

## TRAVELLER SATISFACTION TOWARD PRODUCT QUALITY AT HIPSTER CAFE IN KELANTAN

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**Abstract:** *The priorities and tastes that are constantly different from time to time in industry trends make marketing more drastic to be competitive. The emergence of hipster trend is growing throughout the state in Malaysia makes hipster café owners start to take precautions and start acting by trying to further expand their marketing from being oppressed by other competition. The aim for this research is to determine significant relationship between product quality and traveller satisfaction. In order to complete this research, quantitative study was conducted. This study was using the online survey through google form in collecting the data. The total 214 can be used for data analysis process. Descriptive analysis, reliability test and Pearson correlation was used to analyse the data. Based on the results, it showed that product quality has significant relationship with traveller satisfaction. As an emerging traveller, several measures should be considered to improve the competitiveness while maintaining the future development of product quality at hipster café in Kelantan. From the results, it indicates that the product quality main the essential role in made the traveller being loyalty toward to the hipster café.*

**Keywords :** *hipster cafe, product quality, traveller satisfaction*

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### Introduction

According to Ignatov & Smith (2006), travelling for food and drink is an essential tool in getting more experiences in sector tourism. Moreover, people are likely to travelling not only to visit the place and the culture at the destination but also to trying a food and drink. In this case, the hipster café in tourism industry as a primary attraction for cafe to linked with the tourism due to the the cafe was growing areas of the world. A hipster is refering to an individual who tend to like trends or fashions that are out from the mainstream. Hipster cafe can be intended as a uniqueness of the restaurant that is specialized in coffee making and offers with variety of food that differ with other coffee shop. Previously, coffee shop only popular for adult men who drink cafe while play games, read newspapers and other things. Converting the hipster and its habitat into sights to be seen as a lifestyle or the atmosphere is an attraction. Today, the hipster cafe are given the good environment for people with creativity ideas and interesting theme. Other than, it also offer a relaxing place for friends, relative, and family to spend together while having the food and drink (Desai, 2011). Beside providing drinks, hipster café also serving food such as pasta, cakes, western food and others. In addition, hipster café owners also offer internet, so that customers can be used in the hipster cafe while having their food.

Nowadays, all hipster café in Malaysia, particularly in the state of Kelantan, use a hipster café to attract not only local people but also travellers. Kelantan, Malaysia is one of the destination that listed in the travel guides as a must visit place. There are a lot of restaurants, cafes, or shops that are unique or try to be unique and attract customer as well as travellers in Kelantan.