

Factors Influencing Customers to Dine-In at the Restaurants During Crisis in Malaysia

Published: Oct 14, 2022

Keywords:

COVID-19; Customer satisfaction; Purchase behaviour; Restaurant technology; Service quality.

Nur Izzah Kamarolzaman

Universiti Malaysia Kelantan, Malaysia

Nur Aliah Mansor

Universiti Malaysia Kelantan, Malaysia

Abstract

This study aims to identify the relationship between service quality and restaurant technology that affects customer satisfaction to dine at restaurants during the pandemic. The COVID-19 outbreak has harmed the global restaurant sector. The Malaysia government has imposed dining restrictions to prevent human contact. The government agreed to allow restaurants to operate on a dine-in or eat-in basis with strict standard operating procedures (S.O.P.) were followed, such as only valid for fully vaccinated people. The Malaysian government relaxed the dining restrictions in January 2021. Yet, restaurant patrons were concerned about their safety during dine-in on the site. To achieve the research objectives, this study conducted an online survey among Malaysian restaurant patrons (n=251). Findings showed that people were more inclined to dine in the restaurant when satisfied with service quality and restaurant technology. This study suggests that restaurants should prioritize customers' safety and dining experience by providing excellent service and technology solutions post-pandemic.

How to Cite

Kamarolzaman, N. I. ., & Mansor, N. A. . (2022). Factors Influencing Customers to Dine-In at the Restaurants During Crisis in Malaysia. *International Journal of Advanced Technology Management and Entrepreneurship*, 3(2). Retrieved from <https://amcs-press.com/index.php/ijatme/article/view/237>

More Citation Formats ▼

Download Citation ▼

NAVIGATION

About (<http://amcs-press.com/index.php/ijatme/about>)

Focus and Scope (<http://amcs-press.com/index.php/ijatme/focusandscope>)

Editorial Team (<http://amcs-press.com/index.php/ijatme/editorialteam>)

Reviewer (<http://amcs-press.com/index.php/ijatme/reviewer>)

Abstracting and Indexing (<http://amcs-press.com/index.php/ijatme/abstractingandindexing>)

Special Issue (<http://amcs-press.com/index.php/ijatme/specialissue>)

Recommend to Librarian (<http://amcs-press.com/index.php/ijatme/recommendtolibrarian>)

Recommend to Colleague (<http://amcs-press.com/index.php/ijatme/recommendtocolleague>)

Journal Statistics (<http://amcs-press.com/index.php/ijatme/journalstatistics>)

Subscription (<http://amcs-press.com/index.php/ijatme/subscription>)

ISSN



AUTHOR

Author Information (<http://amcs-press.com/index.php/ijatme/authorinformation>)

Author Guidelines (<http://amcs-press.com/index.php/ijatme/authorguidelines>)

Publication Ethics (<http://amcs-press.com/index.php/ijatme/publicationethics>)

Online Submission (<http://amcs-press.com/index.php/ijatme/onlinesubmission>)

Peer Review Process (<http://amcs-press.com/index.php/ijatme/peerreviewprocess>)

Plagiarism Checking (<http://amcs-press.com/index.php/ijatme/plagiarismchecking>)

Copyright Transfer Agreement (<http://amcs-press.com/index.php/ijatme/copyrighttransferagreement>)

Conference Paper (<http://amcs-press.com/index.php/ijatme/conferencepaper>)

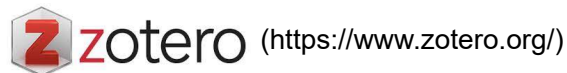
Article Publication Charge (<https://amcs-press.com/index.php/ijatme/articlepublicationcharge>)

Retraction Policy (<http://amcs-press.com/index.php/ijatme/retractionpolicy>)

AUTHOR KITS



(<https://www.grammarly.com/>)



(<https://www.zotero.org/>)



(<https://www.mendeley.com/>)



Turnitin Login (<https://www.turnitin.com/>)

PERFORMANCE

Acceptance Rates (<http://amcs-press.com/index.php/ijatme/acceptancerates>)

Citation (<http://amcs-press.com/index.php/ijatme/citation>)

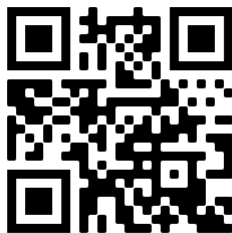
H-index and i-10 index (<http://amcs-press.com/index.php/ijatme/h-indexandi-10index>)

Most Download Articles (<http://amcs-press.com/index.php/ijatme/mostdownloadarticles>)

Most Cited Articles (<http://amcs-press.com/index.php/ijatme/mostcitedarticles>)

Most Popular Articles (<http://amcs-press.com/index.php/ijatme/mostpopulararticles>)

FIND US



RELATED JOURNALS

Accounting and Auditing (<http://amcs-press.com/index.php/ijaaa>)

Management and Business Intelligence (<http://amcs-press.com/index.php/ijambi>)

Finance (<http://amcs-press.com/index.php/ijamf>)

COLLABORATION

Society (<http://amcs-press.com/index.php/ijatme/society>)

Conference (<http://amcs-press.com/index.php/ijatme/conference>)

Editorial Office:

AMCS PRESS

Jl. Griya Taman Asri, Sleman, Daerah Istimewa Yogyakarta 55512

Phone: (0274) 867644

e-mail: journal@amcs-press.com



(<https://creativecommons.org/licenses/by-nc-sa/4.0/>)

AMCS PRESS Journals are licensed under a Creative Commons Attribution-ShareAlike 4.0 International License (<http://creativecommons.org/licenses/by-sa/4.0/>).
(<https://amcs-press.com/index.php/ijatme/about/aboutThisPublishingSystem>)