

Editors

Norfazlirda Binti Hairani
Mardhiah Binti Kamaruddin
Nadia Hanum Binti Amiruddin
Raja Rosnah Binti Raja Daud



RETAIL REVELATIONS: UNVEILING CONSUMER BEHAVIOUR

THE 5th MULTIDISCIPLINARY RESEARCH ON THE
ENTREPRENEURSHIP AND BUSINESS

Retail Revelations: Unveiling Consumer Behaviour Copyright ©2023 by Norfazlirda Hairani, Mardhiah Kamaruddin, Nadia Hanum Amiruddin, Raja Rosnah Raja Daud

All rights reserved. Without limiting the rights under copyright reserved above, no part of this publication may be produced, stored in or introduced into a retrieval system or transmitted, in any form or any means (electronic, mechanical, photocopying, recording or otherwise), without the prior written permission of the copyright owner and the above publisher of this book.

For information contact: fazlirda.h@umk.edu.my

e-ISBN: 978-629-7555-20-1

First Edition: April 2023

Published by:
Faculty of Entrepreneurship and Business
City Campus,
Universiti Malaysia Kelantan
Kelantan, Malaysia

Printed By:
AKM CORNER AKM CORNER
2 No 18 & 20, J
alan Hentian 3, Pusat Hentian Kajang,
Jalan Reko, 43000 Kajang,
Selangor Darul Ehsan
Tel : 016-2086 702 / 3 / 4 / 5

Preface

Multidisciplinary Research on the Entrepreneurship and Business Colloquium 2022/2023 was held virtually on 30th January to expose undergraduate students to the research. Besides, it is a platform for them to exchange and share ideas across the field. The respective lecturers' supervision has assisted the undergraduate students in understanding the research process incurred.

Moreover, the learning process throughout the research project will develop the undergraduate students' writing and critical thinking skills. It will also inculcate the research culture among undergraduate students.

The editors' team would like to express gratitude to all the participants and committee for ensuring the success of the 5th Multidisciplinary Research on Entrepreneurship and Business Colloquium 2022/2023.

Editor:

Norfazlirda Hairani

Dr. Mardhiah Kamaruddin

Nadia Hanum Amiruddin

YM. Raja Rosnah Raja Daud

TABLE OF CONTENTS

THEME 1: CUSTOMER LOYALTY & RETENTION

No	Title	Page
1	<p style="text-align: center;">ATTRIBUTES OF COFFEE SHOP AS ANTECEDENTS OF CUSTOMER LOYALTY IN PENKALAN CHEPA, KELANTAN</p> <p style="text-align: center;"><i>Nik Nazatul Afiqah Nik Mohamad Nasrudin, Nishantini A/P Subramaniam, Mohamad Zulkifli Adzim, Mohammad Nurhaziq Firdaus Hamid & Siti Nabilah Mohd Rosdi</i></p>	1-12
2	<p style="text-align: center;">CONSUMER PURCHASING BEHAVIOUR ON THE FASHION INDUSTRY AMONG STUDENT UNIVERSITY MALAYSIA KELANTAN, CITY CAMPUS</p> <p style="text-align: center;"><i>Nurul Adilah Binti Mohd Nadzir, Nurul Akma Shazana Binti Yeop Ahmed, Nurul Atiqah Binti Mohd Nasir, Nurul Hasyiyati Binti Muhamad & Suhaila binti Kadir</i></p>	13-22
3	<p style="text-align: center;">FACTOR FOR CONSUMER PURCHASE INTENTION TO SHOP IN HYPERMARKET (PANTAI TIMUR) AMONG STUDENT OF UNIVERSITI MALAYSIA KELANTAN (UMK) CITY CAMPUS</p> <p style="text-align: center;"><i>Mohd Nizam Bin Madin, Mohd Muizzudin Bin Mohd Rosli, Nur Anis Akmal Binti Abdul Samah, Nur Atika Syarifah Binti Abidin, Nur Atika Syarifah Binti Abidin & Nik Syuhailah Binti Nik Hussin</i></p>	23-31
4	<p style="text-align: center;">FACTORS AFFECTING REVISIT INTENTION OF CAFÉ AMONG LOCALS AROUND KOTA BHARU, KELANTAN</p> <p style="text-align: center;"><i>Muhammad Nizam Azizi Nazran, Ulfa Nuha Rozani, Umi Mahmuddah Jamaluddin, Humairah Mat Yunus, & Siti Nabilah Mohd Rosdi</i></p>	32-38
5	<p style="text-align: center;">FACTORS INFLUENCING CUSTOMER PURCHASE INTENTION TOWARDS MR DIY BRANDING IN TAMAN BENDAHARA, PENKALAN CHEPA, KELANTAN</p> <p style="text-align: center;"><i>Kamarul Hafiz bin Kamal Baharin, Nisreen Sofia binti Mahktar, Mahgeshwaran Devar A/L Manivannan, and Noor Aqilah binti Azmi & Md. Zaki Bin Muhamad Hasan</i></p>	39-57
6	<p style="text-align: center;">COUNTERFEIT GOODS PURCHASE INTENTION AMONG PUBLIC HIGHER EDUCATION INSTITUTION (PHEI) STUDENTS'</p>	58-69

	<i>Ainamardhiah Salsabila Ashraf, Aida Nadhirah binti Khabil, Chip Ka Yong, Chu Wen Wen, Dayang Zuliana Zainal & Norfazlirda Hairani</i>	
7	<p>STUDY ON CONSUMER SATISFACTION TOWARD KENTUCKY FRIED CHICKEN (KFC) IN EAST COAST MALAYSIA</p> <p><i>Muhammad Hidayat Othman, Mohd Shahrul Nizam Ambran, Nooreza Haida Mohamed, Noor Hazimah Habehanifah & Norfazlirda Hairani</i></p>	70-81
8	<p>THE RELATIONSHIP OF EFFECTIVE CAFE ENVIRONMENT ON CUSTOMER SATISFACTION IN KELANTAN</p> <p><i>Lee Mun Ling, Len King Qing, Mariah Norsidi, Mimi Atikah Mohd Ramzi, & Mardhiah Kamaruddin</i></p>	82-96
9	<p>THE STUDY OF FACTORS AFFECTING HEALTHY FOOD PURCHASE IN RETAIL MARKET</p> <p><i>Muhammad Izzat Bin Mohd Nawawi, Muhammad Luqman Lutfillah Bin Hamdan Nor, Ummu Athirah Binti Zulkefli, Ummi Hakimah Binti Nik Hassan & Kamaruddin Mardhiah</i></p>	97-108

THEME 2: CUSTOMER BEHAVIOUR & TECHNOLOGY

No	Title	Page
1	<p>THE INFLUENCE OF APPS FUNCTIONAL AND TECHNICAL QUALITY IN CUSTOMER SATISFACTION OF FOOD DELIVERY SERVICE AMONG UMK CAMPUS KOTA STUDENTS</p> <p><i>Nur Atiqah Amran, Nur Syafawani Zabri, Nurul Atifah Mohd Yusoff, Muhammad Aiman Hakim Azman & Amira Jamil</i></p>	109-114
2	<p>FACTORS THAT INFLUENCE ONLINE SHOPPING CONTINUANCE POST COVID-19 PANDEMIC AMONG STUDENT OF FKP IN UMK CITY CAMPUS</p> <p><i>Aisyah Ishak, Aliana Azreen Mustapha Kamil, Irene Foo Siew Lik, Janarthini Sangar & Amira Jamil</i></p>	115-136
3	<p>THE FACTORS INFLUENCING EXCESSIVE SPENDING BEHAVIOUR IN E-WALLETS AMONG YOUNG ADULTS IN MALAYSIA</p> <p><i>Alif Asyraf, Adib Fahmi, Daniel Khoo Ze Ling, Bahvani, Alwani Nazurah & Syarizal Abdul Rahim</i></p>	137-148
4	<p>INFLUENCE OF PRODUCT PLACEMENT ON PURCHASE INTENTION IN TIKTOK AMONG UMK STUDENTS AT KOTA BHARU KELANTAN</p> <p><i>Amirul Shafiq Abdul Razak, Andi Rahman Mohd Ali, Foo Shuan Ying, Hemaranjeni A/P S. Velu & Nadia Hanum Amiruddin</i></p>	149-162
5	<p>FACTORS AFFECTING ONLINE SHOPPING INTENTION AMONG YOUTH IN MALAYSIA</p> <p><i>Ann Yasmin binti Rusli, Ku Shin Jiet, Annisa binti Nofrizal, Komathi A/P Sivakumaran, Syamsuriana Binti Sidek</i></p>	163-173
6	<p>THE EFFECTIVENESS OF INTERACTIVE ONLINE ADVERTISING IN CONSUMER PURCHASING DECISION</p> <p><i>Abdul Aziz Omar, Abdul Halim Hairudin, Abdul Rasyid Khasim, Farhana Md Pirus, Farra Hana Mohd Radzuan & Noorul Azwin Md Nasir</i></p>	174-189

No	Title	Page
7	<p>CUSTOMER SATISFACTION TOWARDS E-RETAILING WEBSITE AT LOTUS KOTA BHARU, KELANTAN</p> <p><i>Nurul Hasyirah Binti Mohamad Hasnol, Nur Liyana Binti Ahmad Puad, Nur Nadia Binti Mohd Zain, and Nurul Akma Binti Roslan & Raja Rosnah Raja Daud</i></p>	190-198
8	<p>DETERMINANTS INFLUENCE THE INTENTION OF ONLINE BUYING FOR CLOTHING AMONG YOUTH IN KELANTAN</p> <p><i>Nur Alia Sabila Azlan, Nur Najiha Hamid, Lidianira Awang Mansor, Liviniya Vetivel, & Raja Rosnah Raja Daud</i></p>	199-210
9	<p>FACTORS INFLUENCING CONSUMERS IN USING SHOPEE FOR ONLINE PURCHASE INTENTION AMONG UMK STUDENTS</p> <p><i>Nur Emelia Syahida Kamarulzaman, Nur Atiqah Zulkarnain Shah, Nur Fathiah Najwa Zamri and Nur Tasnim Yaakob & Azlinda Shazneem Md Shuaib</i></p>	211-224
10	<p>FACTORS INFLUENCING CUSTOMER PURCHASING DECISION TOWARDS ONLINE SHOPPING AMONG UNIVERSITY MALAYSIA KELANTAN STUDENTS</p> <p><i>Asma Aqilah binti Mohd Shoed, Aynol Najmi bin Ahmad Razaai, Dhabitah Ilma Fitri binti Darmansyah, Elaine Wong Hui En & Md. Zaki Bin Muhammad Hasan</i></p>	225-241
11	<p>FACTORS THAT INFLUENCE OF CASHLESS TRANSACTIONS ON SPENDING BEHAVIOUR AMONG STUDENTS OF UNIVERSITI MALAYSIA KELANTAN (UMK) CITY CAMPUS</p> <p><i>Galih Maulana Bin Tejowano, Hanif Fahmie Bin Muhammad Fuzi, Maizatul Hanani Binti Yunus, Harchana A/P Kurunathan1 & Siti Nabilah Binti Mohd Rosdi</i></p>	242-254
12	<p>FACTORS INFLUENCING THE SELECTION E-COMMERCE PAYMENT METHOD AMONG COMMUNITY IN KOTA BHARU</p> <p><i>Muhamad Danial Shah Mohd Suhaimi, Muhamad Ikmal Muhamad Zamri, Nur Ainu Syamsi Muhamad, Nur Aida Natasya Muhammad Nizam & Hazrina Hasbolah</i></p>	255-271

No	Title	Page
13	<p style="text-align: center;">FACTORS INFLUENCING ONLINE IMPULSE BUYING BEHAVIOUR ON THE SHOPEE PLATFORM AMONG UNIVERSITI MALAYSIA KELANTAN (UMK) STUDENTS</p> <p style="text-align: center;"><i>Nur Aiqa Musliha Binti Marzuki, Nur Fasihah Binti Md Rohim, Nurul Bibiyana Binti Baharin, Nurul Hannah Binti Hasan Basri & Azlinda Shazneem Md Shuaib</i></p>	272-286
14	<p style="text-align: center;">THE INFLUENCE OF PLATFORM SERVICES QUALITY AND LOGISTICS SERVICES QUALITY ON CUSTOMER SATISFACTION IN E-COMMERCE PLATFORM</p> <p style="text-align: center;"><i>Thanushiya Balan, Nur Hazwani Jusoh, Tharani Manian, Siti Sarah Hussain, & Amira Jamil</i></p>	287-301
15	<p style="text-align: center;">THE EFFECT OF CUSTOMER SATISFACTION TOWARDS E-HAILING FOODSERVICES AMONG STUDENTS UNIVERSITY MALAYSIA KELANTAN (UMK)</p> <p style="text-align: center;"><i>Nur Lisa Hafiyah Abdul Halil, Muhammad Arif Bidin, Nur Edieyana Edie Ahmad and Nur Syakira Basri & Nik Syuhailah Nik Hussin</i></p>	302-312
16	<p style="text-align: center;">THE EFFECT OF DIGITAL MARKETING ON PURCHASE DECISION AMONG UNIVERSITY STUDENTS IN MALAYSIA</p> <p style="text-align: center;"><i>Wan Nabilah Wan Mohd Yazid, Yamunahjothi Paranjothi, Sim Ying Jie, Sofia Anisa Mohamed Supian Dol Basri, & Hazrina Hasbolah</i></p>	313-326
17	<p style="text-align: center;">THE FACTORS INFLUENCING SOCIAL MEDIA MARKETING ACTIVITIES TOWARDS PURCHASE INTENTION ON READY-TO-DRINK (RTD) PRODUCT AMONG GENERATION Z IN MALAYSIA</p> <p style="text-align: center;"><i>Muhammad Aidil Azhar Mohd Zailani, Nor Amirah Syafiqah Roslan, Nor Auni Irdina Ibrahim, Nor Fathonah Bohan, & Azlinda Shazneem Md Shuaib</i></p>	327-336
18	<p style="text-align: center;">THE INFLUENCE OF DIGITAL MARKETING TECHNOLOGY TOWARDS GREEN PRODUCTS PURCHASE IN MALAYSIA</p> <p style="text-align: center;"><i>Nur Nabilah Zuraini, Nurin Aqila Mohd Sufia, Nurul Afizah Azami, Nurul Ardila Alia Mohamad Ali & Syamsuriana Sidek</i></p>	337-348

No	Title	Page
19	<p data-bbox="384 271 1214 412">THE INFLUENCE OF SPAYLATER, CUSTOMER REVIEW, PRODUCT INFORMATION AND PROMOTION TOWARDS CUSTOMER PURCHASE DECISION IN SHOPEE ONLINE PLATFORM</p> <p data-bbox="323 454 1275 524"><i>Munirah Izzati Binti Mohamad Rizalman, Nabila Binti Nasir, Tesitha A/P Raman Kuti & Nik Syuhailah Binti Nik Hussin</i></p>	349-359
20	<p data-bbox="416 602 1182 669">FACTOR INFLUENCES USES OF E-WALLET AMONG UNIVERSITY MALAYSIA KELANTAN STUDENT</p> <p data-bbox="323 712 1278 815"><i>Nuratiqah All Fadil, Nur Syazana Mohammd Suhaimi, Nursayfaesyah Foo Mohd Sayful, Nurul Husnina Omar @ Che Othman, & Nadia Hanum Amiruddin</i></p>	360-368
21	<p data-bbox="336 898 1262 965">FACTOR INFLUENCING THE USAGE BEHAVIORAL OF TOUCH 'N GO E-WALLET AMONG YOUTH IN MALAYSIA</p> <p data-bbox="363 1008 1235 1077"><i>Lee Chee Long, Lau De Ming, Nur Nadzirah Binti Abd Razakt, and Ashvina a/p Ramesh & Syamsuriana Binti Sidek</i></p>	369-382