalization and tourism increasing. Therefore, this research seeks to study the relationship between knowledge on food cleanliness and hygiene with food handling practices among street food vendors. Second, to determine the relationship between knowledge on symptoms of foodborne illnesses with food handling practices among street food vendors. Lastly, to examine the relationship between knowledge on foodborne pathogens with food handling practices among street food vendors. The quantitative method was used which are questionnaires. About 201 respondents were administrated among food handlers of street food vendors in the population area of Kota Bharu, Kelantan.

Keywords: *Street Foods, Food Safety*

INTRODUCTION

Street food has been introduced since thousands of years ago (Fellows & Hilmi, 2011). Most cities in the developing countries are familiar with street foods (Ekanem, 1998). Street foods are appreciated by public for the taste and flavour as well as their affordable price (Bhowmik, 2005). However, street foods are known as the place that would likely expose people to the significant public health risks (WHO, 1996). Among the factors that lead to health risks at the street foods are fewer of basic infrastructure and services, not enough resources for inspection laboratory analysis, lack of knowledge about basic food safety measures and insufficient awareness of hazards caused by certain street foods among public (WHO, 1996).

Furthermore, microbiological contamination of street foods is considered as a threat to consumers' health (FAO, 2009). The hazard of microbiological contamination depending on the type of food, procedure of preparation and way preserved before use (Drapper, 1996; FAO, 2009; WHO, 2010; WHO, 1996). Foodborne pathogens can give serious effect to health hazards like food poisoning and other foodborne diseases (FAO, 2009). Generally, the emergence of foodborne pathogens can come directly or indirectly in the food chain (Miller, 1998; Smith & Fratamico, 1995). The previous researcher has identified, one of the most vital trends that is possible give the effect to food safety in the next 50 years is the emergence of new or unexpected pathogens in foods (Tauxe, 2010). In order to minimize health hazard caused by street foods, high awareness about basic food safety principles and measures is one of the most cost-effective options (WHO, 2010).

Overview of Study

About 2 million death cases of food poisoning occur every year globally, especially in the developing countries (WHO, 2015). In Malaysia, about 17, 840 (55.21%) cases of food poisoning in 2016 and about 13, 686 (42.25%) cases of food poisoning in 2017 was recorded (Department of Statistics Malaysia, 2018). There are many factors leading to food poisoning including the food and water contaminated usage with possible foodborne pathogens such as bacteria, viruses, parasites and toxins which can cause to foodborne illnesses (Linscott, 2011; Scallan, 2011; Henao, 2015; WHO, 2014). Besides that, mishandling of food and lack of cleanliness can easily spread the foodborne illnesses (Abera, 2010; Rall, 2010). About 2.5 billion people use street foods everyday (Fellows & Hilmi, 2011; Kraig & Sen, 2013).

There are three objectives of this research:

- 1.1 To study the relationship of knowledge on food cleanliness and hygiene with food handling practices among street food vendors.
- 1.2 To determine the relationship between knowledge on symptom of food borne illnesses and food handling practices among street food vendors.
- 1.3 To examine the relationship between knowledge on food borne pathogens and food handling practices among street food vendors

Significance of the Study

In the end of the research, this study is expected to contribute to the body of knowledge about the right food handling practices among street food vendors in Kota Bharu, Kelantan. The execution of the right food handling practices is very important and it will indicate the level of awareness about food handling practices from food cleanliness and hygiene, symptom of foodborne illnesses and foodborne pathogen that can occur to the food poisoning issue. Besides that, the finding of this research will be beneficial to the street food vendors which will enhance their awareness about the importance of the right food handling practices. Not only that, it will also help them to improve the quality of their food in a good condition that is free from any contamination. In addition, this study will contribute to the decrease statistical cases of food poisoning in Malaysia. However, this study will also be beneficial to the next researchers in order to explore more about food handling practices in the future.

LITERATURE REVIEW

Food Safety Knowledge

It is necessary for every food handler to obtain education and training in the food safety knowledge (Bas, 2006). The food handler's knowledge is essential in order to increase the effectiveness of educational and behavioural interventions (Pichler, 2014). The attitude of food handlers is also essential. This is because it includes both the knowledge and practices since food handlers with positive attitude can perform well in their practices (Zanin, 2017). The carelessness of food handlers causes the majority of foodborne illnesses related to street foods (WHO, 2002). Lack of knowledge and awareness about food safety hazard of street food vendors will give effect to public health (Garin, 2002; Rane, 2011). Previous researchers from various parts of developing world have carried out thorough studies about food safety knowledge, disposition to food safety issues and practices of street food vendors (Muyanja, 2011; Omenu, 2008; Liu, 2014; Toh, 2000).

Food Cleanliness and Hygiene

The Food Safety and Quality Division, Ministry of Health, Malaysia has organized food handling training programme and it is compulsory for every food handler to attend so that it can create awareness on the importance of personal hygiene and sanitation (Ministry of Health (MOH), 2012). Poor standards of hygiene during food preparation and lack of proper food safety training among food handlers are usually the causes of foodborne illnesses (Greig, 2007). Food contamination will happen from insufficient water supply and poor waste disposal system leading to the increase of flies and houseflies (Chumber, 2007). All kinds of foodstuffs must be covered completely in order to avoid food contamination caused by dust and flies (Malhotra, 2017). Every street food vendor must be knowledgeable about

how good personal cleanliness and hygiene, suitable washing techniques of utensils using clean and potable water and avoidance of accumulated waste nearby that leads to insects, birds and rats prevent the occurrence of environmental pollution during food preparation (Fellows & Hilmi, 2011).

Symptom of Foodborne Illnesses

The serious and usual threats occur to community health worldwide is foodborne illness (Centre for Disease Control, 2011). Foodborne illnesses can cause death (Gorman 2002). Usually, the cases of foodborne illness are not influenced by race, ethnicity or income (Quinlan, 2013). Globally, 1 out of every 10 individuals suffers from foodborne illnesses (WHO, 2015). Mostly, kitchen surfaces such as cloth, cleaning sponge, cutting board, knives and sink can cause the growth of foodborne bacteria (Kusumaningrum, 2003; Mattick, 2003). Among the foodborne illnesses that are related to symptom of diarrhea and vomiting are hepatitis A, typhoid fever and cholera. The symptoms of hepatitis A are, feeling lethargic, malaise, dark urine, anorexia and jaundice (Puteh, 2013). Besides that, symptoms of infections of typhoid fever are headache, stomach ache and less appetite with body temperature of 39°C to 40°C. Typhoid fever can be easily spread by polluted food and water even though from an infected people or carrier (Beeching, 2011). In addition, bacteria *v.cholera* can be spread by seafood likes oysters and cockles (Tobin, 2008).

Foodborne Pathogen

The emergence of pathogen is considered as a serious threat to public health (Smith, 1995). Normally, the sources of foodborne illnesses come from dairy products, vegetables, eggs and meat (Pires, 2012) which are the fastest bacterial growth compared to bakery products and cereal that have low moisture ingredients (Draper, 1996). Factors that lead to the emergence of foodborne pathogens such as agricultural practice changes, microbial adaption and evolution, food industry technological changes, human behaviour changes in eating habits, demographic changes, public health infrastructure, environmental parameters and health care (Miller, 1998; Smith, 1995; Schofield, 1992; Tauxe, 2010). Hence, the bacteria will likely release toxins into these products which are not being killed through cooking which can lead to food poisoning (Fellows & Hilmi, 2011).

Food Handling Practices

The main food contamination vehicles are food handlers (Campos, 2009). Food handling practices may differ according to gender, ethnicity, age, income and other demographic characteristics (Altekruse, 1999; Cook, 1992). Every of food handlers needs to be aware of their practices during work which can give impact to food safety such as not washing and drying the hands when contaminated as well as sitting and keeping personal belongings at the food-preparation cabinet or cooking area (Walker, 2013). Certification can be as a useful tool to identify food handlers who are trained and it can motivate consumers to choose the right vendors when purchasing (WHO, 1996). To make sure of good cleanliness practices among street food vendors, WHO's "Five Keys to Safer Food" are suggested for street food sector (WHO, 2015) and it can be used as a basis for training of street food vendors worldwide (WHO, 2010). The five keys to safer food are to take care of cleanliness, differentiate raw and cooked food, cook carefully, and keep food at safe temperatures while using safe water and raw materials.

Research Hypothesis

In this study, there were three hypotheses:

H1: There is a significant relationship of knowledge on food cleanliness and hygiene with food handling practices among food street vendors.

H2: There is a significant relationship between knowledge on symptom of foodborne illnesses and food handling practices among food street vendors.

H3: There is a significant relationship between knowledge on foodborne pathogens and food handling practices among food street vendors.

Research Framework

A research framework has been designed to investigate the connection between knowledge on food cleanliness and hygiene, knowledge on symptom of foodborne illnesses, and knowledge on foodborne pathogens with food handling practices among food street vendors.

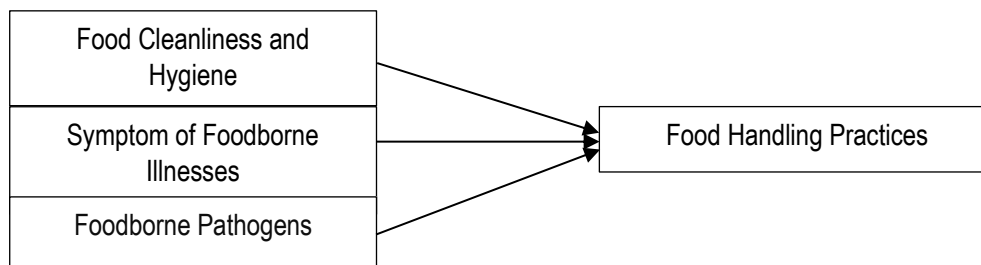


Figure 1: Research Framework of Effect of Food Safety Knowledge on Food Handling Practices among Street Food Vendors

Source: Woh, P. Y., Thong, K. L., Behnke, J. M., Lewis, J. W., & Zain, S. N. M. (2016).

METHODOLOGY

Research Design

This research is based on the quantitative data in descriptive research design. The descriptive research describes something which could be a phenomenon, a current situation or characteristics of a group of organization, people and others (Kumar 2013). Hence, the researchers want to determine whether the food safety knowledge focusing on food cleanliness and hygiene, symptom of foodborne illnesses and foodborne pathogens will give effect to the food handling practices among street food vendors in Kota Bharu, Kelantan.

Data Collection

The primary data were collected from the questionnaires. The real questionnaire, 201 respondents were administrated among food handlers of street food vendors in the population area Kota Bharu, Kelantan. The researchers used at least two weeks time to collect the data from the street food vendors. Therefore, the questionnaire answering session were conducted at the street sides guided by the researchers.

On the other hand, the secondary data were collected from textbooks and publications. The aim for the secondary data is to collect information regarding description in order to explain the decision making. Furthermore, this study also used online sources such as Newspaper online and Emerald in information library management for relevant sources.

For pilot study, this research provided 30 questionnaires. A pilot study is a strategy used to test the questionnaire using a smaller sample compared to the planned sample size. All the respondents completed answering the questions and time was given to respondents to think before answering all the questions. The aim to carry out a pilot study is to get valuable feedback hence the researchers can revise and improve their questionnaires before publication. The questionnaires answered by respondents were clarified according to assistance of handlers at that time.

Sampling

The sampling method used in this study was the non-probability sampling techniques where the samples are gathered in a process so that each element of the population has a known chance of being selected. In the other words, the level of tendency in selecting the sample is not known. Hence, the researchers used convenient sampling to carry out this study which is likely the most common of all sampling techniques in order to cover the large number

of survey quickly and cost effectively. The samples are selected because they are accessible to the researchers which mean it involves picking up any available set of respondents convenient for the researchers to use. In achieving reliable and valid sample of this study, the researchers used the equation from Krejcie and Morgan (1970) to determine the sample size. The formula is shown as below:

$$n = \frac{X^2 N p (1 - p)}{e^2 (N - 1) + X^2 p (1 - p)}$$

n = sample size

N= population size

e = acceptable sampling error

X²= chi-square of degree of freedom 1 and confidence 95% = 3.841

p = proportion of population (if unknown, 0.5)

Data Analysis

There were three data types of data analysis used in this study, that were frequency analysis, descriptive analysis and reliability analysis. The data obtained were analysed by using Statistical Package for the Social Science (SPSS).

FINDINGS

Table 1
 Demographic Profile

Gender	Frequency	Percent (%)
Male	93	46.27
Female	108	53.73
Total	201	100.00
Age	Frequency	Percent (%)
Below 20 years old	61	30.35
21 to 30 years old	39	19.40
31 to 40 years old	40	19.90
41 years old and above	61	30.35
Total	201	100.00
Race	Frequency	Percent (%)
Malay	199	99.00
Chinese	1	0.50
Others	1	0.50
Total	201	100.00
Income level (RM)	Frequency	Percent (%)
Below 1000	89	44.28
1001- 2000	76	37.81
2001 – 3000	25	12.44
3001 and above	11	5.47
Total	201	100.00
Status	Frequency	Percent (%)
Employer	89	44.28
Employee	112	55.72
Total	201	100.00
Education level	Frequency	Percent (%)
Primary school	31	15.42
Secondary School	147	73.13
Tertiary Education	23	11.44
Total	201	100.00

Table 1 shows the demographic profile. Out of 201 respondents, 93 respondents (46.27 percent) are male while 108 respondents (53.73 percent) are female. For age, 61 (30.35 percent) respondents are below 20 years old, 39 (19.40 percent) respondents are between 21 to 30 years old, 40 (19.90 percent) respondents are between 31 to 40 years old and 61 (30.35 percent) respondents are 41 years old and above. Next, for races, the highest number of respondents is Malay with total number of 199 (99 percent) followed by Chinese and others having the same number of 1 respondent (0.50 percent).

Besides that, 89 respondents (44.28 percent) gaining incomes below RM 1000, 76 respondents (37.81 percent) gaining RM 1001 to RM 2000 followed by 25 respondents (12.44 percent) gaining RM 2001 to RM 3000. There are only 11 respondents (5.47 percent) gaining income RM 3000 and above. A majority of the respondents are employee with the total number of 112 respondents (55.72 percent) meanwhile the number of employers is 89 respondents (44.28 percent).

Out of 201 respondents, about 147 respondents (15.42 percent) have an education level of secondary school followed by primary school as much as 31 respondents (15.42 percent). The lowest is for tertiary education as much as 23 respondents (11.44 percent). In addition, the highest type of food sold during the survey is snack food at 125 respondents (62.19 percent) while heavy food are sold to 76 respondents (37.81 percent).

Relationship of Knowledge on Food Cleanliness and Hygiene with Food Handling Practices

Table 2
 Descriptive Analysis Statistic (Knowledge of Food Cleanliness and Hygiene)

No.	Item description	N	Mean	Level of Agree
1.	The knowledge of food cleanliness and hygiene is important for food safety.	201	4.73	Strongly Agree
2.	Typhoid injection should be taken by food handlers.	201	4.60	Strongly Agree
3.	Food handler's self hygiene will affect the food cleanliness and hygiene.	201	4.62	Strongly Agree
4.	Equipment used in the food preparation must always be kept clean for food safety.	201	4.75	Strongly Agree
5.	Every street food vendor must have good understanding about knowledge and awareness of food safety.	201	4.70	Strongly Agree
Average mean			4.68	Strongly Agree

Table 2 shows the mean and the average mean of independent variable which is knowledge of food cleanliness and hygiene. Statement "The knowledge of food cleanliness and hygiene is important for food safety" has the mean of 4.73 which is in the strongly agree level. The majority of streets food vendors agree that the knowledge of food cleanliness and hygiene is important as it could affect the hygiene of the food itself. Statement "Typhoid injection should be taken by food handlers" has the lowest mean of 4.60 but still in the level of strongly agree as well. Even it has the lowest mean but still many street food vendors agree that typhoid injection is necessary to be taken so that the food handlers are safe enough to handle the foods.

Statement "Food handlers' self hygiene will affect the food cleanliness and hygiene" has the mean of 4.62 which is in the level of strongly agree. The majority of the street food vendors also agree on this statement because the self hygiene of the food handlers must be taken care of when handling the foods. Statement "Equipment used in the food preparation must always be kept clean for safety" has the highest mean 4.75 which is in the level of strongly agree. Equipment used to prepare food must always be in clean and hygienic condition to keep all the foodborne pathogens away. The last statement "Every street food vendor must have a good understanding about knowledge and awareness of food safety" has the mean of 4.70 also in the level of strongly agree. The majority of the street food vendors agree on this statement because the understanding of knowledge and awareness of food safety will change the way on how they handle foods correctly.

As a conclusion, the average mean for the knowledge of food cleanliness and hygiene is important for food safety was recorded at 4.68. This shows that most of the respondents strongly agreed on how the knowledge of food cleanliness and hygiene is very important for food safety.

Relationship between Knowledge on Symptom of Foodborne Illnesses and Food Handling Practices

Table 3
 Descriptive Analysis Statistic (Knowledge of Symptom Foodborne Illnesses)

No.	Item description	N	Mean	Level of Agree
1.	Contaminated foods can cause foodborne illnesses.	201	4.55	Strongly Agree
2.	Foodborne illnesses are caused by lack of personal hygiene care by food handlers.	201	4.46	Agree
3.	Common symptoms of foodborne illnesses are diarrhea, nausea and vomiting.	201	4.56	Strongly Agree
4.	Foodborne illnesses can be caused by the use of unclean equipment.	201	4.49	Agree
5.	Foodborne illnesses can lead to death cases.	201	4.27	Agree
Average Mean			4.30	Agree

Table 3 shows the mean and the average mean of independent variable which is knowledge of symptoms foodborne illnesses. Statement "Contaminated foods can cause foodborne illnesses" has the mean of 4.55 which is in the level of strongly agree. The majority of the street food vendors agree on this statement as the contaminated foods is one of the main reasons causing foodborne illnesses. Statement "Foodborne illnesses are caused by lack of personal hygiene care by food handlers" has the mean of 4.46 which is in the level of agree. The majority of the street food vendors agrees when someone is lack of personal hygiene, the food that is handled by them is easily exposed to foodborne illnesses. Statement "Common symptoms of foodborne illnesses are diarrhea, nausea and vomiting" has the highest mean 4.56 which is in the level of strongly agree. The majority of the street food vendors agree on this statement because people who are infected by foodborne illnesses will commonly go through diarrhea, nausea and vomiting.

Statement "Foodborne illnesses can be caused by the use of unclean equipment" has the mean of 4.49 which is in the level of agree. The majority of street food vendors also agreed on this statement because they know very well that a lot of foodborne pathogens could be leftover if the equipment is not clean. The last statement "Foodborne illnesses can lead to death cases" has the lowest mean 4.27 but still in the level of agree. This statement has the lowest mean even it is in the level of agree because a minority of the street food vendors thought that sometimes foodborne illness is not serious enough to threaten someone life.

As a conclusion, the average mean for knowledge of foodborne illness symptoms is 4.30. It shows that most of the respondents agreed on how knowledge of symptoms foodborne illnesses is important among the street food vendors.

Relationship between Knowledge on Foodborne Pathogens with Food Handling Practices

Table 4
 Descriptive Analysis Statistic (Knowledge of Foodborne Pathogens)

No	Item description	N	Mean	Level of Agree
1.	Contamination of food can occur through the presence of pathogen.	201	4.14	Agree
2.	Temperature plays roles to prevent the absence of foodborne pathogen.	201	4.29	Agree
3.	Improper process of raw material preparation can give effect to the growth of foodborne pathogens.	201	4.37	Agree

4.	Bacteria Salmonella is one of the pathogens that can be found in food.	201	4.09	Agree
5.	Cutting board, knife and sink are among the surfaces that are active of bacteria.	201	4.61	Strongly Agree
Average Mean			4.30	Agree

Table 4 shows the mean and the average mean of independent variable which is knowledge of foodborne pathogens. Statement "Contamination of food can occur through the presence of pathogen" has the mean of 4.14 which is in the level of agree. The majority of the street food vendors agreed on this statement as they know that the pathogens are the causes of the food getting contaminated. Statement "Temperature plays roles to prevent the absence of foodborne pathogen" has the mean of 4.29 which is in the level of agree. The majority of the street food vendors understood that only with very high temperature the foodborne pathogens can be killed. Statement "Improper process of material preparation can give effect to the growth of foodborne pathogens" has the mean of 4.09 which is in the level of agree. The majority of the street food vendors agreed that the foodborne pathogens will grow easily if there is lack of awareness when preparing the raw materials.

Statement "Bacteria Salmonella is one of the pathogens that can be found in food" has the lowest mean of 4.09 which is in the level of agree. The majority of the street food vendors agreed that bacteria Salmonella is a type of foodborne pathogens especially can be found on the eggshells. The last statement "Cutting board, knife and sink are among the surfaces that are active of bacteria" has the highest mean of 4.61 which place it in the level of strongly agree. The majority of the street food vendors agreed on this statement because they aware that the food bacteria has the higher chances to survive on cutting board, knife and sink as those are the equipment used to prepare raw materials. As a conclusion, the average mean for knowledge of foodborne pathogens is 4.30. It shows that most of the respondents agreed on how knowledge of foodborne pathogens is important among the street food vendors.

Correlations

Table 5

Pearson correlation between independent variable with dependant variable

Correlations		FHP	KFC	KSF	KFP
FHP	Pearson Correlation	1	.645**	.648**	.589**
	Sig. (2-tailed)		.000	.000	.000
	N	201	201	201	201
KFC	Pearson Correlation	.645**	1	.640**	.497**
	Sig. (2-tailed)	.000		.000	.000
	N	201	201	201	201
KSF	Pearson Correlation	.648**	.640**	1	.698**
	Sig. (2-tailed)	.000	.000		.000
	N	201	201	201	201
KFP	Pearson Correlation	.589**	.497**	.698**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	201	201	201	201

** . Correlation is significant at the 0.01 level (2-tailed).

Table 5 shows the relationship between dependent variable that is food handling practices among food street vendors and independent variable which are knowledge on food cleanliness and hygiene, knowledge on symptoms of

foodborne illnesses, and knowledge on foodborne pathogens. It shows knowledge on food cleanliness and hygiene is positive and moderately related to food handling practices among food street vendors with correlation coefficient of .645. Knowledge on symptoms of foodborne illnesses and knowledge on foodborne pathogens is also moderate positively related to food handling practices among food street vendors with correlation coefficient of .648 and .589 respectively. The p- value of the knowledge on food cleanliness and hygiene, knowledge on symptoms of foodborne illnesses, and knowledge on foodborne pathogens is less than .000 which is less than the highly significant level .0001. Therefore, there is a significant relationship of knowledge on food cleanliness and hygiene, knowledge on symptoms of foodborne illnesses, and knowledge on foodborne pathogens (independent variable) with food handling practices among food street vendors (dependant variable).

DISCUSSION & RECOMMENDATION

The main purpose of this research is to examine the relationship between food safety knowledge and food handling practices. The influential factors (independent variables) which are food cleanliness and hygiene, symptoms of foodborne illnesses and foodborne pathogens give an impact to the food handling practices (dependent variables) among street food vendors. The finalized result shown are significant relationships between food cleanliness and hygiene, symptoms of foodborne illnesses and foodborne pathogens with the food handling practices among street food vendors in Kota Bharu, Kelantan.

The most influential factor is from knowledge of food cleanliness and hygiene with an average means 4.68 indicate strongly agree. This is because safe food comes from cleanliness and hygiene. Besides that, knowledge of symptoms foodborne illnesses and knowledge of foodborne pathogens are same influential factors, with the average means 4.30 respectively indicating agree. This is because contaminated food can cause foodborne illnesses and foodborne pathogens to exist. Thus, all the hypothesis (H1, H2, and H3) stated are accepted.

The first limitation was some respondents did not have knowledge about the questionnaire. So, the researchers had to explain the questionnaire and the way to answer the questionnaire. Some of respondents also asked the researchers to read the questionnaire for them. This was because, they were too busy to handle the food. Second was some of respondents did not prefer to answer the questionnaire. This was because they did not want to share their thought or data about their food vendors. Last but not least, the researchers had problem to access the street food handlers whether they are with license or not in Kota Bharu area. It made difficult for researchers to get the correct data of the survey. Some respondents felt willingly to admit that they had a license but some of them did not give corporation towards the researches. Plus, some of them use their own transportation such as a lorry, van or even motorcycle. They prefer to run the business place to place.

The study was carried out by using qualitative method. This is because, some respondents did not enough knowledge to answer the survey. Some of them prefer to choose interview session. Plus, some respondents did not know how to read the questionnaire. The first recommendation is, the researchers can apply the survey response letter from the Majlis Perbandaran Kota Bharu (MPKB) when carrying out the survey. This can avoid misunderstanding from both parties. The letter will explain about the survey towards food street handlers. This was can also build the trustworthy towards researches and the survey session will go smoothly. The last recommendation is to enlarge the target population of street food vendors. The researches can enlarge it from target population of Kota Bharu area to all over Kelantan. This will make it easier to collect data and increase the number of sample data.

CONCLUSION

In conclusion, the researchers were able to study the relationship between independent variables towards dependant variable. This research can also define the real way to analyse the data. Some of limitations of the study give chances to researchers to give some recommendation to improve the quality of the research.

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Factors Influencing Participation in Green Practices among Hotel Guests in Kelantan

Norsyafika Hazli, Nur Farhana Manas, Reetha A/P Subramaniam, Siti Nor Ainsyah Abd Fatah,
Nurul Fardila Abd Razak & Nor Amira Mohd Razali

Faculty of Hospitality, Tourism and Wellness, Universiti Malaysia Kelantan

Corresponding email: fardila.ar@umk.edu.my

ABSTRACT

This paper reports on the initial finding on factors influencing guest participation in green practices. There are a lot of reasons that make hotel industry to practise green in their scope of work and the primary of reason is giving bad effect that harms the natural environment. The objective of this study is to examine the relationship between environmental knowledge, environmental concern and personal attributes on green practices among hotel guests in Kelantan. This study uses a quantitative approach. For sampling methods, the researchers used Pearson correlation to distribute the questionnaires to the respondents. Questionnaires were used to collect data. A total of 384 respondents from several hotels in Kelantan were reviewed during the conduct of research. In addition, it was found that customers take care of the environment and are willing to accept a hotel room which offer green practice.

Keywords: *Green Practices, Hospitality, Kelantan*

INTRODUCTION

Nowadays, environmental issues become an enthusiasm of most nations because of the decay of the characteristics of physical condition. Environmental pressures influence every one of the industries system including procedure, sources of info and activity (Elkington, 1992). Numerous investigations have demonstrated that reconciliation of natural administration framework can decrease the negative effects of the operation on the environment (Priego & Palacios, 2008). The ongoing 5 years saw the Malaysian hotel industry experiencing exceptional changes, with regard to its external environment, to a great extent because of the more noteworthy degree of unpredictability in nature and the increasing level of uncertainties in the world's economy (Khairil, Ishak, Salleh & Azni, 2008).

In order to achieve company or organizational goal, most of them need to utilize every resource efficiently and effectively in other words they need to analyse what problem arise and try to solve it (McTaggart, Findlay & Parkin 1992). The most suitable way of overcoming this problem is by doing green practice. Hence, a regularly expanding number of visitors are hunting down hotel following practices to secure condition (Manaktola & Jauhari, 2007). Most of us must think that green practice must be driven by the hotel industry first in introducing and promoting green practice to the guests but the real thing is customers' commitment play the main role in producing green value. Since a number of visitors are asking green hotels, green organization has turned out to be particularly associated with thing quality, worker resolve (Enz & Siguaw, 1999), consumer loyalty and demand (Manaktola & Jauhari, 2007), the energy to pay a premium for green items (Laroche, Bergeron, & Forleo, 2011) and corporate image (Mensah, 2004; Penny, 2007). A great effort also needs to be done by everyone including people in hospitality industry in insuring green practice participation among them. This study focuses on what are the factors influencing guests to participate in green practice at hotels in Kota Bharu, Kelantan.

There are three objectives of this research:

1. To examine the relationship between environmental knowledge with guest participation in green practices at hotels.
2. To examine the relationship between environmental concern with guest participation in green practices at hotels.
3. To examine the relationship between personal attribute with guest participation in green practices at hotels.

Significance of the Study

The result of this study is expected to be able to contribute in increasing the generalizability of the findings about the factors that influence guests to participate in green practices which are personal attribute, environmental knowledge and environmental concern. Besides that, it will help as a reference to other researchers who want to study about green practices in hotels because the previous studies had been done about consumer behaviour towards green practices and this study was conducted in the new setting which is focusing on the factor that influence guests to participate in green practices at hotels in Kelantan. The result of this study can also help the hoteliers to identify the factors that influence them to participate in green practices programmes. Therefore, it will help them to plan more strategic and suitable program to be implemented in their property later on.

LITERATURE REVIEW

Green practices

The term green is ordinarily associated with keeping the nature clean and it refers to the activities that reduce the effect on the environment and keeping it clean or free from any contamination, for example reusing a specific thing or obtaining green items (Wolfe & Shanklin, 2001). A green lodging is an ecologically well-disposed hotel property which operates distinctively to diminish the negative impact on the earth and to guarantee nature (Green Hotel Association, 2015). There may be a section that they are willing to pay more for the environmental benefit for customers who are more receptive to environmental products. But, whilst some authors suggested that customers are happy to pay more for the ecologically well-disposed products (Kassarjian, 1971; Freeman, 1989; Klein, 1990; McCloskey, 1990; Kaplianis, 1996; Laroche, 2001), others recommend otherwise (Wood, 1990; Simon, 1992; Sims, 1993). It is very much archived that for environmentally-friendly products to be considered in customers' decision or acquiring choice they have to perform satisfactorily as regular products and achieve customer acknowledgment on key characteristics, for example, useful execution, quality, comfort and value (Othman, 1995; Schleglmilch, 1996; Wong, 1996; Roy, 1999).

Environmental knowledge

The term 'environment' is generally utilized and has a wide scope of definitions, implications and elucidations. What does the term 'environment' mean? In the medical sense, the environment includes the surroundings, conditions or impacts that influence a life form (Davis, 1989). Along these lines, Last (2001) characterized the environment for the International Epidemiological Association as: "All that which is outside to the human have and can be isolated into physical, organic, social, social, and so forth, any or all of which can impact wellbeing status of population's". Characterizing knowledge and disclosing its nature ended up being slippery and without a persuading and all around acknowledged outcome (Neta & Pritchard 2009; Russell 1972). According to Hunt (2003), knowledge is regularly characterized as a conviction that is valid and supported. This definition has prompted its estimation by strategies that depend entirely on the accuracy of answers. Environmental knowledge is the measure of information people have concerning ecological issues and their capacity to comprehend and assess its effect on society and the environment (Brahim & Khalid, 2015). A crucial issue with these ideas of "environmental knowledge" is that the ecological measurement relates both to the motivation behind the information and to the natural impacts of the subsequent teaching (Cegarra, 2010).

Environmental Concern

Ecological concern is a significant variable that impacts the basic leadership of buyers (Jain & Kaur, 2004). The specialists have shown that purchasers who are worried about condition are bound to take an interest in green practices (Khan & Kirmani, 2014). As indicated in an investigation by the International Hotels Environment Initiative and Accor, 90% of lodging visitors would want to remain in the hotel that cares about environment (Mensah, 2004). Ecological concern is defined as the level of purchasers' familiarity with the natural issue and their readiness to contribute by and by to the arrangement of these issue (Dunlap & Jones, 2002). Kasim (2004) have uncovered that most of hotel guests are eager to take part in green practices, for example, towel reuse, energy conservation and water waste limitation because they are concerned about the environment. This improved ecological concern has brought about developing the interest of green practices (Ramayah, 2010). The more ecological concerns one has, the more such concerns lead to an expansion in visitor take and interest in green practices (Manaktola & Jauhari, 2007).

Personal Attributes

Real individuals and fictional characters possess various attributes. Environmental behaviours are individual traits characterized as "actions which contributed towards natural conservation and/ or conservation" (Axelrod & Lehman, 1993). For different individual s, they have their own perception, different meanings and different purposes of going green (Coleman, 2011). Therefore, good environmental management and better green way of life implementation can be the first step in the initiative to save the natural resources by doing this research for our next generation and protect human health. Indeed in spite of the fact that behavioural eagerly are considered to be critical contributing factor in clarifying an individual's behavior and execution (Ajzen, 1991). Past researchers have demonstrated that an individual's behaviour as a propensity had an autonomous impact on their eagerly and ensuing behavior (Conner & Armitage, 1998).

Research Hypothesis

This study proposed to examine the factors influencing participation of hotel guest in green practices in Kelantan. Based on the literature discussed in this chapter, the hypotheses of this study can be summarized in the following way.

H1: There is a relationship between environmental knowledge and guest participation in green practices at hotels.

H2: There is a relationship between environmental concerns and guest participation in green practices at hotels.

H3: There is a relationship between the personal attributes and guest participation in green practices at hotels.

Conceptual Framework

The aim of this study is to examine the relationship between environmental concern, environmental knowledge and personal attribute and guest participation in green practices at hotels. This section explains the proposed theoretical framework. According to Sekaran (2006), a theoretical framework is a conceptual model of how one theorizes or makes logical sense of the relationships among the several factors that have been identified as crucial to the problem.

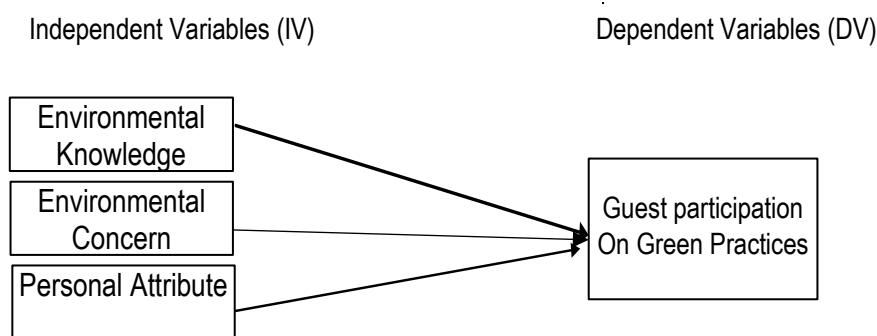


Figure 1: Conceptual framework of the relationship between environmental knowledge, environmental concern and personal attributes on green practices among hotel guests in Kelantan
Source: *The role of conceptual frameworks Adapted from Chan and Lau (2000) of the relationship between environmental knowledge (Chekima, 2016), environmental concern (Tang, 2014) and personal attributes (Baker, Davis & Weaver, 2008).*

METHODOLOGY

Research Design

A descriptive research methodology was used for this study. In descriptive research, researchers don't have direct power over free factors on the grounds that their indications have as of now happened or on the grounds that they are innately not manipulable (Kerlinger & Lee, 2000). It is chosen to provide knowledge insight to the situation confronting the researchers (Bitner, 1992). This is a quantitative approach research where questionnaires were used to collect data from hotel guests. The researchers used the quantitative method because the quantitative research is an approach for testing theories by examining the relationship among variables (Creswell, 2014).

Data Collection

The primary data is the data that are collected specifically for proceeding analysis in order to get the results following the problem (Uma & Roger, 2003). For this study, data were collected through questionnaires. The questionnaires were distributed to 384 respondents who meet the characteristics of the respondents and the objectives of this study. The questionnaire were distributed to the hotel guests in August 2019. The questionnaire emphasizes the purpose of this study, the research objectives and the confidentiality of the information provided by respondents.

The researchers adopt from the journal to do the questionnaires. A questionnaire is a research instrument consisting of a series of questions to gather data from respondents. Questionnaires increase speed of information accumulation, low or no cost requirements, and higher level of objectivity compared to alternative methods of primary data collection.

Sampling

The sampling method that the researchers used was convenience sampling. The researchers collected the data by using the questionnaire. Convenience sampling is a non-probability sampling technique where subjects are selected because of their convenient accessibility and proximity to the researcher. In other words, this sampling method involves getting participants whenever you can find them and typically whenever convenient (Evanschitzky, Baumgarth, Hubbard, & Armstrong, 2007; Hubbard & Armstrong, 1994).

In achieving reliable and valid sample of this study, the researchers used the equation from Krejcie and Morgan (1970) to determine the sample size. The formula is shown as below:

$$S = \frac{x^2 N p (1 - p)}{e^2 (N - 1) + X^2 p (1 - p)}$$

n = sample size N =
population size

e = the degree of accuracy expressed as proportion (0.05)

x^2 = chi-square of degree of freedom 1 and confidence 95% (3.841) p = proportion
of population (if unknown, 0.5)

Data Analysis

There were three data types of data analysis used in this study, that were frequency analysis, descriptive analysis and reliability analysis. The data obtained were analyzed by using Statistical Package for the Social Science (SPSS). Descriptive analysis was used to describe the demographic profile such as percentage, frequency, mean and average mean of the respondents. The range of mean table was used to measure how likely the respondents would

agree, or disagree with the statement of the questionnaires. Inferential analysis was used to examine the relationship between independent and dependent variables.

FINDINGS

Analysis of the data were obtained from factors influencing participation in green practices among hotel guests' in Kelantan. The data analysis analysed factors influencing participation in green practices in terms of environmental knowledge, environmental concern and green practices. A total of 384 questionnaires were distributed to the hotel guests in Kelantan and the researchers had received back 384 complete questionnaires.

Table 1
 Respondents Profile

Gender	Frequency	Percent (%)
Female	173	45.1
Male	211	54.9
Total	384	100.0
Age	Frequency	Percent (%)
18-24	152	39.6
25-54	152	39.6
55-64	70	18.2
65>	10	2.6
Total	384	100
Marital Status	Frequency	Percent (%)
Married	170	44.3
Single	214	55.7
Total	384	
Education	Frequency	Percent (%)
SPM	130	33.9
STPM	95	24.7
Degree	90	23.4
Master	8	2.1
PhD	2	0.5
Others	59	15.4
Total	384	100
Race	Frequency	Percent (%)
Malay	223	58.1
Chinese	97	25.3
Indian	26	6.8
Others	38	9.9
Total	384	100
Nationality	Frequency	Percent (%)
Malaysian	343	89.3
Others	41	10.7
Total	384	100

The table shows that the total number of respondents was 384. 173 respondents are male (45.1%) and 211 respondents are female (54.9%). It shows that the number of female respondents is higher compared to male respondents. The percentage of respondents ages are between 20 to 23 years old and 25 to 54 years old showing the same amount which are 152 respondents (39.6%). The number of respondents from ages between 55 to 64 years old are 70 respondents (18.2%).

Followed by 10 respondents ages range from 65 years old and above (2.6%). The percentages status of respondents of this research study. From the table above, 214 respondents are single (55.7%) followed by married, stated as 170 respondents (44.3%). Single status gets high score in result because most of the hotel guests were still not married yet. The percentage of education level of respondents are, 130 respondents (33.9%) for SPM followed 95 respondents (24.7%) for STPM. The respondents who have a degree is 90 (23.4%). 8 respondents have a Master's degree (2.1%), 2 respondents have a PhD and other education levels of respondents is 59 respondents (15.4%). The result shows that all the education level were involved in the research with SPM as the highest number of respondents.

The race percentage of respondents of the research study. From the table above, 223 respondents are Malay (58.1%) followed by 97 respondents who are Chinese (25.3%). 26 respondents are Indians (6.8%) and other races are 38 respondents only (9.9%). The result shows all the major races were involved in the research with Malay was recorded as the highest number of respondents of hotel guests since Malay is the major race in Kelantan. The percentage of nationality of respondents of the research study. From the table above, 343 respondents are Malaysians (89.3%) while other nationalities are 41 respondents (10.7%). The result shows that the highest nationality among hotel guests in Kelantan are Malaysians.

Table 2
 Pearson Correlation Coefficient

		ENVIRONMENTAL KNOWLEDGE	ENVIRONMENTAL CONCERN	PERSONAL ATTRIBUTES
ENVIRONMENTAL KNOWLEDGE	Pearson Correlation	1	.820**	.689**
	Sig. (2-tailed)		.000	.000
	N	378	378	378
ENVIRONMENTAL CONCERN	Pearson Correlation	.820**	1	.769**
	Sig. (2-tailed)	.000		.000
	N	378	378	378
PERSONAL ATTRIBUTES	Pearson Correlation	.689**	.769**	1
	Sig. (2-tailed)	.000	.000	
	N	378	378	378
GREEN PRACTICES	Pearson Correlation	.686**	.782**	.687**
	Sig. (2-tailed)	.000	.000	.000
	N	378	378	378

The Pearson's Correlation Coefficient was used in this study to describe the relationship of the two variables in terms of strength. The result indicates that the environmental knowledge factors has a moderate relationships ($r=0.686.n=378, p<0.01$) and while environmental concern ($r=0.782.n=378, p<0.01$) suggests a strong relationship between green practices among hotel guests in Kelantan. Last but not least, personal attributes has a moderate relationship which ($r=0.687.n=378, p<0.01$).

DISCUSSION & RECOMMENDATION

The main purpose of this research is to examine the relationship between environmental concern, environmental knowledge and personal attribute with guest participation in green practices at hotels. There are a lot of parties that will be benefited in joining green practices. It is true to say that this study could help the parties involved in improving the productivity if they are cooperative with other parties maybe all the limitations can be overcome, as at the end, it can also bring good effect to tourism industry especially in Kelantan. The limitation of the research are those qualities of structure or technique that affected or impacted the translation of the discoveries from the research and results of unexpected difficulties that emerged during the research (Price, James & Murnan, 2004).

The first limitation of this research is the scope of discussion. This is because the sample of this study only focuses on hotel guests in Kelantan even though there is lack of previous studies in the research area. Lack of cooperation by the hotel management is also one of the limitations for this research. This is because it is difficult to get cooperation from most hotels, especially four- and five-star hotels. They were considered to be interfering with their affairs. Therefore, it is difficult for researchers to determine what green practices are practiced at the hotel.

For the recommendation, the researchers recommend several suggestions to improve the results of the study. The first recommendation of this research is to use another method to collect the data such as google form. By using the google form, the researchers can create surveys in a few minutes to ask information about the research subject. The second recommendation of this research is that supervisors need to create frameworks and structures inside their business that fulfill the requirements of green strategic policies while as yet accomplishing key business objectives. Supervisors need to help the researchers to get some information at the hotels. It is because some of the hotels cannot give the cooperation to researchers to collect the data from guests. Last recommendation, instead of by distributing the questionnaires, it may be necessary for the researcher to interview the respondents for feedback on green practices. This is because not all respondents are willing to take the time to answer the questionnaire. Sometimes it is because some of the respondents do not have enough time to answer the questionnaire properly.

CONCLUSION

This study showed that there are three independent variables tested which were environmental knowledge, environmental concern and personal attributes. According to the findings, it is shown that environmental concern factor was the most influencing factor for participation in green practices among hotel guests in Kelantan. It is suggested that relationship between tourism industry and educational institutions should be raised in order to inspire the students to gain benefit from the educational process. This can also help them to build better personal attributes to the surrounding which is using wisely limited resources or otherwise finding new resources to be substitutes to the limited resources.

Other variables could also influence participation in green practices. For the future research, discovering for more independent variables, enlarge sampling frame and integrating both qualitative and quantitative methods to collect data from respondents could be done. Furthermore, great management and integrated system encourage green practices in the hotel, hence it will motivate guests to participate in green practices and also able to attract more guests to practices green at hotels also in their daily life.

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An Awareness of Healthy Eating Behaviour among Young Adults in Kota Bharu, Kelantan

**Leong Kit Yen, Nur Fatimah Mohd Nizam, Shahidah Ahmad,
Norzamila Mohd Komoro Zaman & Abdullah Muhamed Yusoff**
Faculty of Hospitality, Tourism and Wellness, Universiti Malaysia Kelantan
Corresponding email: abdullah.my@umk.edu.my

ABSTRACT

This study focuses to investigate the awareness of healthy eating behaviour among young adults in Kota Bharu, Kelantan. Personal lifestyle, price-quality inferences, promotion attractiveness and health issue effect towards healthy eating behaviour among young adults were examined. The young adults, who are majority college students is a population at a critical stage of transitioning into independent nutritional practices, so this present study provides a valuable insight into what factor impacting their eating behaviour. A survey was carried out and 338 respondents completed the questionnaires which contained 34 items. The results showed that price-quality inferences have a high influence on young adults' healthy eating behaviour. Many of the studies from previous researchers have provided proof that a lot of the customers use the worth indication as a symbol to specify the merchandise quality. Young adults especially believe that delicious style comes from nice quality, and nice quality is sourced from the premium and contemporary ingredients.

Keywords: *Healthy eating, Awareness, Young Adults*

INTRODUCTION

Unbalanced diet among the adults would mostly cause health problems such as being underweight or overweight when they practise an unhealthy lifestyle. According to Statistics Department Official, due to unhealthy eating habits, a growing number of Malaysians are dying. In 2018, a startling 73% of Malaysians died from non-communicable diseases due to unhealthy eating behavior practice (Ministry of Health, 2018). Moreover, due to unhealthy lifestyle, lack of exercise and food consumption, the number of patients aged between 18 to 40 years old in hospitals have increased in the past four years (Arfa, 2017). The cause of this are mostly a healthier diet may be tough from a cultural and psychological viewpoint. In this situation, the role of awareness healthy eating behaviour is crucial to educate the young adults towards healthy eating behaviour as it is often ignored by them. It is very essential that the group of adults is exposed to healthy meals from stalls, restaurants and cafeteria. Shortage of such varieties may cause unhealthy meal intakes which may lead to the non-communicable diseases and growth of obesity (National Health and Morbidity Survey (NHMS), 2014). The massive impact on their health especially among young adults could also be due to the fast and easy access to food and frequency of meeting up for meals (Mahidin, 2016).

The purpose of this study is to determine the factors that influence the lack of awareness of healthy eating behaviour among young adults. First is personal lifestyle. According to World Health Organization (WHO, 2013) one in four adults worldwide does not get enough exercise due to the hectic life schedules. Moreover, they are affected by price-quality inferences as young adults tend to choose fast food restaurants such as McDonald's and KFC because they are famous and have good brand images. Next, they are affected by health issue. Recent research suggests that "healthy" food choices, such as eating more fruits and vegetables, have not only physical but also mental health benefit and might be a long-term investment in future well-being (Kapsoketalou, 2007). Promotion attractiveness can be classified as providing a pleasure mostly in appearance and can also arouse interest or engage ones through consideration. One of the significant contributors on this promotion attractiveness is mass media (Kian, 2016). There are four objectives of this research:

- 1.1 To identify the personal lifestyle in relation with young adults towards their healthy eating behaviour.
- 1.2 To examine the price-quality inference in relation with young adults towards their healthy eating behaviour.
- 1.3 To determine the health issue in relation with young adults towards their healthy eating behaviour.
- 1.4 To investigate the promotion attractiveness influence in relation with young adults towards their healthy eating behaviour.

Significance of the Study

Researchers

The study can also be used as guidance for other studies about food behavior of young adults especially in college with the purpose of effective development programmes targeting to increase healthy eating behaviours in the community.

Owners

This study has showed that the practice and understanding on healthy lifestyle is very important to determine a good development and mental growth for the owners. This research would help them to gain more knowledge about the society they were living in and rethink about the consequences of continuously taking unhealthy meals for a long time.

Consumers

For industry aspect, this study will be beneficial to the citizens of Malaysia especially among young adults as it can raise awareness and educate consumers about the healthy food options. By understanding the importance of healthy eating behaviour, Malaysia can decrease the number of people that are suffering from the obesity.

LITERATURE REVIEW

Healthy Eating Behaviour

Eating behaviour is a very important facet of life because it will have an effect on future health outcomes as a result of unhealthy intake habits like intense poor nutrient food, missing meals, and a scarcity of suitable meal can lead to varied health issues and organic process deficiencies (Heerman, 2017). Eating behaviour is characterized as an eating habit for normal behaviour which relates to choosing the foods that we eat, preparing of culinary and the ingesting for quantities (Hernandez, 2016). A healthy diet helps to control or boost overall health. Essential nutrients are fluid, macronutrients, micronutrients, and adequate calories were provided by a healthy diet to the body (Lean, 2015), and that's why eating behaviour is an important attitude in our life since it gives an affect for long term health outcomes (Kapsokefalou, 2007).

Unhealthy diet and lack of physical activity are leading international risks to health (WHO, 2004). 'Passive overconsumption' means the high energy density of high-sugar or high-fat foods, wherever additional energy is eaten accidentally while not needing it. (Rohazah, 2017). Physical well-being and mental strength of a person can be assisted by an equitable meal with the utilization quality of food (Bagordo, 2013). A healthy style includes obtaining exercise each day together with feeding a healthy diet. A healthy style might lower un-wellness risks, like fat, cardiovascular disease, polygenic disorder, cardiovascular disease and cancer (WHO, 2004).

Personal Lifestyle

According to World Health Organization (WHO), one in four adults worldwide does not get enough exercise due to the hectic life schedules. Young adults could not afford to make time for exercise as their time is already full with work or studies. Lack of exercise could lead to bad habits which would cause them to practice an unhealthy lifestyle. Weight gain can be caused by having meals outside and not having breakfast which can be concluded as a dietary pattern change, and lessening in physical activities such as sports (Sheehan, 2003).

Young adults like personalised products that ensemble their style or their distinctive desires and the brand names of the products are necessary for them (Williams, 2010). Example of favourite decisions among young adults for nutrition edifice in Kota Bharu, Kelantan is megacycle Donald, American state deep-fried Chicken (KFC), pizza pie Hut et al.

Price-Quality Inference

According to Peri (2006), the quality of products is an essential condition to make customers satisfy with their needs and wants. If this condition is not fulfilled, these places would not qualify according to young adults' expectation (Peri, 2006). Customers will be proud if they engage with a higher quality image company. Clients principally thought that higher costs of products can absolutely have an effect on product purchase prospects a number of the young adults may need the identical considering as other customers additionally (Erickson, 1985). These young adults may think that the pricey and branded goods are in sensible quality and contrariwise. One of the most significant influences in defining choices of food in both adults and young adults is price (Shannon, 2002). Young adults might prefer foods that are fast, inexpensive and convenient. Moreover, young adults often prioritize cost and convenient over health (Marquis, 2005). Young adults tend to have diets that fall short of daily recommendations where they need to consume each day of vegetable (4 to 5 serving) and fruits (3 to 4 serving) (Brunt, 2008). It occurred due to the unhealthy eating behaviour by the young adults when meals are eaten away from home with higher frequency. Moreover, they prefer to buy something that is easier and popular among the young adults nowadays with a cheaper price but high quality (Gidding, 2009).

Health Issue

According to World Health Organization (WHO), a health issue is a combination of physical, mental, and social well-being, not just the lack of malady or bad condition. Health may be an active condition ensuing from a body's continuous adjustment or associated adaptation in response to changes within the atmosphere for maintaining an inner equilibrium referred to as equilibrium. A healthy feeding arrangement comprises of vegetables, fruits, whole grains, and non-fat or low-fat food products are readied information by the consultants. A healthy diet conjointly includes lean meats, poultry, fish, beans, eggs, fruit and it limits saturated and trans fats, metallic element and value-added sugar (Hicklin, 2017). In 2011, there is a study which found that the population of overweight or obese in Asian Country is 53.1% (Wan Nazaimoon, 2011). This happened as a result of young adults not having a healthy feeding behaviour as their mode which may result in those diseases and most of them are most popular to possess aliment as their lunch or dinner and someday their supper.

Promotion Attractiveness

There are four categories of promotion with four different characteristics which are advertising, public relations, word of mouth and also point of sale (Kian, 2016). Promotion is the activities such as explaining the product, branding or servicing the customers to make them realize, attracting and preferring to buy the product instead of buying others. Attractiveness can be classified as providing a pleasure or delight mostly in appearance or manner and can also arouse interest or engage one through consideration. With an interesting image and message that are delivered through the promotion, it can affect and influence the intention of young adults to choose a healthy eating behaviour as their lifestyle with constant and wide exposure of advertising. Promotion activities include the launching of new products or services which is some business technique used by companies to increase the demand among young adults and also simplify the products and services to make them easily sold (Kian, 2016).

Research Hypothesis

Research Framework

A research framework has been designed to study the relationship between personal lifestyle, price-quality inference, health issue, and promotion awareness towards awareness of healthy eating behaviour.

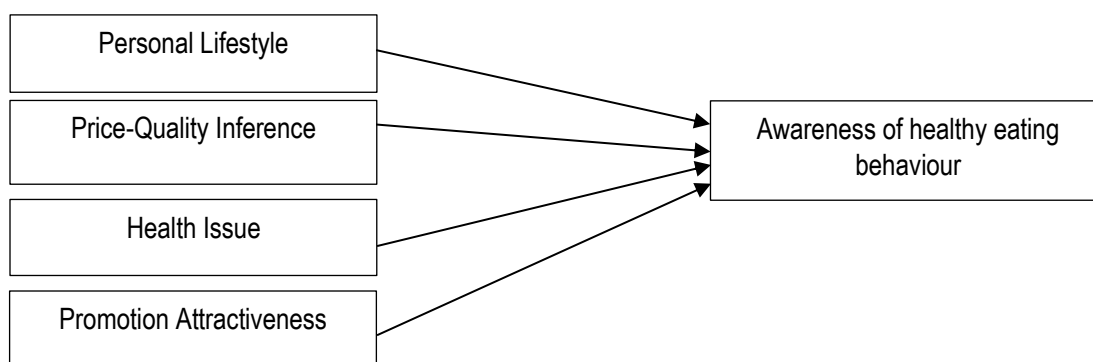


Figure 1: Research framework of personal lifestyle, price-quality inference, health issue, promotion awareness, and awareness of healthy eating behaviour.
Sources: Tan Lee Ying (2016)

METHODOLOGY

Research Design

The method used in this present study for the data collection is quantitative method. Quantitative method uses a large-scale-survey research to create statistics, for example, questionnaire or structured interviews. The purpose of using quantitative research in this study is to define the relationship between independent variables and dependent variable (Hopkins, 2008). In this study, the dependent variable is the awareness of healthy eating behaviour among young adults in Kota Bharu, Kelantan and the independent variable are personal lifestyle, promotion attractiveness, price-quality inferences and health issue.

Data Collection

Pilot test approach is used in this analysis to ensure that any question we ask is applicable to our research. Pilot Test is a preliminary small-scale study conducted to determine the probability, time, cost, adverse event, and impact size (statistical diversity) with a view to predict the correct sample size and enhance the model prior to large-scale implementation.

A field work was the second stage of data collection. A series of questionnaires has been circulated to the community to gather data from the respondents, mainly because it can get a quick response from a large number of respondents and produce more reliable and accurate results compared to other approaches for the entire research sample. The use of questionnaire as a measuring tool is more practical and effective as it helps to reduce spending, time and energy for data collection.

Sampling

Simple random sampling was the method used in this study for the sampling. Simple random sampling is the most basic form of probability sampling (Sabitha, 2006). As each person in the population has an equal chance of being selected to be in the samples. The researchers used the table of Krejcie and Morgan (1970) to determine the sample size in achieving reliable and valid sample of this study.

Table 1
 Krejcie & Morgan Table (1970)

N	S	N	S	N	S	N	S	N	S
10	10	100	80	280	162	800	260	2800	338
15	14	110	86	290	165	850	265	3000	341
20	19	120	92	300	169	900	269	3500	346
25	24	130	97	320	175	950	274	4000	351
30	28	140	103	340	181	1000	278	4500	354
35	32	150	108	360	186	1100	285	5000	357
40	36	160	113	380	191	1200	291	6000	361
45	40	170	118	400	196	1300	297	7000	364
50	44	180	123	420	201	1400	302	8000	367
55	48	190	127	440	205	1500	306	9000	368
60	52	200	132	460	210	1600	310	10000	370
65	56	210	136	480	214	1700	313	15000	375
70	59	220	140	500	217	1800	317	20000	377
75	63	230	144	550	226	1900	320	30000	379
80	66	240	148	600	234	2000	322	40000	380
85	70	250	152	650	242	2200	327	50000	381
90	73	260	155	700	248	2400	331	75000	382
95	76	270	159	750	254	2600	335	1000000	384

Note: N is Population Size; S is Sample Size
 Source: Krejcie & Morgan, 1970

Data Analysis

There were three data types of data analysis used in this study, that were frequency analysis, descriptive analysis and reliability analysis. The data obtained were analysed by using Statistical Package for the Social Science (SPSS).

FINDINGS

Table 2
 Demographic

Class	Percentage (%)
Gender	
Male	40.8%
Female	59.2%
Race	
Malay	69.5%
Chinese	17.8%
Indian	10.9%
Others	1.8%
Marital Status	
Single	87.9%
Married	11.8%
Divorced	0.3%
Age Group	
18-20 years old	32.5%
21-25 years old	56.8%
26-30 years old	6.5%
31-35 years old	4.1%

Occupation	
Student	82.5%
Professional	7.1%
Owner/Entrepreneur	3.6%
Manager level	1.5%
Others	5.3%
Average Working Hour	
Not working	72.8%
<7 hours	13.6%
8-9 hours	10.1%
10-11 hours	2.1%
>12 hours	1.5%

Based from the table of demographic, female is the highest respondents for gender which is 59.2% and for race, Malay are leading with 69.5% from others. Besides that, marital status earned 87.9% for single status, age group for 21-25 years old are in the first place as they were recorded with 56.8% and the highest choice for occupation is student with 82.5% while average working hours is leading by not working 72.8%. This is because the questionnaires were distributed mostly to residents and students in Kota Bharu and the general race of Malay population.

For the analyses Pearson Correlation analyses were used to assess the respondents' percentage of the questionnaire which contributed to the final finding and to calculate the linear relationship between two statistical variables. The result shows that personal lifestyle towards action in food consumption is at 0.440 with a comfortable p-value of 0.01 at 99 % percent of confident level. Hence there is a low positive relationship between personal lifestyle and food consumption behaviour and the result from price-quality inference toward food consumption behaviour is at 0.716 with the p-value 0.005 at 99% confident level. Hence there is a high positive relationship between and price-quality inference food consumption behaviour. Health issue result towards food consumption behaviour is at 0.335 with the p-value 0.005 at 99% confident level. Hence there is a low positive relationship between health issue and food consumption behaviour while promotion attractiveness towards food consumption behaviour is at 0.215 with the p-value 0.005 at 99% confident level. Hence there is a negligible relationship between promotion attractiveness and food consumption behaviour.

Looking at the relationships among the variables, the study found that the entire hypotheses in this study are accepted. The effects of price-quality inferences were the strongest predictors of knowledge among young adults for healthy eating behaviour. A lot of previous researches and studies have shown that most consumers use the useful sign as a signal to determine the value of the product. Young adults in general assume that beautiful fashion comes from good quality, and the premium and contemporary ingredients were the source of good quality. Nevertheless, other factors not explored in this study may also have helped to raise knowledge of healthy food behaviour (De Graf, 1997).

DISCUSSION & RECOMMENDATION

This study is limited to local communities in Kota Bharu, Kelantan. The researchers only distributed questionnaires to certain areas in Kota Bharu that contain most Malay residents, thus, there will probably be inequivalent outcome based on the different races in the sample size. To overcome the problem, future researchers are suggested to go on and keep the consistency among the age ranges and races by handing out the equal amount of survey forms to the targeted respondents. Furthermore, the capacity of scattering the questionnaires must be expanded rather than focusing on certain places only. As a deduction, the aftereffect of inquiry form would be further accurately reliable. However, Monnuese (1997) mentioned that it is crucial to figure out that the results of this research are derived from a study conducted in one city only, and therefore it is not possible to generalize about the young adult population in Kelantan from these result.

Next, the time period in conducting the research study also influenced the result of the studies. If the researchers have enough time in collecting the data and analysing the result, it could be more accurate and reliable. This study is cross-sectional and could not be generalized. So, for future study, researchers are advised to allocate enough time in distributing the questionnaires. Henceforward, they can find more suitable and qualified respondents.

Lastly, most of the people are still lacking of awareness about healthy eating behaviour. They do not even care about the nutrition information and just eat based on their interest and preference. They do not even practice healthy routine whereas it is important to maintain a healthy life. The people from various ages need to be exposed and join the excessive campaign on healthy eating and lifestyle. Moreover, as demonstrated in the present study and in a previous study (Brouwer & Mosaak, 2011), the occurrence of disordered eating approaches among young adults is repetitive indicating a necessity for interdisciplinary study to scientifically and precisely research eating routine of young adults. It would resolve the growing of adolescent consumption problems more proficiently. Precautionary activities and programmes encouraging proper eating behaviours should also be applied.

CONCLUSION

Eating behaviour is essentially correlated to describe the patterns of meal time. In traditional practices, it is common and necessary for the women to cook and eating at home after working during the days and weekends. Nonetheless, due to the changes with social revolution to urbanization, these patterns have modified and affected the young adults the most. As experiential by Noraziah & Norihan (2003), Maznah (2003) and Zainuddin (2004), the innovative practices of eating can be identified and categorized in terms of time and place of eating, nutrition varieties, and the eateries themselves. Both external forces and internal drive in the environment and individual caused contemporary tendency of attitudes in food consumption. Hence, preventive healthiness approaches combining the outlooks of target partakers have enhanced the probability of achievement. This quantitative study was intended to evoke the young adults' understandings concerning personal lifestyle, price-quality inference, health issue and promotion attractiveness as four independent variables to healthy eating behaviour. Reliable and consistent advertising of healthy nourishment and liveliness selections across settings are essential to avoid population programmes for young adults' obesity. Emerging healthy dietary and lifestyle patterns from primary age forward can definitely bring positive influence on people's health and nutrition through their adult lives, and then augmenting the efficiency of persons and nations. So, awareness about healthy eating behaviour and having enough nutrition education is significant in the general action and approach meant in averting all forms of unhealthy meals and at the same time cultivating healthy eating behaviour. Young adults are archetype settings for inspiring and encouraging lifelong healthy intake habits and lifestyles.

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Analysing Knowledge, Attitudes and Practices towards Street Hawkers in Jeli, Kelantan

**Nur Afiqah Mohd Fu'at, Nur Hajaratul Iswani Ishak, Lee Zhee Quan,
Rosyada Nadia Rowi & Abdullah Muhamed Yusoff**

Faculty of Hospitality, Tourism and Wellness, Universiti Malaysia Kelantan
Corresponding email: abdullah.my@umk.edu.my

ABSTRACT

Food is a solid or liquid substance in satisfying hungers. However, the knowledge, attitudes and the practices among the street hawkers is still questionable. In analyzing the knowledge, attitudes and practice towards the street hawkers in Jeli, Kelantan, there are a few factors that must be taken into considerations such as the cleanliness, hygienic practices in the premise and others. This research is based on the survey of 215 respondents completing the questionnaires which consisted of 36 questions. The results showed that male hawkers are more knowledgeable and have the right attitude rather than the female. From the same data, it was found that female hawkers were better at food safety practices than male. The results revealed that there were significant relationship between male and female hawkers in terms of knowledge and attitude ($p>0.05$). However, there was a significant difference between these two genders where female hawker has better food handling practices as compared to male hawker ($p<0.01$). In conclusion, this proves that these hawkers applied the knowledge they have known and implemented it into their skills in preparing the stall before they start the operation of their stall.

Keywords: *Food Safety, Knowledge, Attitude, Practices, Jeli, Kelantan, Street food Vendor, Hawker*

INTRODUCTION

Many aspects make people want to open a small business. Whereby can interpreted in many ways based on the characteristic, such as the small number of employee and hawkers need in operation and also the hawkers did not need to have a fixed location, shop or premise and largely mobile on carts which is a car or van (A. Singh, 2009). Food safety is defined as an access to sufficient amounts of safe and nutritious food. The important key to sustain good health is to keep promoting healthy lifestyles and organising awareness campaign among the hawkers (Organization, 2010). Besides that, according to European Food Information Council (EUFIC) (2018), food and drinks may become unsafe when it is contaminated with illness or disease causing bacteria, viruses, parasites or chemicals. An example of the illness that can be affected because food is diarrhea. Therefore, food safety depends on the joint efforts of the food handlers that are involved in our local food supply to provide good quality foods. Not only the food handlers must be aware of the need for personal hygiene, they must also know the basic knowledge of personal hygiene. As such, the research objectives are to identify the knowledge of food safety among the hawkers in Jeli, to analyze the practice of food safety among hawkers in Jeli and to identify the attitude of food safety among hawkers in Jeli. In addition, the research questions that are related with the researchers' finding are, what is the knowledge of food safety among hawkers in Jeli? To what extend the practice of food safety among the hawkers in Jeli? To what extend the attitude of food safety among hawkers in Jeli?

Significance of the Study

Body of Knowledge

This research is useful as the findings will latter contribute to the body of knowledge. The study is conducted by the researchers to identify the key factor of food safety among the hawkers, street vendor and stall seller in the state of Kelantan especially in Jeli district. The researchers focus on the knowledge, practice and attitude of this seller group on food safety. Furthermore, this research also gives the vast knowledge about the importance of food safety in the daily food consumption for the students and lecturers when they are referring and accessing this journal.

The Community

This report will give beneficial information to the local community which comprises of villagers and elderly people that are less exposed to the scope of food safety that needs to be followed. Moreover, the people will be more aware of the products that do not follow the standard operating procedures (SOP) of food safety because there is impact or effect from the case such as food poisoning or diarrhea.

The Vendors and Hawkers

Mostly, the vendors and hawkers are people from small and medium enterprises (SME) who are not concerned with the regulations that need to be followed when preparing the food to customers. When customers are more aware of the food safety, it will impact on the decision when making a purchase. This research will give an information to the seller on how they can develop their perceived quality to achieve the customers' needs.

LITERATURE REVIEW

According to Tim Newman (2018), gender can be referred to the socially constructed characteristics of women and men, such as norms, roles and relationships of and between groups of women and men. It varies from society to society and can be changed. According to Escanciano and Santos-Vijande (2014), food safety can be defined as the affirmation that food will not affect and give harm to the consumers when it is prepared or be eaten according to its purposive use. Besides that, food safety can also be referred to limiting the presence of those hazards whether chronic or acute, that may make food injurious to the health of the consumers. Food safety is such a way as to prevent infection and contamination in the food production chain and help to ensure the food quality and wholesomeness are maintaining to promote good health (WHO, 2015).

Knowledge is invisible and intangible asset that people cannot observe directly. Many people and organization do not take into account the importance of knowledge. In contrast, they place a high importance on the financial and monetary assets (SVEIBY, 1997). Other than that, knowledge can be a belief that is invalid or wrong which does not qualify to be called as a knowledge because it is need to be justified first (Smith, 1995). Eagly and Chaiken (1993) defined attitude as a psychological tendency that is expressed by evaluating a certain organization or body with some degree of favour or disfavour.

Practice is a habit or custom. It also means repeated exercise to acquire skills. Besides that, practice can also refer to the pursuit of a profession. Therefore, practice is a very simple learning strategy that can be used to acquire new information. In fact, the repetition of practices of food safety guidelines is often used as the default strategy for learning verbal material (Alonso, Field, Gardner, & Maldonado, 1990). Based on Business Dictionary, business practice is a rule and process followed by company to achieve their objectives.

Relationship between Food Safety and Knowledge, Attitudes as well as Practice (KAP)

In hospitality industry, the changes are rapid and the managers will always make an update on proactive changes that focus even more on customer preference and satisfaction in order to stay competitive in such a dynamic environment (K. S. Singh, 2004). Therefore, the knowledge of food safety is the main factor. According to Rusin,

(2017) the unknown knowledge in eating behaviour is due to factors that lead to foodborne illnesses. In hospitality industry, knowledge of food safety is one of the important factors that is needed by the people who produce food.

Food safety is divided into four underlying constructs which are General Food Safety, Bacterial Food Safety, Produce Safety and the Politics of Food Safety. The ethnicity, vegetarian status, knowledge and gender were tested for significant differences in attitudes toward these four constructs (Booth, 2012). To maintain the effectiveness of food safety among society, there is an imposed legal action to food manufacturers who do not follow the rules set by the authorities such as the Ministry of Health. However, this effort is useless if the consumers do not give cooperation to buy safe food, cooking and preparing food in good and safe condition, and then making sure the environment is always clean be it in a big restaurant or on the street. The most cases of foodborne diseases identified are at commercial catering premises (WHO, 2015). Based on Gorman, Bloomfield, and Adley (2002), almost 99 % of chefs make at least one major error during food preparation for every meal and that such errors are normally defined as bacterial contamination or organisms that can cause food poisoning to people who eat that food. Because of the findings, the society need to improve their information in food hygiene and applies that knowledge in their daily routine (Clayton et al., 2002).

Research Hypothesis

- H1: There is a significant relationship between food safety knowledge and hawkers.
- H2: There is a significant relationship between food safety attitude and hawkers.
- H3: There is a significant relationship between food safety practices and hawkers.

Research Framework

A research framework has been designed to investigate the connection between knowledge, attitude, and practices and the hawkers in Jeli Kelantan among the genders.

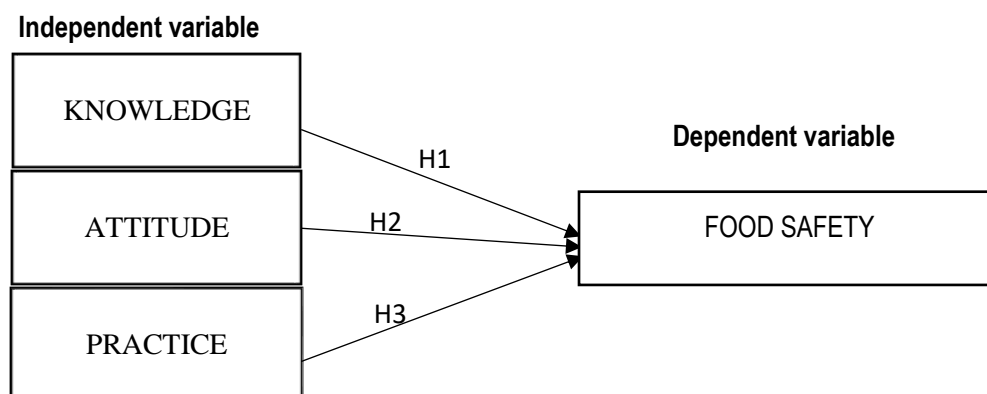


Figure 1: Research framework of food safety and the gender of the hawkers.

METHODOLOGY

Research Design

This study will be providing a greater understanding on the relationships between knowledge, attitude and practice of food safety among the male and female hawkers in Jeli, Kelantan. According to Sekaran and Bougie (2003), a research design can be defined as a set up to decide on, among other issues, how to collect further data, analyze and interpret them, and finally, to provide an answer to the problem.

Data Collection

The range of respondents' age is around 18 to 60 years old for both male and female in Jeli. In this research, the researchers selected a total number of 196 hawkers either male or female as the sample size of the survey. The sample size is being randomly selected among the hawkers in Jeli and Bandar Jeli by distributing questionnaires.

Sampling

According to Morgan (2006), the estimated sampling size for a population of 500 is 217. Determining sample size, for a given population of 500, a sample size of 217 would be needed to represent a cross-section of the population. Therefore, in order to find sufficient sample size as recommended by Krejcie and Morgan (1970), the researchers increased the respondents by 5% to considering the possibility of respondents misunderstand the survey questions and to avoid being bias as the cross contamination is the main factor contributing to food poisoning and etc.

The questionnaire is adapted from previous research by Siau, Son, Mohhiddin, Toh, and Chai (2015). In the questionnaire, a total of 43 questions were divided into 4 sections which are demographic, the respondents' knowledge about food safety, attitude, and the respondents' practice of food safety. The questionnaires were formed in the five-point Likert scale format. The Likert scale consist of number one (1) to five (5) which indicate 1=strongly disagree, 2=disagree, 3= slightly agree 4=agree and 5= strongly agree. In achieving reliable and valid sample of this study, the researchers used the equation from Krejcie & Morgan (1970) to determine the sample size.

Data Analysis

Analysis of the data collection used the Statistical Package for Social Science (SPSS) because the data was quantitative. Several statistical techniques in SPSS programme were used in analysing the data collection including using reliability analysis (Cronbach's Alpha) to check the reliability and internal consistency of the research instrument. Based on the data collected, this technique helped to create descriptive statistic, chart, trend, tabulated reports and distributed plot. To analyse this research, a pilot test, descriptive analysis and Pearson Correlation were used. The next stage is to answer the research objective. In this stage, statistical test method were used. This method was used in order to discover and examine the data efficiently. Using descriptive analysis also helped in providing the statistic in short and precise way, through range and the standard variation.

FINDINGS

Knowledge on Food Safety

One independent variable is knowledge about food safety. The highest mean scores are 4.2767 which means that most of the respondents agreed that washing hands before handling food would reduce the risk of contamination.

Attitudes on Food Safety

Another independent variable is attitude about food safety. It can be seen that the highest mean score is 4.6068 which the respondents agreed on the statement that food should not be touched with wounded hands. While, the lowest result of mean is 2.3010, where most respondents disagreed the same towel can be used to clean many places. This is because, it can contribute to cross contamination.

Practices on Food Safety

The results of food safety practices among the street food vendors showed that most respondents disagreed with statements that stated "I smoke while working" where it has the lowest mean with 1.3350. The highest mean in the practice about food safety is 4.3883, where the respondents agreed "I wash my hands before starting work".

DEMOGRAPHIC

Nationality

Mostly, the respondents are from Malaysia. The nationality in this data analysis is 100% Malaysian people which is 215 people as the respondent.

Gender

Based on the result, the number of female respondents is higher than the number of male respondents. The result showed that 68.8% are female with 148 respondents while 31.2% are male with 67 respondents.

Age

The number of respondents based on their age. The highest number of respondents is under the category between age 30 until 49 years old with 103 respondents (47.9%), followed by age from 50 until 69 years old with 31 respondents (28.4%) and age 19 years old 29 with respondents (20%).

Income

The number of respondents according to their income. The highest respondents' incomes are RM1,000 until RM1,499 which is 130 of the respondents (60.5%). It is followed by income from RM500 until RM999 respondents 54 of the (25.1%) and income from RM1500 until RM1999 which is 26 of the respondents (12.1%). The least respondents' incomes are more than RM2,000 until RM3,999 with 5 respondents (2.3%).

Educational Level

The number of respondents according to their educational level. The highest number of respondents was from primary/secondary school with 166 respondents (77.2%). It is followed by diploma or equivalent, including degree with 29 respondents (13.5%) and no formal education respondents which is 20 of the respondents (9.3%).

Working Experience

Based on the result, the number of the respondents that do not have working experience is higher than the number of respondents that have an experience of working. The result showed that 61.9% did not have working experience with 133 respondents while 38.1% have working experience with 82 respondents.

Attending Training

Based on the result, the number of the respondents that did not attend training is higher than the number of respondents that with training. The result showed that 61.9% are do not have attending training with 133 respondents while 38.1% are have attending training with 82 respondents.

Table 1

Comparisons of Food Safety Knowledge, Attitude and Food Handling Practices among Genders

Variables	r.	P-Value
MALE		
Knowledge	.376	P>0.01
Attitudes	.401	P>0.01
Practices	.212	P>0.01
FEMALE		
Knowledge	.002	P>0.01
Attitudes	.265	P>0.01

Practices	.190	P>0.01
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**correlation is significant at 0.01 level (2-tailed)

The analyses were used to determine the percentage of respondent regarding the questionnaire that conducted to final finding and to measure the linear relationship between three numerical variables. The result showed that the correlation between the male respondents and knowledge of food safety among the hawkers at Jeli, Kelantan is equal to 0.376 which indicated little if any correlation with the p-value 0.01 at 99% confident level. Next, the result between the male hawkers and attitudes on food safety is equal to 0.401 which indicated a low positive correlation with p-value 0.01 at 99% confident level. Then the result between male hawkers and practices of food safety is equal to 0.212 which is little if any correlation with p-value 0.01 at 99% confident interval.

The result for female hawkers at Jeli, Kelantan and knowledge of food safety is equal to 0.002 which indicated little if any correlation with p-value 0.01 at 99% confident level. The result for female hawkers at Jeli, Kelantan and attitude of food safety is equals to 0.265 which indicated little if any correlation with p-value 0.01 at 99% confident level. The result for female hawkers at Jeli, Kelantan and practices of food safety is equal to 0.190 which indicated little if any correlation with p-value 0.01 at 99% confident level.

Limitations

In this study, there are a few limitations that occurred. First is the researchers hard to get cooperation from the hawkers because of their busyness handling customers. This situation happened as this study focuses on 215 respondents from 392 hawkers in Jeli but the researchers only took 206 responses to analyse. This is because in this study, the researchers focused on the hawkers at Market such as 'Pasar Malam', 'Pasar Pagi' or 'Pasar Tani' only. Besides that, study in food safety practices is difficult to evaluate because it is one of the sensitive issues for the hawkers to share with others people. This statement has been supported by Andrej Ovca, Mojca Jevsnik, Peter Raspor (2014), who said that self-reported practice indicate is a risky behaviour in the investigation or study because the research do not have an accurate result because of the respondent bias in the answers to look good.

DISCUSSION & RECOMMENDATION

Based on the study to verify the existence of optimistic bias and associated factors in food handlers among the work institutional food services in Sao Paulo, Brazil showed 73% food handlers is female and 95% was trained. Average of the knowledge in the food safety was 67%. The result showed overly optimistic food handlers can overlook some protocols and then contaminate the food. That means the person with knowledge and high education can also ignore the right standard operating procedures (SOP) in food safety when handling the food.

From the correlation that was analysed in this study, the researchers identified the different result in knowledge, attitude and practice towards street hawkers in Jeli, Kelantan compared to the result in Sao Paulo, Brazil. Table 1 shows the correlation between the male respondents for knowledge is higher than female respondents which are $r=0.376$ and $r=0.002$ respectively. It was concluded that the male hawkers in Jeli have more knowledge in food safety compared to female hawkers. For attitude of hawkers among the street hawkers in Jeli towards food safety, the table shows $r=0.401$ for male hawkers and $r=0.265$ for female hawkers. The correlation is higher for male workers compared to female hawkers. That means male hawkers have more approach in food safety compared to female hawkers. Besides that, the male hawkers also have a good practice in food safety compared to female street hawkers in Jeli. The study shown the practice correlation towards food safety for male is $r=0.212$ higher than female which is $r=0.190$.

Chen, 2001, ILO, 2002, Lloyd-Evans, 2008 affirmed that most of the countries in Southeast Asian present the important informal micro-entrepreneurial activities for women mostly because of the poverty and the male members in the family do not have jobs to improve family livelihood position. Besides that, the female hawkers also chose to start the business for self-fulfilment. Based on the study in Penang, not many of them become successful entrepreneurs because they do not have plans to expand the business further. Because of that, the researchers can conclude the same situation for female hawkers in Jeli, Kelantan. So, we can see the female hawkers is less in knowledge, attitudes and practices in food safety compared to male hawkers because they just do a business

because of poverty and self-fulfilment but not planning to expand their business further making them to take it easy on cleanliness and food safety issue.

However, the street hawkers are one of the symbols and attraction for a place like Jeli because it can be categorised as the destination image to the tourist. Based on Charlotte and Ritchie (1991), the attributes of the destination image include the scenery or natural attraction, tourist sites, facilities, cleanliness, and different customs or culture can attract tourists to visit the place. Besides that, food and drinks can also attract tourists to come. So, the local people and the government must take initiatives to make sure all the facilities and service provided especially the cleanliness and the food was sold on the street is always hygienic to avoid foodborne illnesses spreading in the state and country in the eyes of foreign tourists due to negligence of the food handlers such as diarrhea, food poisoning and death. For example, the government can enforce the law to make sure all the food handlers in Jeli to take a food safety course before having a license to sell food. The authorities need to conduct periodic inspections to ensure every food handler complies with the established food safety regulation.

For future research, the researchers need to develop other research at other rural areas especially in southern Kelantan to see how the society especially the hawkers practice their knowledge about food safety during work. Besides that, the researchers need to observe how the hawkers practise and handle the food to get the true result compared to only analysing the result from the questionnaire or asking them to answer the question. The researchers can also use easy language to avoid misunderstanding or confusing the respondents.

CONCLUSION

In conclusion, this study showed the information and results of knowledge, attitude and practices of street hawkers in Jeli, Kelantan. From the research, it can be summarized 77.2% respondents studied at primary and secondary school only and 133 or 61.9% of them did not attend food safety training and have no working experience. Based on the data from the Kelantan government, the number of licenses in 2017 was only 116 licenses given to food and beverage business from 22 098 licenses provided to all business in Kelantan. The researchers conclude a majority of the hawkers in Jeli did not have formal knowledge of food safety. Besides that, the knowledge, attitudes and practice of street hawkers in Jeli, Kelantan showed the male hawkers are better than female hawkers. This is because most of the male hawkers have working experience and they attend the food safety training compared to female hawkers, not having a formal education in food safety. Maybe some of the female respondents did not have their own licenses to open their own booth at night market or any place under local municipalities.

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Knowledge, Attitude and Practice (KAP) of Food Safety in Childcare Centres in Kota Bharu, Kelantan

Leong Jia Qian, Nur Afiqah Rafiee, Nur Iluni Hayati Zulfani &
Abdullah Muhamed Yusoff

Faculty of Hospitality, Tourism and Wellness, Universiti Malaysia Kelantan
Corresponding email: abdullah.my@umk.edu.my

ABSTRACT

The study aimed to reveal the knowledge, attitudes and practices of food safety in childcare centres in Kota Bharu, Kelantan. A survey was carried out with 63 sets completed questionnaires which consisted of 36 questions. The results showed that the food safety level of the childcare centre staffs is based on food safety knowledge, attitude and practice. The results from the study elucidate the knowledge, attitudes and practice in delivered the food safety is need to realign. Childcare centres can rely on the results to develop the effective recommendations and suggestions to hoist the food safety knowledge, attitudes and practices towards childcare centres.

Keywords: *Knowledge, Attitude and Practice, Food Safety*

INTRODUCTION

Globally, food safety has become an important subject to be discussed and it was led with the issue of public health threat (Nyachuba, 2010). The emergence of food safety is due to the increase of foodborne illness outbreaks. Food safety is referred to prevent the existing of hazards that may make food harmful for consumer health (World Health Organization, 2015). The Center for Disease Control and Prevention (CDC) in Atlanta detected about 76 million cases of foodborne illness in the United States yearly with 325,000 cases to be hospitalized. Furthermore, the government of China has published that food safety has become serious that tens of thousands of people suffer from foodborne illnesses and hundreds of people die each year (Luo, Li, Liu, & Tan, 2017).

There are a number of cases of foodborne diseases with an incidence ranging from 1.56 to 0.14 cases per 100,000 population and cases of food poisoning is rising, as shown in the incidence rate of 62.47 cases per 100,000 population in 2008 and 36.17 cases per 100,000 population in 2009 as well as in Malaysia (Puteh, Netty, & Sangaran, 2013). Never the less, food safety is not viewed as a real problem in Malaysia, but growing cases of the food poisoning and food diseases have reflected the real situation in Malaysia throughout the year (New, Ubong, Premarathne, Thung, Lee, Chang, Loo, Kwan, Tan, Kuan & Son, 2017). The outbreak of foodborne disease is mainly due to unhealthy food service that has more than 50% of the poisoning incident (Malaysian Ministry of Health, 2007). In total, 85 cases included 2 deaths caused by food poisoning incidents that resulted from eating Laksa purchased at a premise in Kedah, Perak and Selangor. The incidents are caused by the failure in the process of storing, preparing and re-heating the noodles. It is stated that there were 25 cases in Kedah while Perak with 34 cases and Selangor with 24 cases (Ministry of Health, 2018).

A forementioned, the knowledge about food safety in childcare is one of the effects of increasing number of unhealthy foods offered to public (Department of Health & Human Services, 2013). Due to food safety knowledge and awareness among children, parents or guardians also carry a vital responsibility to spell out the health and safety issues that may pose. In Malaysia, the factors that will cause the increasing cases of foodborne illness in childcare is because lack of food safety awareness and knowledge (Ismail, 2016). Kalua (2001) said that food safety knowledge can totally affect the attitude development and childcare understanding of health facts. In contrast, childcare guardians or teachers can know little more than the general public (Griffith & Redmond, 2001). 92% of primary school

teachers have recently referred to common sense and individual experience as their source of knowledge for food hygiene (Endres & Welch, 2000).

In addition to the knowledge, food safety attitude is also a critical factor that may influence food in childcare, therefore decreasing the phenomenon of foodborne illness. As an individual responsible for childcare, the person in charge should make a compulsory training as an obligatory programme for all workers and must comprehend their food handlers' behaviour as well as how this behaviour interacts with their beliefs and levels of knowledge in order to increase the effectiveness food safety attitude. In any case, just 76.8% of food preparers said that they will go to sanitation training if permitted, and others would not like to participate or were uncertain by stated reasons that they had no opportunity to do as such or are unable to understand the given writings during the training (Nieto-Montenegro, Brown, & LaBorde, 2008).

There are ample studies on food safety activities of food service and handlers in a number of work settings in the food industry (Angelillo et al., 2000, 2001; Clayton et al., 2002) but the same assessment does not extend to childcare studies (Briley, Roberts-Gray, & Simpson, 1994; Murphy, 1995; Pollard et al., 1999). They touch various items and objects in their world, put their hands in their mouths continuously (Buzby, 2001; Sifton, 2001) and may not have taught properly about personal food safety and cleanliness (Pickering & Woodward, 1982). Hand washing was most basic activity recorded as foodborne disease prevention among primary food preparers, and 96% correctly established that pre-food preparation washing hand with cleanser and water reduces the risk of foodborne disease. Thus, this research attempts to look at the knowledge, attitudes, and practices of food safety in childcare centres in Kota Bharu, Kelantan.

There are three objectives of this research:

- 1.1 To survey the relationship between knowledge and food safety in childcare centres.
- 1.2 To identify the relationship between attitudes and food safety in childcare centres.
- 1.3 To assess the relationship between practices and food safety in childcare centres.

Significance of the Study

Researchers

The factors that contribute to food safety in childcare centres are food safety knowledge, attitude and practice. Surprisingly, no known research has been conducted in regards to food safety culture within childcare facilities. Thus, the current study builds upon previous food safety research in childcare facilities through the lens of organizational culture. Once an organization has assessed the food safety culture, gaps can be identified and tailored interventions can be implemented. Barriers and motivators to following food safety practices in childcare facilities will be identified. Besides, food safety practices and attitudes can also be investigated and assessed.

Food and Beverage Industry

The results of this study will provide practical guidance to change food safety factors in childcare facilities. Results will be useful in developing tailor-made training programmes and initiatives aimed at improving the handling of food safety for employees. In turn, creating an appropriate food safety knowledge, attitude and practice in childcare centres will improve the health and safety of food among children in childcare centres. Based on the problem statement above, the purpose of this study is to assess the effectiveness of focus factors in food safety for food service or food suppliers in childcare at Kota Bharu Kelantan. The food safety required food service workers or food suppliers to attend instruction related to food safety handling practices and behaviors.

Future

This study is intended to provide information for improving the education and training programmes for food service workers or food suppliers by determining if the food service workers or food suppliers produce a positive change in the knowledge, attitude and practice in handling a good and safe food.

LITERATURE REVIEW

Food Safety

Food is essential for life and it is an important part of the hospitality industry (Kandampully, 2007). In order to achieve a fulfilling life, food safety is an important trait. Quality or free-hazards managements, however is one of the most complex and difficult duty faced in food services (Payne-Palacio & Theis, 2012). Food safety includes all the aspects of food processing. It has additional application as the idea that when it is prepared or eaten according to the proposed use, food will not cause harm to the consumer. Moreover, food safety can also be defined as the security level of the food that is produced and eaten that away from any kind of hazards that may affect human activities or life. World Health Organization (WHO) stated that the food safety refers to the food that uses the best way in handling, preparation and storing to decrease the hazard of foodborne illness to humans. In addition, food safety is an access of sufficient way to make sure the secure and nutritional food in order to support life and upgrade a good health in the world. The government should be more responsible in developing policies and regulation as well as implementing the effective food safety systems where it may ensure the hawkers to produce safer food to the consumers.

Consumers or parents can improve their understanding of food safety by applying basic hygiene practices when buying, selling and preparing food to protect their children's health using the many effective actions that had been suggested by the expert or specialist. Not only family, retailers and the food suppliers need to learn and fully understand their food production and ingredients, buyers must notice and use the food packaging labels by reading them and alerting on the expiry date of the food, they must then safely manage and prepare food by adopting the WHO Five Keys to Safer Food at home or by selling the food at their premises.

Knowledge of Food Safety

Knowledge is related the willingness to change current practices when they are found to be unsafe (McIntosh, Christensen, & Acuff, 1994). The uses of knowledge tools are to indicate how far the participants in this survey really know, concern and understand about food safety. Many people do not know the basic rules of food safe safety (Socket, 1995). The food handlers need to be knowledgeable about sanitation procedures, cleaning and hygiene practices such as washing hands before and after work, using gloves while handling food, washing equipment with detergent cleanly and not reheating cooked foods. Knowledge of food safety can reduce the risk of food contamination or food borne illness in childcare centres or everywhere else.

Training on food safety should be given to all workers in food processing businesses and food handlers in order to bring behavioural change apart from positive attitudes (Coleman and Roberts, 2005; Powell et al., 1997). However, there were no differences between the staffs who attended an educational course and those who did not attend it based on some previous studies (Angelillo et al., 2001; Askarian et al., 2004). Alternative education approaches such as those based on models of motivational health education and promotion are important (Angelillo et al., 2001; Askarian et al., 2004; Clayton et al., 2002).

Attitude of Food Safety

The advantages of carrying out the food safety attitudes towards children can be classified into 3 areas which are, the food that has been provided will be safer to eat, other people or consumers will be happier and the environmental conditions will be improved (Clayton, Christopher, Griffith, Price, & Peers, 2002). The increasing numbers of foodborne illnesses can be reduced and prevented by the attitudes of food handlers of street food towards implementation of food safety plans (Akabanda, Hlortsi, and Owusu-Kwarteng, 2017). Besides, the relation between knowledge and attitude of food safety in childcare are something that do not positively influence and do not share the positive relationship where some of the food handlers, such as caterers or parents have a basic knowledge in food safety about preparing the food, but they do not practice these attitudes or behaviour (Lim, Chye, Sulaiman, Suki, & Lee, 2016). That is because some of the food preparers and parents also have lack of knowledge about keeping raw and cooked foods separate to avoid cross-contamination infection (Andrej Ovca, Mojca Jeysnik and Raspor, 2014) thus they do not have the correct attitude towards how to handle the food safety in childcare.

Therefore, this research is very important in order to improve the food safety attitude of parents and childcare food handlers' knowledge by giving them training to gain the correct effect on food handling practices and to prevent the foodborne illnesses in children. The cause of foodborne illnesses in children due to knowledge, attitude and practices of food safety in childcare (Al-Shabib, Mosilhey, Husain, 2016). It is important for childcare centres' food preparers or parents have enough knowledge, attitude and practice of food safety.

Practice of Food Safety

Proper practices in the kitchen are essential in ensuring food safety and suitability at all stages of the food chain (Food and Agriculture Organization (FAO) 2012). Food safety practices include keeping the food item clean throughout the preparation of food and making sure all the meals prepared are free from bacteria that can cause further contamination. The lack of knowledge towards food safety causes the failure of food suppliers or handlers to conduct proper practice when handling food. According to Utusan (2014), over 1,000 people fall ill after eating frozen food products that contains pesticides from the largest seafood company in Tokyo, Japan. Clayton, Griffith, Price and Peters (2012), has also stated that even though food suppliers or food handlers received a training or higher education, the high percentage of food poisoning outbreak can still happen as a result of poor food handling practices. In Kuala Lumpur, the primary school canteen in Taman Keramat was closed when 49 children had experienced symptoms of vomiting, stomach-ache and diarrhea after breakfast at that canteen (Astro Awani, 2019). It shows food safety practice is important and one of major factors that will reduce the foodborne outbreak.

In order to decrease the possibilities of illness in childcare centres, not only do food handlers or suppliers have to know about food safety, but teachers also need to know and be familiar with food safety as they mostly come into contact with the food prepared to children (New York State Department of Health, 2001). The data from CDC reviewed by Olsen, Mackinon, Goulding, Bean and Slutker (2000) found most of the foodborne illnesses came from unsafe food handling and reported that the frequent cause was from incorrect holding temperature (34% on average), polluted equipment (26%), and poor personal hygiene (18%). An observation in childcare centres has been carry out by the researchers of Iowa State University and Kansas State University to evaluate the factor of cross contamination and to determine hand washing regularity and steps (Strohbehn, Sneed, Paez & Meyer, 2008;).

Research Hypothesis

Based on the literature discussed in the previous chapter and the research objectives, the hypotheses of this study were summarized as follow;

H1: There is a significant relationship between knowledge and food safety in childcare centres.

H2: There is a significant relationship between attitude and food safety in childcare centres.

H3: There is a significant relationship between practices and food safety in childcare centres.

Research Framework

This figure shows the relationship between the K.A.P of food safety in childcare centres that will guide the implementation of this study. Food safety knowledge, attitude and practices are the independent variables while food safety in childcare centres in Kota Bharu, Kelantan is the dependent variables.

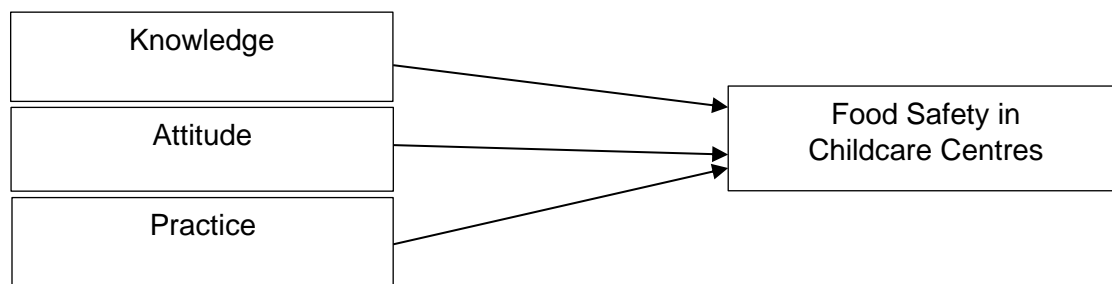


Figure 1: Research Framework of Food Safety Knowledge, Attitude and Practices in Childcare

Source: *The Role of Conceptual Frameworks in Epidemiological.*

Retrieved from [http://crahd.phu.org/papers/victora\(1997\).pdf](http://crahd.phu.org/papers/victora(1997).pdf).

(Victora, C. G., Huttly, S. R., Fuchs, S. C., & Olinto, M. T., 1997)

METHODOLOGY

Research Design

This study used the quantitative method that applies cross-sectional study which helps to discover the food safety knowledge, attitudes and practices in childcare centres in Kota Bharu, Kelantan. The descriptive study seeks to describe the current status of the phenomenon. It is a scientific method which involves observing and describing the behaviour of subjects. The correlation research is to examine the independent variables relationship with the dependent variable. It is used to estimate the reliability of the study (Salkind, 2014). In addition, this study focused on the East Coast of Peninsular Malaysia, Kota Bharu Kelantan using a questionnaire to collect data about knowledge, attitude and practices of food safety in childcare. So, pilot testing was done to pick up any questions that could offend potential respondents and find anything that could go wrong throughout the data collection process. Based on the collected information from Jabatan Kebajikan Masyarakat (JKM) Kota Bharu, the total numbers of registered childcare centres in Kota Bharu is 78 units. Based on Krejcie and Morgan Table, this study randomly selected a total of 66 units from the population as a sample unit. According to Connelly (2008), the existing literature suggests that 10% of the projected sample for the study should be a pilot study sample. For this reason, the questionnaire was distributed to 10 respondents and upon completion of the questionnaire, the respondents were to convey their opinions on this study. The internal consistency reliability was evaluated by adopting the *Cronbach Alpha* using SPSS 25.0.

Data Collection

The collection of data used in this analysis was obtained using a questionnaire in the first phase. A questionnaire is a data collection tool that asks respondents to answer or replies a written set of questions (Parahon, 2006) and is a simple and easy way to gather information (Jones & Ratray, 2010). A questionnaire can be used to collect data or information on knowledge, attitude and practice on food safety in childcare centres.

The questionnaires consist of three sections. Section A is demographic profile, Section B is independent variable and Section C is dependent variable. In Section B there are three parts which are Part A, Part B and Part C. Part A of the questionnaire is used to gather data on knowledge, Part B on attitude and Part C on practices of the food safety. The constructed questionnaire is provided in dual language which are English and Malay. The questionnaire consists of statements with five different response options ranging from strongly disagree to strongly agree. While, Part C in questionnaire is focused on food safety in childcare centres.

Sampling

The sampling method used in this study was the probability sampling technique and that is because it assists researchers to select the sample using simple random selection, so that the population has similar chance of being selected. Simple random sampling is the approach chosen to draw the sample size from the target population in such a way that each representative or sample of the population has equal opportunity to become the object of the population. While the non-probability sampling method is the probability of selecting an individual is not known

(Salkind, 2014). Thus, the selection sampling method of the respondents will depend on their volunteering participation on questionnaire. Besides, this type of sampling method is quick to collect and gather data from the respondents effectively. The authors used the formula of Krejcie & Morgan (1970) to calculate the sample size in order to achieve a consistent and accurate sample of this analysis.

Data Analysis

In this study, three different types of data analysis were used, which included frequency analysis, descriptive analysis, and analysis of reliability. The data obtained were analysed by using Statistical Package for the Social Science (SPSS).

FINDINGS

Profile of Respondents

Table 1 shows the characterization of the respondents. It shows the highest percent for each choice of demographic items. Of them, 100% were female because most of the employees in childcare centres are females and most of the respondents in Kota Bharu, Kelantan were Malay with 90%. The most workers in childcare centres were aged between 18-25 years old and have a degree. In addition, there are more full-time than part time workers with 83%. Furthermore, most of the workers in childcare centres (51%) gave the answer "Yes" for food safety training question. It shows that most of the workers had a training and knowledge before becoming childcare workers.

Table 1
 Highest percentage for demographic profile

ITEMS	THE HIGHEST	PERCENTAGE
Gender	Female	100 %
Race	Malay	90 %
Age	18-25 years old	46 %
Marital Status	Single	56 %
Educational Background	Degree	56 %
Frequency of Meal Preparation	Some of the time	41 %
Working Period	1-5 years	76 %
Working Status	Full time	83 %
Food safety Training	Yes	51 %

Evaluation Indicators Used to Assess Food Safety in Childcare Centres

Table 2
 Mean, standard deviation of items and subsections (N=63).

No.	Items	Importance	
		Mean	S.D.
Food Safety Knowledge			
1.	Hand washing with soap and water while preparing food and snacks.	4.56	0.62
2.	Hand washing with soap and water after cracking raw eggs reduces the chance of food poisoning.	4.32	0.76
3.	Washing my hands immediately after handling raw meat reduces the likelihood of food poisoning.	4.41	0.66

4.	<i>Rinsing fruits and vegetables thoroughly under running tap water can reduce the likelihood of food poisoning.</i>	4.60	0.49
5.	<i>A child is more likely to get sick from food poisoning than an adult.</i>	4.46	0.74
6.	<i>Washing hand after changing a diaper.</i>	4.63	0.55

No.	Items	Importance	
		Mean	S.D.
Food Safety Attitude			
1.	<i>I often wash equipment thoroughly before and after use.</i>	4.56	0.64
2.	<i>I always wash my hands frequently to ensure the food is safe to eat.</i>	4.57	0.64
3.	<i>I am aware of kitchen cleanliness to ensure the surrounding of the kitchen is tidy and clean.</i>	4.44	0.67
4.	<i>I am aware of vegetable or meat freshness during purchasing.</i>	4.46	0.62
5.	<i>I still keep an eye on the expiry date of the food and do not eat the food that has reached the expiry date.</i>	4.62	0.52
6.	<i>I will make sure foods are obtained from reliable resources.</i>	4.68	0.50
7.	<i>I ensure the frozen food to be thawed before cook.</i>	4.32	0.82

No.	Items	Importance	
		Mean	S.D.
Food Safety Practice			
1.	<i>Before preparing food, I wash my hands with soap and running water.</i>	4.29	0.66
2.	<i>I wash my hands immediately after handling raw meat.</i>	4.52	0.62
3.	<i>I thoroughly rinse the fruits and vegetables under running tap water when I cook fresh fruits and vegetables, including those with skins and rinds that are not eaten.</i>	4.41	0.80
4.	<i>I use glove or utensils to handle the food which is ready to eat.</i>	4.03	0.90
5.	<i>I often wear clean clothes and apron when handling foods.</i>	4.01	0.85
6.	<i>For each food item, I use separate clean utensils, such as using different chopping boards for meat and vegetables.</i>	3.81	1.06
7.	<i>I always wash utensils before and after use.</i>	4.60	0.52
8.	<i>I always clean and sanitize kitchen after cooking.</i>	4.49	0.56

The means of 27 items are listed in the tables above, which are evaluated according to each factor. All items have above 3.00 mean score. This is an indication that most respondents agreed with the statements of the items based on each variable and considered these items as major precedents of food safety knowledge, attitude and practice in childcare centres.

Table 2 reflects that the highest mean value 4.63 which is achieved from the feedback that shows a lot of people would like to wash their hands after changing a diaper in childcare centres. It shows that the standard deviation of 0.55 is shown by the washing hand after changing a diaper which reflects that it is the most deviated as well. The table above also shows that some respondents, since the value shows a mean value 4.32 which proves they do not know or understand that after cracking raw eggs, hand washing with soap and water reduces the chance or likelihood of food poisoning in food safety knowledge.

The maximum food safety attitude mean value of Table 2 shows a value of 4.68 indicating the relationship of reliable resources of food costs the most amounts in food safety attitude. The table also shows that having a value of 4.32 for the statement of frozen food have to thawed before cooking is the least being taken seriously in food safety attitude. Table 4.4.2 displays a review of the determined means of all items according to the variables. For each variable, the overall score was obtained by averaging the answer to the relevant items.

The frequency of the responses on food safety attitude is illustrated in the table above. The highest mean value of 4.60 states that 63 respondents always wash utensils before and after used it in childcare centre. The least mean value of 3.81 shows that most of the respondents will not separate clean utensils for each food items such as use different chopping board for vegetable and meat. Maximum standard deviation of 1.06 for respondents who do not prefer separate clean utensils for each food items, such as using different chopping boards for vegetables and meat for food safety in childcare centres.

Overall of Independent Variables Correlated with Food Safety in Childcare Centres

The result in Table 3 shows that knowledge, attitude and practice have significant relationships with food safety in childcare centres. There is a significant, positive and strong correlation between knowledge, attitude and practices with food safety. This similar with Sharif and Al-Malki, (2010) who promoted that knowledge, attitude and practices play important and dominant roles of food safety in food service industry. Pearson correlation for the relationship is 0.053 that indicated the knowledge of food safety has a medium positive correlation of food safety in childcare centres. This finding was reinforced by the awareness of keeping raw and cooked foods apart is equivalent with previous studies to avoid cross-contamination. As observed after the questionnaire answers, a majority of food handlers or respondents agree with the responsibility of an individual for food safety. Some observational studies, however, found that although the food handlers have good knowledge of food safety, they are not always putting the knowledge into practice (Oteri & Ekanem 1989).

Table 3

Overall of independent variables correlated with food safety in childcare centres.

Independent Variable	Coefficient correlation
Knowledge	0.534
Attitude	0.479
Practice	0.678

Pearson correlation for the relationship is 0.479 that indicated the attitude of food safety has a weak positive correlation with food safety in childcare centres. Most respondents said proper handling of food was an essential part of their job responsibilities. In addition, consumer's attitude towards food safety is strongly associated with their trust in food safety (Mohd Nawir & Mohd Nasir, 2014) which is supported by past researchers.

According to Clayton et al. (2002), in previous researches food handlers may be aware of their food safety attitudes. Previous studies have shown that self-hygiene is essential, especially hand hygiene which is the main agent that transmit microorganisms to foods (Aarnisalo, 2006). Pearson correlation for the relationship is 0.678 that indicated the practice of food safety has a medium positive correlation with food safety in childcare centres. In this analysis, respondents showed good practices when more than 50% of them always wash hands right after handling raw meat and always wash utensils before and after used. This result is supported by a previous study that says it is important for food handlers to wash their hands regularly before and after handling foods.

Besides that, we have succeeded to determine that the independent variables are correlated with food safety in childcare centres by the result of coefficient correlation analysis. The result showed that knowledge, attitude and practices have significant relationship with food safety in childcare centres. Therefore, practices have the highest relationship of the food safety in childcare centres with the score of 0.678 as stated in Table 3.

Correlations between Independent Variables and Dependent Variables

Table 4

The correlation between the IVs and DV (N=63)

	Food Safety Knowledge	Food Safety Attitude	Food Safety Practice	Food Safety
Pearson Correlation	1	.636**	.717**	.534**

Food Safety Knowledge	Sig. (2-tailed)	.000	.000	.000	.000
	N	63	63	63	63
Food Safety Attitude	Pearson Correlation	.636**	1	.626**	.479**
	Sig. (2-tailed)	.000	.000	.000	.000
	N	63	63	63	63
Food Safety Practice	Pearson Correlation	.717**	.626**	1	.678**
	Sig. (2-tailed)	.000	.000	.000	.000
	N	63	63	63	63
Food Safety	Pearson Correlation	.534**	.479**	.678**	1
	Sig. (2-tailed)	.000	.000	.000	.000
	N	63	63	63	63

** Correlation is significant at the 0.01 level (2-tailed).

H₁: There is a significant relationship between knowledge and food safety in childcare centres.

There is a significant, positive and strong correlation between Food Safety Knowledge and Food Safety ($r = 0.534$, respectively, $p < 0.01$), which reinforces the relatively moderate relationship, which is medium positive correlation between Food Safety Knowledge and Food Safety. The relationship between variables is high in the correlation analysis, 0.70, is considered moderate within the range of 0.30 to 0.60, and less than 0.30 would be a weak correlation. Thus, this correlation indicates that the higher the food safety knowledge, and the higher it leads to food safety in childcare centres. Therefore, H₁ is supported.

H₂: There is a significant relationship between attitude and food safety in childcare centres.

There is a significant, positive and strong correlation between Food Safety Attitude and Food Safety ($r = 0.479$, respectively, $p < 0.01$), which food safety attitude also reinforces the relatively moderate relationship, but weak positive correlation with food safety. So, this correlation suggests that the more optimistic the food safety attitude towards the childcare centre staffs, the higher the food safety for the children. Therefore, H₂ is supported.

H₃: There is a significant relationship between practices and food safety in childcare centres.

A significant, positive and strong correlation existed between Food Safety Practice and Food Safety ($r = 0.678$, respectively, $p < 0.01$), further reinforcing the relatively moderate relationship, which is medium positive correlation with food safety. This correlation suggests that the higher the frequency of food safety practice, the higher the food safety in childcare centres. Therefore, H₃ is supported.

DISCUSSION & RECOMMENDATION

The target of this study was to determine the knowledge, attitude and practices of food safety in childcare centers in Kota Bharu, Kelantan. After conducting the research, the researchers got the results that knowledge, attitude and practices have strong relations towards food safety in childcare centres. The study also revealed that there is an important relationship between knowledge, attitude and practice with food safety among the childcare centres in Kota Bharu, Kelantan. This means that knowledge, attitude and practices of food safety will significantly increase in the childcare centres in Kota Bharu, Kelantan. In addition, the strongest relation towards childcare centres was practices of food safety. This means that the parents or guardians of childcare centres in Kota Bharu, Kelantan not only care about the knowledge and attitude, they care more about its practices of food safety that are applied by the childcare centres in Kota Bharu, Kelantan.

Knowledge, attitude and practices of food safety in childcare centres in Kota Bharu has been examined. Based on the findings, several recommendations have been suggested for the future researchers. Future studies may evaluate and focus on several factors such as education, cleanliness, and also health of childcare workers to look into the knowledge of workers toward food safety in childcare centres. It can help to identify the less

knowledgeable workers in the importance of food safety in childcare centres. The findings may differ from many perspectives.

Future research also needs to know an internal environment of childcare as a factor of food safety in childcare centres. Generally, environment will affect the overall activity in childcare centres be it safe or not for children to stay there. As we know, in workplace, workers need to be free from the pressure of work. Therefore, it is also strongly recommended that future research to research about workers' perception or parents' perception about food safety in childcare centres. This can help the childcare centres to know others' perception and improve their quality of food that will be served to the children. Future research could try different independent variables to know deeply about food safety in childcare centres. It will be interesting if future study found and looked at some of the subjects of service offered by different childcare centres in each area. It means that different places will react differently to the independent variables that are being investigate. Knowledge, attitude and practices become the main application of food safety in childcare centres.

CONCLUSION

In conclusion, with the increase of parents sending their kids to childcare centres and changing kids' eating lifestyle highlight that parents need to be more aware and take attention towards their kids' food. The study suggests that future researchers to know the internal environment, health of workers and also cleanliness of childcare centres to look better at how selected childcare centres operate. It can help to identify and see the disadvantages of childcare centres that are not aware of food safety during food preparation. Childcare centres in Kota Bharu may gain inspiration and improve their food safety image and match parents' expectation with the food safety matters so that a competitive advantage can be gained. The result suggests that the better knowledge of childcare workers towards food safety when preparing the food is important. The government or agencies could tailor educational programmes and food safety training courses to public especially childcare centres on how to effectively assess the food safety level in childcare centres. Finally, there are several quantitative studies on knowledge, attitudes and practices were done on food handlers in childcare centres (Askarian, Kabir, Aminbaig, Mernish, & Jafari, 2004). A qualitative method could be used in the future to have better understanding about this study.

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Analyzing the Factors That Contribute to Customers' Choice of Healthy Food Restaurants in Kota Bharu

Nur Aisya Bazil Azlan, Nur Izzati Ismail, Rathee Selvarajan & Abdullah Muhammed Yusoff*

Faculty of Hospitality, Tourism and Wellness, Universiti Malaysia Kelantan

Corresponding email: abdullah.my@umk.edu.my

ABSTRACT

The study aimed to analyze the factors that contribute to customers choosing healthy food restaurants in Kota Bharu, Kelantan and to find out the connection between service quality and food quality towards customer satisfaction. A study was done and 357 respondents completed the answer on surveys which comprised of 16 questions. The outcomes demonstrated that the customers' choice of a healthy food restaurant depends on 'food quality' and 'service quality'. Even though official assessment testament is one of the solid factors, the customers only use it. Besides, customers from various subgroups picked various variables. These outcomes showed a requirement for high quality restaurant to create a healthy lifestyle. Restaurants can depend on the outcomes to create quality foods and service to coordinate with the customers' choice traits.

Keywords: *Food Quality, Service Quality, Customer Satisfaction, Healthy Food*

INTRODUCTION

Healthy food is defined as the food low in sugar or sodium. In addition, healthy food has always been referred as low-fat or low-calorie foods. According to Chen (2006), customers are always concerned about the fat and calorie content in the menu offered to them. Nowadays, public interest in healthy eating and the demand of healthy food increases because of increasing incidence of health problems (World Health Organization, 2004). According to Roininen (2001), customers' interest towards healthy foods is because they perceive that these foods give positive effects to their health. Healthy foods keep increasing because customers' perception towards health value is getting higher (Tudoran, 2012). Even though high fat or high calorie foods taste good, customers are willingly ignoring it because they are more health conscious (Sualakamala and Huffman, 2010).

This research expects to investigate the elements that influence customers' choice of healthy food restaurants in Kota Bharu. Sulek and Hensley (2004) examined the overall significance of nourishment of food, physical setting, and service in a full-serviced restaurant and found that food quality was the most important factor influencing satisfaction. For example, a comprehensive model for dining satisfaction and return patronage was proposed by Kivela, Inbakaran and Reece (1999). Their study indicated that the probability of return patronage was dependent on customers' satisfaction with five aspects of a restaurant first and last impressions, service quality, ambience, food quality and feeling comfortable eating there, as well as reservations and parking.

A few studies found that service quality was more important than food quality in clarifying dining satisfaction. For example, Yuksel and Yusel (2002) proposed that service quality had the most significant impact on dining satisfaction at a total market level, and especially for healthy food seekers. Besides service quality, perceived price value could be another factor that influences customer satisfaction (Andaleeb and Conway, 2006). Based on a previous study, customers may see the cost as out of line if it is not justified by prevailing economic situations (Kimes and Wirtz, 2002). There are two objectives of this exploration:

- 1.1 To identify the factors contributing to customers' choice of healthy food restaurants.
- 1.2 To measure the food quality and service quality that influence customers to choose healthy food restaurants.

Significance of the Study

Researchers

Researchers gain benefit from this research. The researchers of this study have more understanding of this study about customer satisfaction. Furthermore, they are also able to identify the factors influencing customer satisfaction like food quality and service quality. Besides, future researchers also gain benefit from this research. They will gain information that is going to be useful for their research papers in exploring this subject.

Owners

The finding of this study will be beneficial for restaurants. Restaurants will be more responsible to provide good food and services to their customers to ensure that they are comfortable while enjoying healthy meals at the restaurant. Additionally, it will enhance the image of the healthy food restaurants and increase restaurant revenue.

Consumers

The finding of this study will benefit consumers as they can gauge satisfaction towards ethnic restaurants. This research was conducted at Indian fine dining restaurants to study about customer satisfaction on perceived value.

LITERATURE REVIEW

Food Quality

Nourishment quality has been commonly acknowledged as a central point affecting consumer satisfaction and post-eating conduct aim (Yinghua Liu, Soo Cheong (Shawn) Jang, 2009). For instance, in a study on the significance of seven restaurant potentials in repurchase expectation in an upscale eatery setting, the researchers found that nourishment quality was unquestionably more essential to restaurant customers than every single other property (Yinghua Liu, Soo Cheong (Shawn) Jang, 2009).

Service Quality

Service quality is the judgement of workers in dealing with the customer grievance or issue that occur in the eatery. It is going on when the customer needs to make their own privilege with respect to timing or grumbling about the nourishment and the services given. Researchers additionally presume that administration quality neglects to influence purchase expectations (Cronin and Taylor, 1992). Service quality will be judged from the reason of customer to hanging tight for the nourishment served by the restaurant.

Research Hypothesis

In this study, the two hypotheses tested are:

H1: There is a significant influence between food quality and factors that contribute to the customers' choice of healthy food restaurants in Kota Bharu Kelantan.

H2: There is a significant influence between service quality and factors that contribute to the customers' choice of healthy food restaurants in Kota Bharu Kelantan.

Research Framework

A research structure has been designed to examine the association between food quality and service quality towards customer satisfaction.

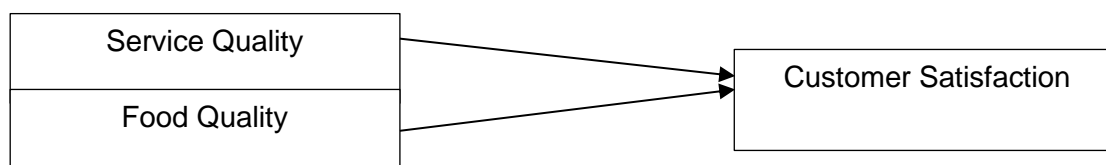


Figure 1: Research framework of analyzing the factors that contribute to the customers choosing healthy food restaurants in Kota Bharu

Source: The role of conceptual frameworks in epidemiological analysis (Kotler,2002)

METHODOLOGY

Research Design

The quantitative method had been used in this research. The goal of this research is to ensure the validity of the study. To gather information directly from the respondents, a set of constructed questionnaire was appropriated to the respondents. The survey enables the study to obtain reliable and accurate data, as it is an essential information collection method used for this quantitative study. This study depends on the descriptive research. It is an accumulative data from gathering subjects so as to describe systematically, genuinely and accurately specific attributes of interest or conditions that directly exist (Baumgartner & Hensly, 2006).

Data Collection

The method that had been used in data collection for this study is primary data approach which is questionnaire. The researchers distributed the questionnaire by stopping random consumers who have an experience in dining out at healthy food restaurants. The questionnaire was attached with a cover letter that explained the objectives of this study. The respondents were given 20 minutes to complete the questionnaire.

Sampling

The sampling technique utilized in this investigation was the simple random sampling. Simple random sampling is the most perfect and the most direct probability sampling strategy. By using this technique, every individual of population is similarly prone to be picked as a part of. It has been expressed that "the rationale behind simple random sampling is that it expels unfairness from the chosen procedure and should result in demonstrative samples" (Gravetter & Forzano, 2011).

In accomplishing solid and legitimate sample of this investigation, the researchers utilized the Krejcie and Morgan (1970) equation to decide the sample size. All the target respondents were taken from one district which is Kota Bharu, Kelantan. Based on Krejcie and Morgan's equation (1970), the total population of this study is 314, 946 (world population review, 2019). So, the targeted respondents are 384 people. The researchers chose customers who dine at healthy food restaurant in Kota Bharu as their population because there are a lot of healthy food restaurants there.

Data Analysis

Frequency analysis, descriptive analysis and reliability analysis the three kinds of data that have been utilized in this research. The information acquired was broken down by utilizing Statistical Package for the Social Science (SPSS).25.0.0.0.335 version.

FINDINGS

Researchers can further sum up that all independent variables have significant relationships with the dependent variable. Food quality and service quality detailed negligible relationship towards customer satisfaction contributing

to the choice of healthy food restaurant in Kota Bharu, Kelantan because of the demonstrated of correlation coefficients which is 0.582 and 0.423 respectively. Subsequently, all hypotheses were accepted.

DISCUSSION & RECOMMENDATION

The study identified the factors contributing customers' choice of healthy food restaurants and measured the food quality and service quality that influence customers' choice. In this exploration study, there have been a couple of impediments to be considered in order to complete this research. From the start of this research, analysts had stood up to a couple of challenges, for example time confinements, availability, spending issues and correspondence limit among the people of Kota Bharu, Kelantan. Besides, the online survey conducted by researchers was unable to recognize the respondents' honesty when answering the question.

Constraints as indicated by Price (2004), is the confinements of the examination are those component of plan or philosophy that influenced or affected the customer. They are the confinement on generalizability, application to practice or utility of discoveries that are the result of the habits by which the researcher at first organized the method of the research used to assemble inward and outer authenticity. Moreover, the research's primary data were gathered by using online questionnaire.

The overview things were balanced from past researcher which as of now being affirmed by the researcher. So it seems as dependable for this consider at the starting, other than that, the challenges that confronted by the researcher is to select the substantial return surveys as a few were returned and divided with a parcel of answers chosen from a thing, so these surveys require to set aside and cannot be evaluated in this study. Furthermore, the researcher also highly suggested that using multi language such as Mandarin or Tamil not only Malay and English version for future study. This is due to it can help the different race of respondent more clearly understand the meaning of each questions.

For future research, the recommendations that suggested solving the limitation are to raise awareness about the significance of healthy eating to prevent diseases, explore more independent variables and conduct the research with a large research sample as this will increase the level of accuracy and produce more reliable results. Other than that, future research could include progressively other independent variables like emotional response, price and purchase experience to test the reliability. In this research, there are only two items utilized for reliability test. Food quality and service quality factors appeared to be giving less impact on customer satisfaction while dining at a healthy food restaurant. Thus, the researchers can lead more research and investigate other independent variables so as to improve the consequence of the study which is what really influence the customer satisfaction towards dining at healthy food restaurant in Kota Bharu.

CONCLUSION

In conclusion, the researchers believe that the findings demonstrate the need to support further economic development in poorer areas and those with a higher proportion of Malaysian residents by improving existing restaurants and by bringing new, health-oriented restaurants into the community so those area can have a variety of healthy food options.

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