

E-PROCEEDING HOTWEC 4.0
RESEARCH TOWARDS IR 5.0

**NURTURING
HOSPITALITY,
TOURISM AND
WELLNESS WORLD**



FHPK, UMK

E-PROCEEDING

RESEARCH TOWARDS IR 4.0

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A Study on Impacts of Covid-19 Towards Local Tourist Travel Preferences

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ABSTRACT

Nowadays, the tourism sector has become one of the sectors with the highest contribution to Malaysia's economy. Disease outbreaks have an impact on travel preferences. The current outbreak of Novel Coronavirus COVID-19 has the global population headed to a global panic due to its fatal nature. Malaysia is aware of this pandemic disease and the government has imposed Movement Control Order (MCO) for preventing the spread of the disease. Therefore, the purpose of this study is to examine the impact of COVID-19 towards local tourist travel preferences due to the restrictions under the MCO. This study will use the elements of motivation, accessibility, tourism activities and travel expenditures to determine the relationships of these elements towards travel preferences. The target respondents of this study will be Malaysian tourists or not in Malaysia. This study will be applied to the probability and simple random sampling method. The data collected from target respondents will be analysed into the descriptive analysis, reliability analysis, and Pearson correlation by using SPSS 23.0.

Keywords: Motivation, Accessibility, Tourism Activities and Travel Expenditures, Local Tourist Travel Preferences

INTRODUCTION

Tourism today is a major global industry that accounts for 10.4% of global Gross Domestic Product (GDP) and 10% of world jobs. Nothing seems to slow its growth, as it increases the economy year-over-year. The United Nations World Tourism Organisation, with international departures especially high in the first quarter of this year, expects a further three to four per cent increase in international tourism arrivals by 2020 (Ketchell, 2020). Inevitably travel is related to the spread of viral diseases.

Likewise, the introduction of disease outbreaks affecting the travel and hospitality industry has the potential to persuade changes in motivation. Motivation refers to the degree of readiness of an organism to pursue some designated goal and implies the determination of the nature and locus of the forces, including the degree of readiness.

This study looked for the elements of impact of disease towards travel preferences whether they bring positive and negative emotions to travellers. To differentiate this current study from all past studies, researchers will be looking at these four factors which are motivation, accessibility, tourism activities and traveller expenditures. These factors will be used to examine the impact of disease towards travel preferences. Even though there are various studies that have been shown related to the effect of disease but currently there is no study conducted on new disease toward travel preferences. Therefore, this study examines the impacts of Covid-19 towards local tourist travel preferences and looking into four factors namely motivation, accessibility, tourism activities and expenses.

There are four objectives of this research:

1. To examine the relationships of motivation towards travel preferences.
2. To examine the relationships of accessibility towards travel preferences.
3. To examine the relationships of tourism activities towards travel preferences.
4. To examine the relationships of expenses towards travel preferences.

Significance of the Study

Body of Knowledge

The importance of this study is to obtain information on the extent of Covid-19 impact towards local tourist travel preferences. This study will examine the relationships of motivation, accessibility, tourism activities and expenses towards travel preferences. For other social research issues, data collected earlier by other researchers or for purposes other than research, such as official statistics and administrative records, are used for further analysis. This research will give insight to contribute to tourism research by generating new knowledge. Tourism researchers should take advantage of the high-quality data that are available and consider the potential value in gaining knowledge and giving insight into a broad range of tourism issues.

Tourism Industry

The relationships between pandemics and travel are essential to understanding health security and global change. Several studies have proved the important role of air travel in accelerating and magnifying the spreading of influenza and coronaviruses. Covid-19 provides conspicuous lessons to the tourism industry, policy makers and tourism researchers about the effects of global events. The challenge is now to jointly learn from this global tragedy to accelerate the transformation of sustainable tourism.

LITERATURE REVIEW

Motivation

Motivation refers to a state of need, a condition that applies a push on the individual toward certain types of action that are likely to bring satisfaction. Consumer behavior which can be defined as the decision-making process and physical activity involved in acquiring, evaluating, using and disposing of goods and services, is influenced by motivation (Kotler & Keller, 2009; Knowles, Diamantis & El-Mourhabi, 2004; Johann, M, 2017).

The study of travel motivations attempts to understand the intrinsic and extrinsic factors that compel a tourist to go on a tour. Push factors are the intrinsic, personal motivations and desires that influence a person to make choices regarding travel, such as travel destination and trip activities. Pull factors are the destination traits that satisfy the tourists' push desires. Extrinsicly motivated tourists are reward seeking and goal-oriented individuals. Thus, in planning a vacation, a tourist searches for destinations and activities with pull factors that match his/her push factors (Ma, 2010; Lubbe, 2003; Pigram & Jenkins, 2006; Johann, M, 2017). Thus, an individual's perception of a disease may have an effect on their decision-making process as a tourist.

Accessibility

The travel routes, aviation network, number of flights departing from and arriving at the airport, number of passengers carried, and size of aircraft are significant considerations in assessing the spread of modern epidemics (Hufnagel et al., 2004). For some types of infections, simulations demonstrate that travel restrictions, particularly isolation of largest cities, will be a necessary component in epidemic control strategies (Hufnagel, 2004).

A few numbers of foreign airlines stopped flying while others are still operating at high risk. International and local tourists' movements are being restricted or subjected to a high screening process at the gate (Wasiul Karim, 2020). The government obliged to improve its tourism infrastructure and increase the proficiency of check-in, luggage claims, and customs and immigration procedures. It is obligatory that deployment of high-tech safety devices be increased to spot potential terrorist acts and that temperature-check procedures be employed during disease outbreaks to guarantee both inbound and outbound tourists that it is safe to fly (Gössling, Scott, & Hall, 2020).

Activities

All activities involving hospitality and tourism traveller will be affected in the event of an outbreak. This is because, the activities will prevent further outbreaks of the disease and be more dangerous. Media have highlighted the Covid-19 concerns in the Asia region, particularly in China, but now also the potential impact of Covid-19 on Japan, including the upcoming 2020 Summer Olympic Games, originally scheduled to be held from July to August, 2020 in Tokyo (Gallego, Nishiura, Sah, & Rodriguez, A. J., 2020). The viral disease is very dangerous and can affect traveller activities. Extreme adventure sports are increasingly popular, and millions of people engage in adventurous activities during vacation travel despite the trauma of adventure sports and the risks associated with such activities are extremely high (Fischer, 2017).

Traveller Expenditures

Individual expenses are the total money spent on final goods and services by individuals for personal use and enjoyment to go for travel. Some people may use the savings as an expense to travel (Shimamoto, 2019). The impact on traveller expenditure is when the customer had to pay for the last-minute cancellation due to a sudden viral disease in the area. The customer is liable for any payments or expenses incurred when traveling, such as accommodation, airfare and lodging, transportation services such as taxis, buses, or trains, meals and tips and so on because cancellation of the reservation is not allowed one week before the date of booking. Some airlines will not refund customers in the event of such an unexpected incident like viral disease. This will cause the customer to suffer potential huge losses (Ben Lloyd, 2017).

Research Hypothesis

In this study, there were four hypotheses between motivation, accessibility, activity and individual expenses towards local tourist travel preferences.

H1: There is a significant relationship between motivation and travel preferences.

H2: There is a significant relationship between accessibility and travel preferences.

H3: There is a significant relationship between travel activities and travel preferences.

H4: There is a significant relationship between travel expenditures and travel preferences.

Research Framework

A research framework has been designed to investigate the connection between the impact and customers travel preferences. The proposed conceptual framework would be showed at the following as Figure 2.3. The independent variable that been proposed consists of four factors which are motivation, impact on accessibility, impact on activities and impact in individual expenses.

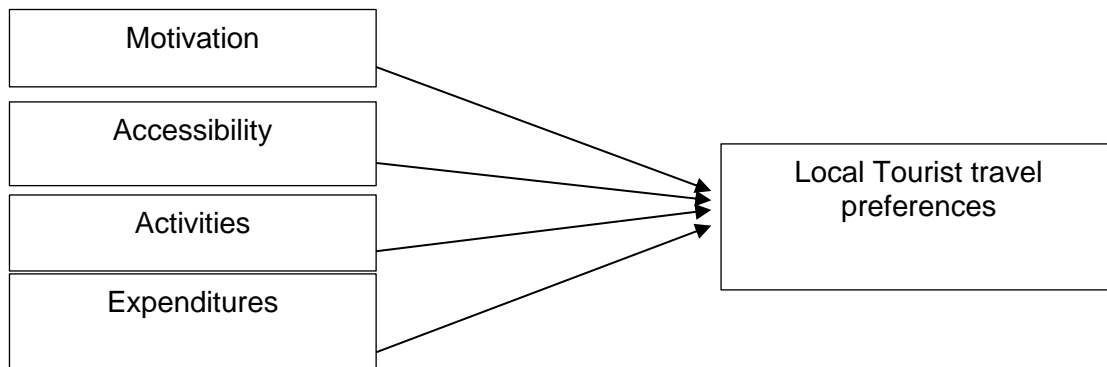


Figure 1: Research framework of the study

(Source: Developed for the study)

METHODOLOGY

Research Design

This study used the quantitative method that collect data in large number of respondents and ensure to test the hypothesis that needed in this study as well as meet the research objective. In this research study, questionnaire will be used as the tool for the data collection.

Data Collection

In this study, data can be achieved from primary sources. The information collected through primary data is for purpose of the research project. This study is using a questionnaire to collect the data and is considered as the primary data. This is due to information or data that collect through the questionnaire is firsthand by researchers. The questionnaire was distributed directly to the relevant respondents which is the target population of this study.

In the first stage, the instrument uses in this research is a questionnaire. The questionnaire was developed based on the research questions and the variables. In the questionnaire, the close-ended format with a bilingual English and Malay language will be used. After the questionnaire has been created, this study runs the pilot test. According to the Krejcie and Morgan (1970) table, a total of 384 sets of questionnaires has been distributed to the target respondents. This is due to the total amount of customer travel preference during a disease outbreak in Malaysia are 32,332,728 people.

Sampling

The target population for this study is Malaysian. The recent population of Malaysia is 32,332,728 in 2020. The target population selected is local travelers. Under probability sampling, unrestricted or simple random sampling is chosen. This research study used questionnaires as the sources to collect the primary data. The questionnaire was distributed directly to relevant respondents which is also the target population by using the convenience method in Malaysia.

The convenience method has been applied in this study because this method could save time and cost for the researchers. Every member of the population has the same equal chance to be selected as a subject of the sample. The respondents of this study mostly focus on young adults that are age from 18 years old to 60 years old. The young adult become the focus respondents of this study because the people within this range of age have more interest in traveling.

According to the Krejcie and Morgan (1970) table, a total of 384 sets of questionnaires has been distributed to the target respondents. This is due to the total amount of customer travel preference during a disease outbreak in Malaysia are 32,332,728 people. The formula shown below proved that 384 respondents should be chosen among 32,332,728 people who have travel during a disease outbreak in Malaysia.

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

FINDINGS

The result showed a positive relationship between motivation and travel preferences, with the value of the correlation coefficient of 0.664 being moderate. This can be seen through a 66.4% dependent variable (travel preferences) is influenced by an independent variable (motivation).

The result showed a positive relationship between accessibility and travel preferences, with the value of correlation coefficient 0.669 was resulted as moderate. This can be seen through

a 66.9% dependent variable (travel preferences) is influenced by an independent variable (accessibility).

Hypothesis	Results
H1 There is a significant relationship between motivation and travel preferences.	Correlation Coefficient = 0.664 P value = 0.000 Accepted
H2 There is a significant relationship between accessibility and travel preferences.	Correlation Coefficient = 0.669 P value = 0.000 Accepted
H3 There is a significant relationship between traveler activities and travel preferences.	Correlation Coefficient = 0.641 P value = 0.000 Accepted
H4 There is a significant relationship between traveler expenditure and travel preferences.	Correlation Coefficient = 0.668 P value = 0.000 Accepted

The result showed a positive relationship between activities and travel preferences, with the value of correlation coefficient 0.641 resulted as moderate. This can be seen through a 64.1% dependent variable (travel preferences) is influenced by the independent variable (activities).

The result showed that there is a positive relationship between traveller expenditures and travel preferences, with the value of correlation coefficient 0.668 was resulted as moderate. This can be seen through a 66.8% dependent variable (travel preferences) is influenced by the independent variable (traveller expenditures).

DISCUSSION & RECOMMENDATION

Based on Pearson Correlation Analysis, motivation has shown a positive correlation coefficient with travel preferences ($R=0.664$). In the rules of thumb about Cronbach's Alpha Coefficient size, $R=0.664$ will be under range 0.41 to 0.70, and the relationship can be justified as moderate. Besides that, the result has shown that motivation is significant towards travel preferences

Research Objectives	Hypothesis	Result	Supported
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To examine the relationship between motivation and the impacts of COVID-19 on local tourist travel preferences	H1	There is a significant relationship between motivation and travel preferences	r = 0.664 P value = 0.000 (p<0.01)	YES
To determine the relationship between accessibility and the impacts of COVID-19 on local tourist travel preferences.	H2	There is a significant relationship between accessibility and travel preferences	r = 0.669 P value = 0.000 (p<0.01)	YES
To assess the relationship between tourism activities and the impacts of COVID-19 on local tourist travel preferences.	H3	There is a significant relationship between activities and travel preferences	r = 0.641 P value = 0.000 (p<0.01)	YES
To examine the relationship between traveler expenditures and the impacts of COVID-19 on local tourist travel preferences.	H4	There is a significant relationship between traveler expenditures and travel preferences	r = 0.668 P value = 0.000 (p<0.01)	YES

Based on Pearson Correlation Analysis, accessibility has shown a positive correlation coefficient with travel preferences (R=0.669). In the rules of thumb about Cronbach's Alpha Coefficient size, R=0.669 will be under the range 0.41 to 0.70, and the relationship can be justified as moderate.

Based on Pearson Correlation Analysis, traveller activities has shown a positive correlation coefficient with travel preferences (R=0.641). In the rules of thumb about Cronbach's Alpha Coefficient size, R=0.641 will be under the range 0.41 to 0.70, and the relationship can be justified as moderate.

Based on Pearson Correlation Analysis, traveller expenditures have shown a positive correlation coefficient with travel preferences (R=0.668). In the rules of thumb about Cronbach's Alpha Coefficient size, R=0.668 will be under the range of 0.41 to 0.70, and the relationship can be justified as moderate.

RECOMMENDATION

There are several directions that can be taken by future researches relevant to the impact of Covid-19 towards local tourist travel preferences. First, in the future carry out a new study that focuses on a comparison between the local versus foreign to look into the impact of Covid-19. Second, in a future study on qualitative method and should be undertaken to explore how different elements of impact Covid-19 and could be broaden in order to get more open answers.

In addition, communications become easier, information and news can spread quickly. Lastly, this study was conducted generally to all Malaysian, thus further researches can also focus on the other hospitality and tourism departments, such as hotel reception, hotel rooms, at the front office, travel agencies and others to widen the generalizability and implications.

CONCLUSION

In conclusion, this research project has fulfilled the objectives to examine the relationship between motivation, accessibility, activity and individual expenses on travel preferences and to identify the impacts of Covid-19 towards local tourist travel preferences. As a result, it showed all the independent variables have a positive significant relationship with travel preferences.

This study also has provided some limitations that have been me and recommendations for future researcher. Thus, this study provided useful information for the future researchers to investigate detail regarding the elements of Covid-19 that effects the travel preferences.

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A Study on Factors That Influence Universiti Malaysia Kelantan (UMK) Undergraduate Students Food Choices

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ABSTRACT

People dine out for various reasons including to satisfy hunger, social needs, and self-fulfillment needs. Food choice is influenced by a wide range of complex and often interrelated factors. People are continually choosing a restaurant based on their preference and pursuit of service quality or comfort and an enjoyable environment. Hence, restaurant operators must understand and satisfy consumers' needs, wants, and demands to succeed in the competitive foodservice industry. This study empirically measures the extent of influence of price, time pressure, lifestyle, and health-conscious towards undergraduate student food choices. This study was structured through a self-administered survey with Universiti Malaysia Kelantan (UMK) undergraduate student are identified were chosen for data collection. With 368 respondents, the data was analyzed by process of descriptive, frequency, and inferential analysis using SPSS. The Pearson correlation results show a linkage between price, time pressure, lifestyle, and health-conscious and food choices. Through these findings, it can be determined that the most influential factor towards food choice is a lifestyle.

Keywords: Food Choice, Price, Time Pressure, Lifestyle, Health-Conscious

INTRODUCTION

Hospitality industry is the industry that offers food or lodging facilities in locations such as hotels, motels, resorts, convention centres, theme parks and amusement parks (Datta & Chhuriwala, 2020). This industry relies mostly on leisure time, which is generally define as free time is the time spent filling out useful activities such as time speed with family, social need, travelling and sport (Snir et al., 2006). People's choices among food decide which nutrients reach the body, though consumer demand affects food supply systems. Furst et al. (1996) found that the food selection process involves deliberate reflection based on automated, repetitive, and subconscious decision. People's choices among food decide which nutrients reach the body, though consumer demand affects food supply systems. Thus, understanding factors that influence adolescent's food factors, particularly as adolescents have greater autonomy in food choices.

People are facing several food related decisions every day. They are confronted with various meals alternatives each day. Food choice could determine whether people are having the meal at home or dining out outside. The food choice is influenced by a wide range of complex and often interrelated factors such as economic, social, cultural political and environmental factors (Senorans, Ibanez, & Cifuentes, 2003). In addition, food choices of customers would determine the level of success for the business in the food service industry. There are five major categories: ideals, personal factors, resources, social framework and food context of influences upon food choice that mutually shaped one another and served to reinforce, interact and complete with one another (Furst et al., 1996). Eating habits and preferences are different from one generation to the next (Yamanaka et al., 2003).

Consumers have a variety of needs and desire when deciding what to eat or where to dine out. People are constantly choosing a restaurant based on their preference and pursue for service quality or comfort as well as an enjoyable environment (Tikkanen, 2007). Hence, restaurant operators must understand and satisfy consumers' needs, wants and demands to be successful in the competitive food service industry. The purpose of this study is to investigate price, time pressure, lifestyle and health-conscious that influence food choices of undergraduate students from Universiti Malaysia Kelantan.

There are four objectives of this research:

1. To examine the influence of price towards Universiti Malaysia Kelantan undergraduate student food choices.
2. To examine the influence of time pressure towards Universiti Malaysia Kelantan undergraduate student food choices.
3. To examine the influence of lifestyle towards Universiti Malaysia Kelantan undergraduate student food choices.
4. To examine the influence of health conscious towards Universiti Malaysia Kelantan undergraduate student food choices.

Significance of the Study

Researcher

Future researcher will be in a position to observe the footsteps of previous researcher to proceed in discovering additional factors and options to supply extra useful data and information to the society.

Food and Beverage industry

This research gives a higher understanding and exposure to thinking as well as the factor that influence university students towards food choices. This research enables entrepreneurs to forecast and design strategies in gaining customers loyalty as well as offer better product to the university students. The results obtained from this study will help the restaurant industry who target students as customer have a clear insight and better understanding on them.

LITERATURE REVIEW

Perception of food choice

Humans are confronted with various meals alternatives each day. People need to make decisions on what food to devour based totally on several criteria. Food desire is a very intricate system that enable people to make countless food options each day. In fact, it might appear that most meals alternatives are based totally on intuitive thinking, ensuing in effortless and quick choices regularly based on habits that are not consciously monitored (Köster, 2009). Food preferences may be primarily based on a superb variety of factors. Food choices are dynamic, complex, situational, and alternate over a person's lifestyles path (Franchi, 2012). Many of the elements are mediated with the aid of beliefs and attitudes held by the individual. Westhead (2012) indicates that socio-economic factors have largely affected customers' decision and choices, resulting in different customer expectations of dining out. Customers' expectations would become different

based on the spending of consumption on food and selection of restaurant. A study by Kleinhans, Van Heerden, and Kleynhans (2019) concluded that socio-demographic and behavioral characteristics also affect people when deciding the restaurant to have a meal.

Price

Previous study found that food price is a comprehensible determinant of food choices. Olajide et al. (2016) saw price as the amount asked offered or purchased an asset, therefore because of the financial abilities, motivations or special interests of a given vendor or client, the price could be offered to the quality by others. Surbhi (2014) defined the price, cost, worth, and value within the following order. Results indicate that price is a very important factor in food choice and not surprisingly this counts especially for low financial gain consumers. Since price is of importance to the present group, pricing strategies appear promising to influence dietary behavior. Rising food prices might reduce the buying power of advantages received through federal nutrition assistance programs depending on how and either or not the advantages are adjusted for inflation over time (Hanson & Andrews, 2008). Price incentives are often an effective intervention strategy to influence individual food purchases. Price reductions had consistent and powerful effects on buying patterns of targeted foods in the work sites and school eating place settings (French, 2003).

Time Pressure

Generally, time pressure is defined as subjectively perceived time pressure or imposition of deadlines to improve individual and group performance rates to make decision making (Kelly & Karau, 1999). Time pressure is a major factor in decision making especially in food selection as it is influenced by the environment. Food choices have received increasing attention in the context of time pressure (Balcombe et al., 2016; Krajbich & Smith, 2015). This is because time pressures greatly influence the selection of good foods over unhealthy foods. They usually want to get things done quickly over a certain period without having to think of the best solution for doing that. In addition, people who are under the pressure of time often make assumptions based on one's shape and always respond to them quickly and judge others (Van Knippenberg, Dijksterhuis, & Vermeulen, 1999). Ariely and Zakay (2001) mentioned that it takes time to make decisions and sometimes the decision dynamically changes over time. Consumers looking for more product information and choices will take more time to make decisions and experience more time pressure than sellers who choose the first option that meets consumer criteria (Chowdhury, Ratneshwar, & Mohanty, 2009).

Lifestyle

Healthy lifestyles are described as "the regulation of an individual's behaviour that can influence his or her health status and choose the behaviour that is acceptable to his or her health status while regulating daily activities (Ergen, 2016). Some social researchers use the concept of lifestyle to mean how you live your life or how you want to live your life (Pulkkinen & Kokko, 2000). Diethelm et al. (2012) stated that the choice of a healthy lifestyle and the behavior of the environment is influenced by peers and the environment in which one will make choices based on one's preferences. Bagordo et al. (2013) indicated that students staying outside the University area had to change their eating habits to nearby restaurants and canteens to eat quickly and easily. According to Sjöberg et al. (2003), breakfast, lunch, and dinner are undefined and lifestyle

variables as well as between-meal schedules and consumption of food to determine whether indefinite consumption of food affects the quality of food and nutrient intake.

Health-Conscious

Mai, Robert, and Stefan (2012) stated health consciousness and nutrition self-efficacy jointly determine the attitudes of consumers to decide about food taken or food choice. Psychological process that determines the quality and quantity of food attitudes different from consumer segments consider when choosing food products. Dietary knowledge is an important determinant of consumer behaviour. People who were aware of MyPyramid were more educated about health information, and more concerning health issues, and choosing meals with low calories (Choi & Zhao, 2010). Kim, Lee, and Han (2014) indicated lifestyle of health and sustainability had a positive effect on the perception of the healthy food choices in the entire group, senior group, and non-senior group. Increasing knowledge of health-diet interactions influences trusts in health perceptions and food choices. The growth of the awareness of the link between diet and disease, consumers increasingly focus on healthy eating habits (Yuksel & Yuksel, 2002). People will become more easily persuaded to choose the most nutritious option if that option is convenient and enjoyable (Stewart, Blisard, Jolliffe, & Bhuyan, 2005).

Research Hypothesis

- H1 There is a significant relationship between the influence of price towards Universiti Malaysia Kelantan undergraduate student food choices.
- H2 There is a significant relationship between the influence of time pressure towards Universiti Malaysia Kelantan undergraduate student food choices.
- H3 There is a significant relationship between the influence of lifestyle towards Universiti Malaysia Kelantan undergraduate student food choices.
- H4 There is a significant relationship between the influence of health conscious towards Universiti Malaysia Kelantan undergraduate student food choices.

Research Framework

A research framework has been conducted to investigate the connection between food choices and university students was undertaken by referring to the literature review. The suggested independent variables consist of four factors: price, time pressure, lifestyle and healthy, while the dependent variable of this study is the university students toward food choices.

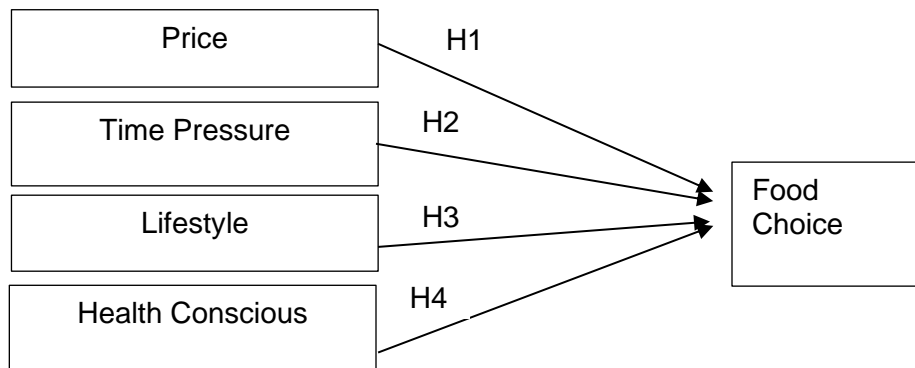


Figure 1: Research framework of the study.

METHODOLOGY

Research Design

This study used the quantitative method that Tavakol and Sandars (2014) stated that quantitative studies use mathematical models and statistics for analysis, providing numerical results are considered more objective. Williams (2011) stated mark that quantitative research starts with a statement of a problem, generating of hypothesis and research question. Quantitative research design has been applied in this study. Due to quantitative research involves the collection of data so that information can be quantified and subjected to statistical treatment to support alternative knowledge. In this research study, questionnaire will be used as the tool for the data collection.

Data Collection

This research used questionnaire as the sources for the primary data collection. Questionnaire was circulated directly to the relevant respondents who are also the target population in Universiti Malaysia Kelantan using convenience method. In this study, a questionnaire had been created and developed as main source to collect data. Researchers have used key references in our research to complete all questionnaires and provide them to respondents. Respondents were asked to fill out a questionnaire using Google's online document for form. The researcher also distributed the questionnaire via media social such as WhatsApp.

Sampling

In this study used convenient sampling that the respondents choose based on their availability. The convenience sampling technique enable the researchers to choose any of these preferable respondents who are available instead of selecting from the population (Hair, 2015). Therefore, the non-probability sampling method is chosen as the sampling technique where the sampling framework is difficult to determine in this study. In achieving reliable and valid sample of this study, the researchers used the equation from Krejcie & Morgan (1970) to determine the sample size. In this study, a total of 368 sets of questionnaires has been distributed to the target respondents from the population of 9630 undergraduate student of Universiti Malaysia Kelantan.

Data Analysis

Data analysis has been conducted after data collection from the target respondents. Kumar et al. (2013) stated that analysis data is the process which turn the raw data into useful information for a study. The research analyzed the data collected from questionnaire by using Statistical Package for the Social Science (SPSS) in this study. SPSS is a programming language for conducting statistical analysis which to test and interpret the results at the end of the research. Accordingly, this research applied pilot test, descriptive analysis, reliability analysis and Pearson correlation analysis to the collected data.

FINDINGS

Pearson Correlation is used to measure the relationship between four constructs of this study. Table 2 show the result shows that all the independent variable; price, time pressure, lifestyle and health-conscious have a moderate positive relationship towards food choice at a significant level of 0.01. Based on the results, lifestyle has the highest correlation coefficient ($r=0.518$) among the four independent variables. Followed by the time pressure ($r=0.462$), price ($r=0.419$) and health-conscious ($r=0.413$). Therefore, all the hypothesis in this study are supported by the results.

Table 2: Results of Pearson Correlation Coefficient

	HYPOTHESIS	RESULTS
H1	There is a significant relationship between the influence of price towards Universiti Malaysia Kelantan undergraduate student food choices.	$r = 0.419$
H2	There is a significant relationship between the influence of time pressure towards Universiti Malaysia Kelantan undergraduate student food choices.	$r = 0.462$
H3	There is a significant relationship between the influence of lifestyle towards Universiti Malaysia Kelantan undergraduate student food choices.	$r = 0.548$
H4	There is a significant relationship between the influence of health-conscious towards Universiti Malaysia Kelantan undergraduate student food choices.	$r = 0.413$

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

DISCUSSION & RECOMMENDATION

This study has been conducted to obtain a better understanding for a study on factors that influence Universiti Malaysia Kelantan (UMK) undergraduate student's food choices by clarifying the elements of price, time pressure, lifestyle, and health-consciousness. The results of the study had been supported by previous studies.

Waterlander et al. (2010) indicate that price was considered a core factor in food choice and pricing strategies to encourage healthy eating were favored more than strategies aiming at discouraging unhealthy eating. Price is the most evident factor to consider among determinants off consumer food choice (Bou et al., 2016). Recently, its effect has faded away and been replaced with a subjective notion of perceived value for money which customers apply to evaluate

the quality of both products. Based on Muka et al. (2015), personal income and food prices are key drivers of dietary choices and their effects on dietary consumption may vary by food category, country, age, and sex with important implications for policy interventions in different nations and population subgroups.

Besides that, Suri and Monroe (2003) indicate time pressure is one of the most important external factors that influence consumer decisions in making food choices. Time pressure can cause a person to make hasty decisions and will give inconsistent results (Jabs & Devine, 2006). Based on the study of Enax et al., (2016); Krajbich and Smith., (2015); Balcombe et al., (2016). In the process of food selection, the context of time pressure is very high attention because it greatly influences the individual in making the right choice. This is also due to the external and internal factors of an individual involved in controlling their time.

These findings can be supported by O'Haver et al. (2014) who indicate that lifestyle is very important in food selection for everyone. A person's lifestyle of a person follows a mixture of behaviours, conventional ways of doing things, and reasoned actions in consumer food selection (Nie & Zepeda, 2011; Kabir et al., 2018). According to Food-Related Lifestyle, five lifestyle elements can be used to describe food choice: purchasing processes, efficiency aspects, preparation strategies, consuming conditions, and buying motivations (O'Sullivan et al., 2005; Pérez-Cueto et al., 2010; Scholderer et al., 2004).

Ronteltap et al. (2012) specified health as an important motivation in food choice. Health value positively impacted health food choice among underweight, average weight, and overweight participants (Çakici & Yildiz, 2020). These findings have been supported by Carrillo et al. (2011). These adults found that price and health were strong motives contributing to food choices of emerging adult. Based on the previous studies of Bargiota et al. (2013); Lesáková (2018), functional food with natural and health properties attracted emerging adult, especially elderly people and female in choosing food.

Through this finding there is some recommendation for future research. The researchers can carry out research in other areas and focus the study on another direction to identify more dominant factors in food choice. Future researchers will get more information to identifying the factors that influence a person in food selection widely area. In addition, future researchers can develop independent variable to be more specific, incorporate external and internal factors that influence individuals in food selection. In addition, use qualitative method or apply other sampling techniques which make the study more comprehensive.

CONCLUSION

This study has been conducted to have a better understanding for a study on factors that influence Universiti Malaysia Kelantan (UMK) undergraduate student towards food choices by clarifying the elements of price, time pressure, lifestyle, and health-conscious. The results show that all the four independent variables have a positive significant relationship with food choice. Lifestyle is the most influential factor towards food choice. Therefore, this study provides useful information for future researchers and the food and beverage industry to investigate in detail the factors that influence Universiti Malaysia Kelantan (UMK) undergraduate student towards food choices.

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Factors Affecting the Purchase Intention Among Undergraduate Students Towards Fast-food Restaurants in East Coast Malaysia

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ABSTRACT

Fast-food has been recognized in Malaysia because it may be particularly necessary for Malaysians, especially students and office workers to adopt western style. Due to many factors, the consumption of processed foods is increasing. This may include increasing changes in consumer tastes, preferences, changing lifestyles and others. This research project aims to examine the factors affecting the purchase intention among undergraduate students towards fast-food restaurants in East Coast Malaysia. The essential of this study is to identify the factors affecting the purchase intention among undergraduate students. This study thus empirically measures the extend, which factors namely the food quality, service quality and restaurant environment affecting purchase intention among graduate students towards fast-food restaurant. This study was constructed through a self-administered survey that selected undergraduates from public higher education institutions on the east coast of Malaysia for data collection. By using SPSS, the data analyze 384 questionnaires from our respondents, and results obtained are explained in the form of tables and charts. An inferential analysis performed by using Pearson Correlation Coefficient (r) to examine the relationship and influence that exist between the two variables that are the independent variables and dependent variables. Based on this research, the researcher acknowledged that all these factors are essential in influencing undergraduate students' purchase intention towards fast-food restaurants. The Pearson correlation value of each variable obtained from the researcher can prove this point. A moderate positive and significant relationship between food quality and the purchase intention among undergraduate students which is the p-value was 0.615. Secondly, a moderate positive and significant relationship between service quality and purchase intention among undergraduate students, which is the p-value was 0.595. Lastly, a moderate positive and significant relationship between restaurant environment and purchase intention among undergraduate students, which is the p-value was 0.660. Through this finding, it can be determined that food quality, service quality and restaurant environment have a significant impact on the purchase intention of undergraduates.

Keywords: Food quality, Service quality, Restaurant environment, Purchase intention

INTRODUCTION

Fast-food is simple to process, reasonably priced and easily obtainable as different from food at home (Habib, Abu Dardak, & Zakaria, 2011). Dictionaries (2020) represents fast-food, which can also be ready and sold quickly and conveniently in restaurants and snack bars, as a quick meal or to is taken out. Besides, Rahman, Esa, Omar, and Nadzrah (2009) represent fast-food restaurants as facilities where meals can be ready or cooked in advance to order via a self-service table or just a keep driving via the windows.

As compared with fast-food, Malaysians typically prefer their own food culture. Culture is defined as that complicated whole, including knowledge, belief, art, morals, law, custom, and other abilities and habits obtained by a member of society. At a fundamental level, the culture can be described as shared symbols, norms, and values in social organizations (Walsham, 2008). Food culture in this context, which is informed the population by a particular country or area as the eating habits, food processing, agricultural production, cultural tradition, buying level, has reflected the effect on food choice and is difficult to change (Yin et al., 2020). Some individuals try and serve at the house, rather than restaurant dining. According to French, Story, Neumark-Sztainer, Fulkerson, and Hannan (2001), Malaysians traditionally prefer their cuisine compared to fast-food. Besides, the fast-food industry is implemented to Malaysian daily needs and is perceived by the people and then becoming famous in the world (Habib et al., 2011)

Fast-food is becoming recognized in Malaysia, as there may be a clear high demand for Malaysians to adopt western food style (Pingali, 2007) including fried chicken and burgers especially for students and office workers including fried chicken and burgers especially for students and office workers (Ryan, Ghazali, & Mohsin, 2011). Due to many factors, the consumption of processed foods is increasing. For example, this may include constant changes in consumer tastes, preferences, changing lifestyles and others. Fast-food restaurants are known with second-and middle-income people- increases in disposable income impact consumption of processed foods (Habib et al., 2011)

Besides that, with a busy lifestyle, most people will consumer processed food throughout business time because they are perceived to be time-saving items. They never want to waste much time planning food or waiting for food when eating in the restaurants. Hence, consumers are highly dependent on fast-food. US franchises have widely influenced the fast-food industry in Malaysia (Habib et al., 2011). Kentucky Fried Chicken (KFC), Pizza Shack, Kenny Rogers Roasters, A&W, the Burger King, McDonald's, Pizza Domino, etc. Some brands of fast-food had already gained attention in Malaysia. Therefore, local fast-food is gaining a high-profit margin compared to US franchises. The purpose of this present study is to examine the factors affecting the purchase intention among undergraduate students towards fast-food restaurants in East Coast Malaysia using questionnaire survey method.

There are three objectives of this research:

1. To examine the relationship between food quality and purchase intention among undergraduate students towards fast-food restaurants in East Coast Malaysia.
2. To examine the relationship between service quality and purchase intention among undergraduate students towards fast-food restaurants in East Coast Malaysia.
3. To examine the relationship between the restaurant environment and purchase intention among undergraduate students towards fast-food restaurants in East Coast Malaysia.

Significance of the Study

This research aims to understand the factors that cause undergraduate students' purchase intention towards fast-food restaurants in East Coast Malaysia. Below are the parties that will benefit from this research and also get positive results from this research.

Researchers

This study will bring advantage to the researcher while doing this study. Researchers may understand the relationship between the factors that they are used to fast-food restaurant and purchase intention towards fast-food restaurants in East Coast Malaysia. In addition, the researcher gives the best advice on how to provide consumers with better services.

Marketers

This study will provide a good understanding and knowledge of factors that associated undergraduate students with revisiting. Based on this study, marketers can plan and develop an excellent marketing strategy and fulfil customer satisfaction. When marketers acquire new knowledge and understand who the target customers are, an organization will gain a competitive advantage over the competition with its competitors in the same industry.

Food service industry

This study will give instructions to the employer of a foodservice industry to enhance its customers' services. On the other hand, the importance of this research towards employers is that they gain knowledge and acknowledge in terms of food, services, and the restaurant's environment.

LITERATURE REVIEW

Food Quality

An essential component in the operation of any restaurant can acknowledge as food quality. It can become the customer's primary influence to achieve their satisfaction and future repurchase intentions (Namkung & Jang, 2007). Furthermore, a recent study showed that the type of table linen might also contribute to the perception of food quality and liking (Lu, Chang, & Chang, 2014). The critical role for the customer to determine their brand image and loyalty should be the food quality. Food quality is the most vital role for their customer's make a full evaluation of the fast-food restaurant (Vangvanitchyakorn, 2000). Food quality demonstration is an essential ingredient that the restaurant should provide to meet customers' needs and customer satisfaction. Food quality's common characteristics concluded for several elements: taste, food, healthy options, freshness, diversity of choice, and temperature presentation.

Service Quality

Service quality can be described as the difference between customer expectations and recognition regarding the industry's service. Efficiency is generally considered to be one of the most critical factors affecting customer satisfaction. It is very beneficial when fast-food restaurants can contribute to the "homey feeling" acknowledged by the customers, appear individualized attention, and create a personalized platform for the service expenditure. The characteristics of expectations that influence the desired level of the services such as word of mouth (WOM), traditions, and ideology, but will not usually investigated in the present research. (Iqbal & Hassan, 2018).

As Iqbal, Ahmad, and Nasim (2016), expanded the research work of (Parasuraman, Zeithaml, & Berry, 1988) by exploring the role of service quality in the service sector of Pakistan and the United Kingdom. According to Toosi and Kohanali (2011) mentioned, a service provider's organization needs to know the situation from the customer's view to understand what occurs. Service quality has significant correlation with customer loyalty despite being used diversely. (Iqbal et al., 2016).

Restaurant Environment

At the moment, people have often preferred dining outside more usually. Customers are spending a premium to have their meals and a high-quality environment. These factors prompt the owner restaurant to pay attention to the atmosphere and provide a more suitable and comfortable environment for consumers (Xiao, Yang, & Iqbal, 2019). The restaurant's climate is affected customer satisfaction and purchase intention such as decoration, setting arrangements that bring a positive image that make an excellent first impression in the mind of customers (Lim, 2010).

According to Horng, Chou, Liu, and Tsai (2013), customers nowadays prefer to dine-in restaurants with enjoyable, comfortable spaces, and quality of life. As studied by Tripathi and Dave (2016) mentioned that the layout of a service environment is essential to make customers more appreciate enough space so that they do not experience crowding.

Purchase Intention

Marketers usually utilize purchase intentions as input for decisions concerning new and current products (Mai, 2016). Lu et al. (2014) mentioned that purchase intentions is "Consumers' willingness to buy a given product at a specific time or in a specific situation". The purpose is personalized judgments on how an individual to carry on for the future, and they generally provide serve as dependent variables in numerous service research and satisfaction models (Boulding, Kalra, Staelin, & Zeithaml, 1993); (Sulek & Hensley, 2004)

This appears the growth of purchase intention to create the consumer probably, to begin with, total purchase. Hence, it is worth reasoning when trying to predict future sales (Mai, 2016). Most relevantly, purchase intention is the best approach to maintain long-term business success, which helps to attract customers and collect CLV (customer lifetime value). Customers' behaviour will influence the purchasing intention towards product (Rana & Paul, 2017). The fast- food industry, faced with an extremely competitive atmosphere, needs to know the customer buying behaviour to raise the buying intention for customers to decrease the distance between the fast-food industry and customers (Momtaz, Alizadeh, & Vaghefi, 2013).

Research Hypothesis

In this study, there were three hypotheses formulated:

- H1: There is a significant relationship between food quality and purchase intention among undergraduate students towards fast-food restaurants in East Coast Malaysia.
- H2: There is a significant relationship between service quality and purchase intention among undergraduate students towards fast-food restaurants in East Coast Malaysia.
- H3: There is a significant relationship between restaurant environment and purchase intention among undergraduate students towards fast-food restaurants in East Coast Malaysia.

Research Framework

The research framework in Figure 1 represented the independent variables and the dependent variable of this study. In this study, the independent variables are food quality, service quality, and restaurant environment, and the dependent variables is purchase intention. These factors are related to purchase intention toward fast-food restaurant, which is the study's dependent variable. This study concepts can be defined through the theoretical framework to investigate, create and test hypotheses.

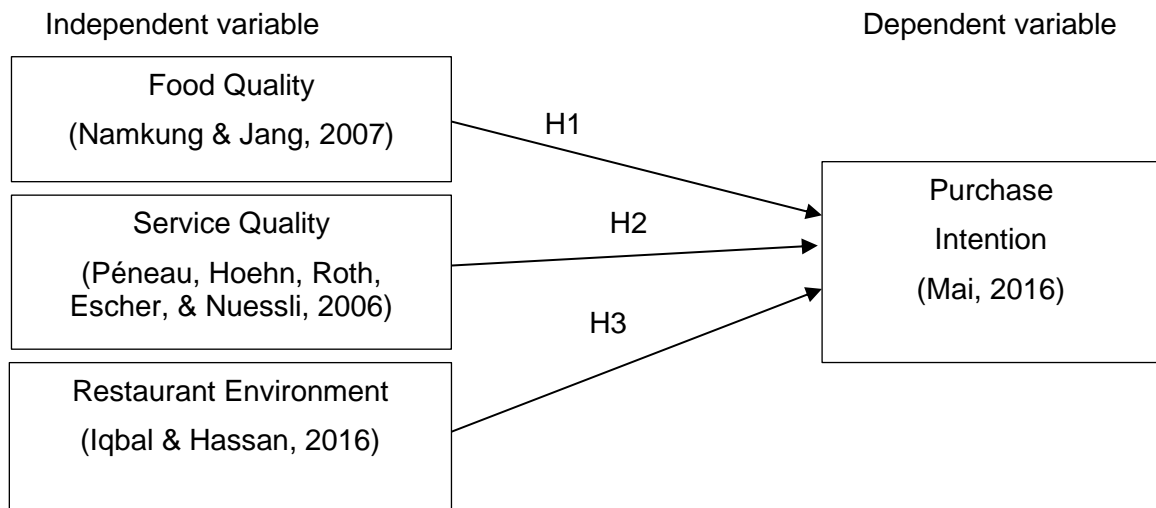


Figure 1: Research framework of Factors Affecting the Purchase Intentions among undergraduate students towards fast-food restaurants in East Coast Malaysia.

METHODOLOGY

Research Design

This study used the quantitative method to study the food quality, service quality, and restaurant environment that affect the purchase intention among undergraduate students towards fast-food restaurants in East Coast Malaysia. According to Tavakol and Sandars (2014), quantitative research uses statistical analysis to provide numerical results in order to examine more objectively. Quantitative research defined as collected the data and explore the hypothesis regarding linking up with research objectives. The research design of this study was a descriptive cross-sectional study. A cross-sectional study defined that the data is collected just once to allow the researcher to answer.

Data Collection

The target population was the undergraduate students, aged 18-26 years old and currently study at public higher education institutions in East Coast Malaysia. According to the Department of Statistics Malaysia (2020), the population of consumers in Malaysia is approximately 32,581,400 people. The population of undergraduate students at public higher education institutions is around 457,369 people in Malaysia. The questionnaires were randomly distributed from the states of Pahang, Terengganu, and Kelantan.

The data collection used in this study was the primary data. This research utilizes an approach by delivering the questionnaire survey. A set of questionnaires was distributed to the population to collect the data by using the online Google form.

Sampling

The sampling method used in this study was simple random sampling. Simple random sampling means each element in the population has an equal opportunity of being selected (Sharma, 2017). In simple random sampling, the population's selection cannot be based on convenience availability, whereas it depends upon random sampling.

The research sample size was determined based on Krejcie and Morgan (1970) table that used a fixed formula for an estimated population. Hence, a sample size of 384 will be used, and the customers in Malaysia will be selected randomly to explore in this study

Data Analysis

The research instrument that the researcher used to gather the information from the respondents was a questionnaire. In the research, a questionnaire will be divided into three parts, which were Part A, Part B, and Part C. Based on the questionnaire, the researcher carries out the Likert-scale in this study. According to Bertram (2016), the Likert Scale is a psychometric response scale primarily used in questionnaires to acquire respondent's desire on the degree of agreement with a statement or statement set. The first sections collect information about respondents' demographic profiles such as gender, race, expenses per week and other relevant information. Typically, in Part B scale, items are 1-extremely unimportant, 2-unimportant, 3-neutral, 4-important, and 5-extremely important. Part C scale items are characterized by 1-strongly disagree, 2-disagree, 3-neutral, 4-agree, and 5-strongly agree.

This study used three types of data analysis; reliability analysis, normality analysis and descriptive analysis. The data obtained were analysed by using Statistical Package for the Social Science (SPSS) version 26.0.

FINDINGS

Pearson Correlation is used to measure the relationship between the three constructs of this research. The result shows that all the independent variables: food quality, service quality, and restaurant environment have a significant positive relationship with purchase intention at a significant level of 0.01. Based on the results, the restaurant environment has the strongest significant relationship with purchase intention ($r=0.660$) among the three independent variables. Besides that, followed by the food quality ($r=0.615$) and the service quality ($r=0.595$). Therefore, the results have proved that there is significant positive relationship among all the constructs.

Table 2: Results of Pearson Correlation Coefficient

		Food Quality	Service Quality	Restaurant Environment	Purchase Intention
Food Quality	Pearson Correlation	1	.820**	.798**	.615**
	Sig. (2-tailed)		.000	.000	.000
	N	384	384	384	384
Service Quality	Pearson Correlation	.820**	1	.825**	.595**
	Sig. (2-tailed)	.000		.000	.000
	N	384	384	384	384
Restaurant Environment	Pearson Correlation	.798**	.825**	1	.660**
	Sig. (2-tailed)	.000	.000		.000
	N	384	384	384	384
Purchase Intention	Pearson Correlation	.615**	.595**	.660**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	384	384	384	384

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

DISCUSSION & RECOMMENDATION

The finding of this study was discussed. First of foremost, the discussion focused on the summary of descriptive analyses of demographics which were gender, race, expenses per week, looking information about the fast-food restaurant, make purchase at fast-food restaurant, how much willing to spend on a meal, how frequently visit a fast-food restaurant, time visit fast-food restaurant, the reason to dine in fast food restaurants.

Firstly, it is recommended to use multi-lingual questionnaire in future research to alleviate language barrier faced by some respondents. Secondly, it is also suggested that all of the variables be included in future research. Although this research will take long time, the future researcher will have a better understanding of the demand and requirement of today's customers about factors affecting the purchase intention among undergraduate students towards fast-food restaurants in East Coast Malaysia. The other recommendations are the researchers should try the interview session with the respondents so that they can answer all their questions directly, rather than having them interpret the questions themselves and results in a bad performance on behalf of them. Lastly, the researcher should try to add more information about the purchase intention in their questionnaire so that the respondents will have better understanding of the topic. It will make them easier to answer it.

CONCLUSION

This study aims to determine factors affecting purchase intention among undergraduate students towards fast-food restaurants in East Coast Malaysia. In this study, purchase intention was influenced by food quality, service quality, and restaurant environment. Therefore, purchase intention was represented by factors affecting purchase intention among undergraduate students towards fast-food restaurants in East Coast Malaysia was a dependent variable. Moreover, three independent variables are food quality, service quality, and restaurant environment.

Pearson Correlation Coefficient analyzed those independent and dependent variables. It shows that independent variables influence the dependent variable. The result shows that the correlation between food quality, service quality, restaurant environment, and purchase intention is highly significant. In conclusion, this study's finding proved that there is a connection between food quality, service quality, and restaurant environment and factors affecting the purchase intention among undergraduate students towards fast-food restaurants in East Coast Malaysia.

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