



**E-PROCEEDING HOTWEC 6.0**

**THE GAME ON 2022:**

**THE FUTURE IS  
BRIGHT**

**FHPK. UMK**

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**THE GAME ON 2022:  
THE FUTURE IS BRIGHT**

**FACUTLY OF HOSPIATLITY, TOURISM AND WELLNESS,  
UNIVERSITI MALAYSIA KELANTAN**

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## The Study on The Acceptance of Malay Traditional Food Among Generation -Z

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### ABSTRACT

Traditional Malay food is the cuisine of the ethnic of Malays in Southeast Asia who live in Malaysia. Traditional Malay food is characterised by its heavy use of spices. In this globalization era, most people from the generation Z in Malaysia prefer to eat fast food or 'modern snack' compared to traditional food. The young generation's food attitude nowadays has affected their choices. This is because Fast food and modern food products are in high demand since they are convenient for clients' busy lifestyles. Therefore, the study aimed to examine the effects of food knowledge, food attitude and food image on the acceptance of Generation- Z of Malay traditional food. 400 respondents who participated in this study which was conducted through the questionnaire. This study focused on Generation- Z that aged from 18 to 30 years old. The research design used in this study is quantitative research. The result showed that food knowledge, attitude and image play a significant role in generation- Z acceptance of the Malay traditional food.

**Keywords:** Traditional Food, Generation Z, Food Knowledge, Food Attitude, Food Image.

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### INTRODUCTION

The hospitality sector comprises various disciplines within the service economy, including hotel, food and beverage service, event organizing, theme parks, travel, and tourism. Therefore, hotels, travel companies, restaurants, and pubs are part of it (Andrew, 2007). According to Brotherton (1999), hospitality is "a contemporaneous human transaction that is willingly entered into and aimed to increase the mutual well-being of the persons involved through the provision of shelter or food and drink."

The Malay ancestors contributed a diverse range of traditional foods to the Malay people in Malaysia, including ketupat palas, lemag, nasi lemak, and others. The Department of National Heritage Malaysia recognized these cuisines as Malay traditional foods (Department of National Heritage, Malaysia, 2019). Malay customs (for example, Malay traditional food and Malay language) were formed and widely diffused during the period by traders who travelled across Southeast Asia for business. As a result, traditional Malay food became well-known during the period. Furthermore, the advent of the Islamic faith among Malay communities in the 13th century established a distinct Malay custom and identity for the Malay people. Malay traditional food was intimately tied with Islamic teachings and life principles.

For quite some time, millennials and studies on new millennials have taken centre stage. The "millennial" generation is defined as youthful, educated, aggressive, and extroverted (Strauss and Howe, 2003; Howe and Strauss, 2009). While the study on millennials continues, a new generation, "Generation Z," has begun to capture the interest of different stakeholders, including corporate executives, entrepreneurs, colleges, parents, and human resource practitioners. The characteristics of the Millennial generation differ from those of the previous generations. One of the millennial traits is the indicated above shift in consumer behaviour. They are more realistic, results-oriented, and selective. As the subject of our investigation, this study chose the millennial generation. The millennial generation clarifies to those born between 1980 and 2000 (Kotler and Armstrong, 2014). This study focuses on millennial generation Z

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## The Study on the Effectiveness of Dineserv on Customer Satisfaction in Kelantan Hipster Café

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### ABSTRACT

*This study discusses the effectiveness of Dineserv on Customer Satisfaction in Kelantan Hipster Café. This study also aims to identify the influences of service quality, price, facility aesthetic, and food quality which then can identify the extent of customer satisfaction in their service performance. Questionnaires were distributed to 390 respondents via a google form. Descriptive analysis, reliability analysis, and Pearson coefficient of correlation analysis were applied to the usable data. The results show a significant relationship between service quality, price, facility aesthetic, and food quality. The findings of this study provide a hold on Hipster Café to extend its strategy to meet the desire to revisit customers.*

**Keywords:** Customer Satisfaction, Service Quality, Price, facility Aesthetic, Food Quality, Kelantan Hipster Cafe

### INTRODUCTION

The hospitality industry may be a vast sector, and plenty of people think about its reasonable organization that considers hospitality brands. A less significant number can explain what it is and whether the corporate is fair and proper. The hospitality industry offers enjoyable and cosy experiences and services to guests worldwide (Rajaratnam, & Konar, 2018). Restaurants and cafes are essential facilities in the hotel industry. The food and beverage industry contributes a lot to the profit of the hotel industry (Naderian & Baharun, 2015). With the growing importance of business meetings and a series of personal and social events, the number of customers visiting restaurants is increasing. Restaurant operators in the food and beverage industry work relentlessly to improve the customer experience.

The hospitality industry refers to various organizations and administrations related to recreation and customer satisfaction. Aspects of hospitality characteristics, the industry also focuses on the opposite, providing food for basic needs and values about thoughts of luxury, pleasure, and experience. They also outlined some parts of the hospitality industry, for example, hotels, restaurants, cafes, and takeaways. The restaurant is both a producer and a service provider, serving customers as a service provider and preparing meals as a producer. Put another way, the tangible and intangible interact (Nor Azureen & Shahril, 2016). To understand the role of a restaurant as a service, suppliers should consider the relationship between consumers and employees when serving customers, greeting them, accepting orders, or providing services, and to better understand the taste of food as a product, quality, and meal costs.

With the trend of dining out nowadays, people are attracted to cafes that can improve their quality of life and give them different dining experiences, especially at themed cafes (Wan Nawawi, Wan Kamarudin, 2018). On the other hand, consumers have recently been visiting coffee shops for various purposes, such as meetings, learning, and fun time alone, except for coffee. Furthermore, the local coffee shop has been in business since at least the early 1900s and has always been one of the main meeting points for locals to share ideas and talk in places other than their homes. In addition, in the past few years, coffee shops of various brands have sprung up in towns and cities in Malaysia.

Next, customer satisfaction is important to customers because of the increased number of customers in cafes and the trend in coffee consumption. Besides, service quality also affects customer satisfaction (Beh, Leong, Wong, & Yap, 2014). The quality or taste of coffee is no