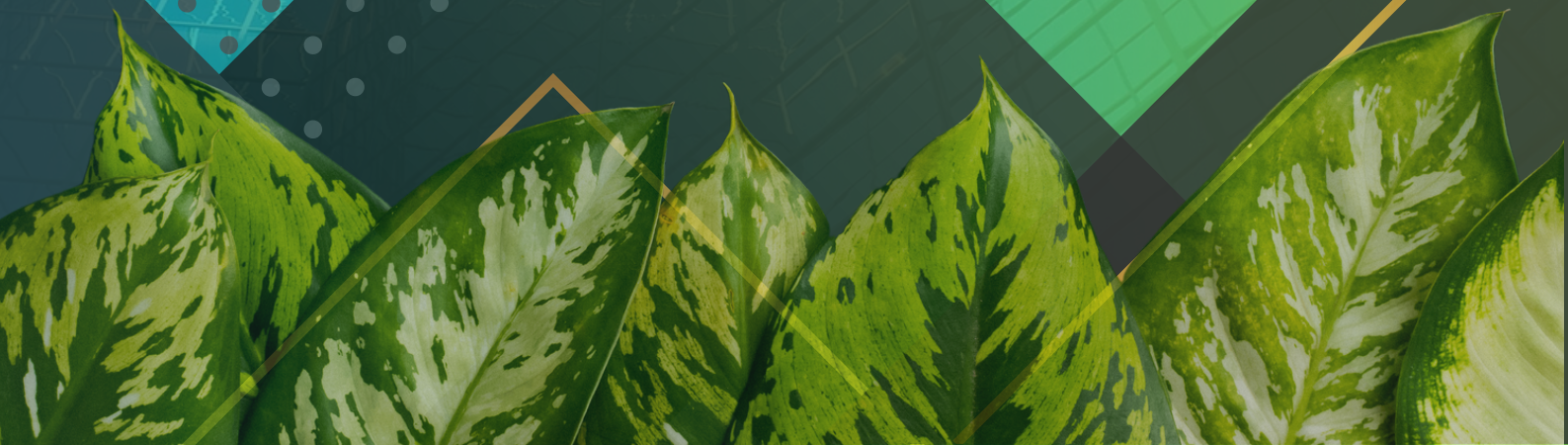




E-PROCEEDING HOTWEC 7.0

**SUSTAINABLY NURTURING
TOURISM,
HOSPITALITY AND WELLNESS INDUSTRY
FOR A BRIGHTER TOMORROW**





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THE INFLUENCING FACTORS OF ONLINE REVIEWS AFFECTING CUSTOMER VISIT INTENTION TOWARDS FOOD AND BEVERAGE ESTABLISHMENT IN MALAYSIA

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NONINORDIANA A/P MATSOL , NIK NUR SHUHADA BINTI ARIFF & MAZNE
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ABSTRACT

The goal of this study is to look at the elements that influence consumer visit intention to food and beverage outlets in Malaysia. Hence, this study investigates the factors that affecting the customer visit intention towards food and beverage establishment in Malaysia. To perform this analysis, a quantitative approach was used, and the questionnaire were distributed to collect the required information. The sample size of this study was conducted on 384 respondents who have visited the food and beverage establishment in Malaysia through online surveys which is Google form. For data analysis, reliability testing and Pearson correlation had been used by using the Statistical Package for the Social Sciences (SPSS) version 26. As a result, the analysis shows that the number of reviews, content of reviews and online rating have a significant relationship with customer visit intention towards food and beverage establishment in Malaysia.

Keywords: Number of Reviews, Content of Reviews, Online Rating

INTRODUCTION

Background of the Study

Online reviews are important components nowadays for consumers to decide to choose a suitable restaurant. Consumers rarely have access to direct information about product quality when they are making infrequent or distant purchases. They frequently rely on outside sources as a result (Browning, 2010). So, consumers can check the food and beverage establishment social media or look at the online reviews at the food and beverage establishment website. Online reviews have also improved as individuals can easily share their opinions with other internet users. Many of these social media platforms allow users to publish and share travel-related comments, ideas, and personal experiences, which are then shared with others. Consequently, a restaurant's impact from online reviews is significant. Reviews are crucial since 59% of prospective clients look at least 2-3 reviews before making a choice. Online reviews are crucial as they boost company reputation, drive sales, and improve the website's search engine rankings. The reputation may suffer if the website is empty of reviews. People believed that customer reviews are more reliable than what a local business may say about itself, which explains why (Kruessel, 2021). In this context, online reviews have a big impact whereby they can eliminate the potential conflicts of interest. This study tries to demonstrate how internet user reviews affect the profitability of food and beverage establishment in Malaysia.

In addition, on the study have several problems that should be solved it is an online customer review which is a type of consumer feedback or review of a good or service on different ecommerce websites by a customer who has bought and used the product. Due to non-restrictive websites and consumer reviews that are anonymous, the legitimacy and logic of these reviews have always been called into doubt. Because they are seen to be an inaccurate comment about a product or service, reviews might occasionally be in doubt. Then it is important to read restaurant online reviews as it provides the overview of the restaurant. Entrepreneurs need to understand how online reviews affect dining establishments since these reviews might make or ruin a company. Positive reviews increase a restaurant's revenue and patronage. As an alternative, having negative online rating, reviews, and content could affect how customers in Malaysia perceive food and beverage businesses.

This study is aiming to achieve several objectives as followed:

1. To identify the relationship between number of reviews and customer visit intention towards food and beverage establishment in Malaysia.
2. To identify the relationship between content of reviews and customer visit intention towards food and beverage establishment in Malaysia.
3. To identify the relationship between online rating and customer visit intention towards food and beverage establishment in Malaysia.

Significance of the Study

According to the topic chosen from the influencing factors of online reviews affecting customer visit intention towards food and beverage establishment in Malaysia, Researchers investigate the relationship between independent variables (IV) and dependent variables (DV). which involved a number of reviews, content of reviews and online rating. The parties involved which can get advantages are food and beverage establishment operator restaurants, customers, and the future researchers. Food and beverage establishment operator is the company will in the end know what the important strategies are to improve their quality to attract more customer based on the online reviews they received. Customer is they will know which restaurant that have good feedback. Future researchers are aimed to contribute the clear information and address all new researchers on the information related to the factors of online reviews affecting customer visit intention towards food and beverage establishment.

LITERATURE REVIEW

Number of Reviews

Getting as many reviews as possible is simply beneficial to any company. Several favourable evaluations can overshadow a few unfavorable ones. In general, more positive evaluations will result in more sales, which in turn generate more feedback and put the company on the path to success. Accordingly, customers frequently use information from others to guide their decisions (Mitchell & McGoldrick, 1996; Zhang et al., 2010). In fact, 57% of consumers, according to Godes (2004) highlighted that customer tend to read online customer evaluations before making a purchase decision. The amount and quality of online customer evaluations have a significant impact on consumer information processing. Since it can be assumed that

the number of reviews is proportional to the number of consumers who have purchased or plan to visit the product. As a result, from the standpoint of message quantity, the more messages processed, the more favorable connections to its promotion are created (Petty & Cacioppo, 1984). The number of online customer reviews for a product shows the popularity of the product as online word of mouth. . When people want to know a nice spot to visit, for example, a food and beverage outlet, the more reviews there are, the more popular and significant the product is. In addition, the number of reviews is likely to cause consumers to reconsider their purchasing decisions.

Content of Reviews

The content of reviews is a form of digital feedback that customers provide online about products and services. A customer review website provides an opportunity for customers to independently rate the business. For this era of technology, customers can share their feedback or opinion about the product with other people by writing their reviews on the online website of the respective restaurant. Customers reviews are very important in food and beverage establishment because the other potential customers tend to rely on the online comments which will allow them to obtain more information about the restaurant that they are interested (Ye, Law, Gu & Chen, 2011). Customers review or feedback are very essential since the customers' reviews can help the operator to improve what are the restaurant are lacking in the future. The content of reviews or feedback has a great influence on customers visit intention towards food and beverage establishment in Malaysia.

Online Ratings

Online reviews consist of voluntary, user-generated evaluations of a company, product or service by Internet users who have purchased, used, or experienced the product or service in question. This online rating is the overall rating which the consumers give to the business they are visiting. Ratings or feedback given on content in the review area consist a positive and negative comments through social media. Online reviews have replaced and supplemented older types of word-of-mouth regarding the quality of services, such as hotels and restaurants, as an essential source of information for consumers. In general, positive comments are more likely to create emotional trust in consumers, increase their confidence in the product, and be

more persuasive. Conversely, negative comments can reduce emotional trust formation and discourage consumer purchase intentions (Archak et al., 2010). Nowadays, people are more likely to shop on websites and the first thing they see before deciding on a menu and buying a menu is first the rating of the restaurant and then the rating of the menu that they want to buy. Ultimately, 86% of people would balance to do business with a company that has negative reviews online.

Research Hypothesis

The study hypothesis is based on the impact of online reviews, such as number of reviews and online rating that affect the customer visit intention towards food and beverage establishment in Malaysia. Based on this study, the following hypotheses were developed and tested:

H1a: There is a relationship between number of reviews and customer visit intention towards food and beverage establishment in Malaysia.

H1o: There is no relationship between number of reviews and customer visit intention towards food and beverage establishment in Malaysia.

H2a: There is a relationship between content of reviews and customer visit intention towards food and beverage establishment in Malaysia.

H2o: There is no relationship between content of reviews and customer visit intention towards food and beverage establishment in Malaysia.

H3a: There is a relationship between online rating and customer visit intention towards food and beverage establishment in Malaysia.

H3o: There is no relationship between online rating and customer visit intention towards food and beverage establishment in Malaysia.

Research Framework

There are three independent variables (IV) which are the number of reviews, content of reviews and online rating. The dependent variable for this research is customer visit intention towards food and beverage establishment in Malaysia.

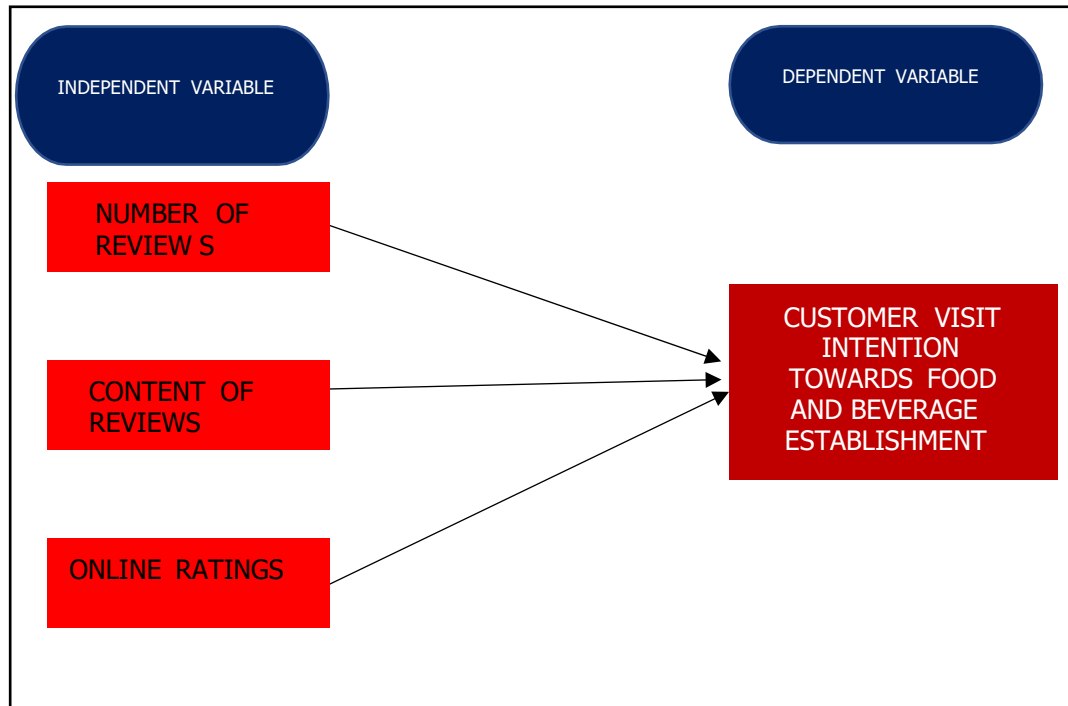


FIGURE 1: CONCEPTUAL FRAMEWORK

METHODOLOGY

Research Design

A study design is the framework of research methods and techniques chosen by researchers to conduct research (Bhat, 2018). Study design is also the process of collecting, analyzing, interpreting and reporting data in research studies (Creswell, 2015). In this research, the researchers used the quantitative approach to conduct this study. Quantitative research design involves measurable numerical data that researchers collect using surveys or questionnaires with multiple-choice questions (Houston, 2022). The quantitative research design such as questionnaire is the most used technique to collect data from the respondents for the research

questions. The aim of the study is to determine the influencing factors of online reviews affecting customer visit intention towards food and beverage establishment in Malaysia.

Population

A populace is a finished gathering of people, whether that gathering incorporates a country or a gathering with normal qualities. In measurements, a populace is a gathering from whom a factual example is taken for research purposes. The study subjects consisted of all ethnic groups in Malaysia. The researcher also got a high level of diversity in the responses from the respondents because Malaysia has a diverse racial and cultural identity. Therefore, this study is very helpful and good because they are answers and views from different races and different ages. Nowadays, more and more people surf the internet and use social media regardless of age.

Sampling

Sampling is a process in statistical research that collects a certain number of findings from a broader population. The technique utilised to survey a broader population is determined by the sort of study, which can be simple random sampling or systematic sampling (Boyle,n.d.). Sampling is a statistical analysis strategy that draws a defined number of outcomes from a larger population. According to Sedgwick (2013), there are two types of sampling procedures for recruiting research participants: random sampling (also known as probability sampling) and non-random sampling (also known as non-probability sampling). Researchers employ random sampling in non-probability sampling by considering the time factor for both the survey and the population. In non- probability sampling, researchers use random sampling by considering the time factor for both the survey and the population. A random sample is a type of non-probability sampling method in which the sample is drawn from a group of people who can be easily reached or contacted. The only requirement for the sampling approach is that participants are accessible and willing to participate (Nikolopoulou, 2022). Thus, the sample size for this study is targeted for 384 respondents where everyone can participate because the researchers aim to collect data throughout Malaysia since the target population is Malaysians.

Data Collection

The data collection method employed for this study is through an online survey (Google form). Participants who lived in Malaysia are the target audience. There are no limitations on the age, gender, or ethnicity of customers. Participants were kindly asked to take this survey. The link to a survey page was built on a Google form, along with an explanation of the study's objectives, was sent via a personal account to respondents living in Malaysia through Facebook, Instagram, and WhatsApp to get the actual data.

Research Instrument

Multiple-choice questions in the form of questionnaires are being used in this study. Options are presented to respondents for them to pick from. This questionnaire has the benefit of being swiftly and simply examined, either manually or digitally. Additionally, a number of higher-order thinking skills and a wide range of research subjects can be covered and evaluated by the test. The languages that were used to create this questionnaire were English and Malay. The goal of using this bilingual language is to make it easier for them to comprehend the questions and topics under investigation. Utilising Google Form, the survey will be created and circulated through all social media platforms, but particularly WhatsApp.

The survey questionnaire for this study was broken into three sections. Section A will ask for demographic information such as age, gender, , status, ethnicity, and income. The questions pertaining to the dependent variables, such as the variables impacting online reviews on customers' visit intent to Malaysian food and beverage establishments, will be the main emphasis of Section B, the second section. The questionnaire will then be connected to independent factors highlighted by researchers for Section C, such as the quantity of reviews, their substance, and internet ratings. The researchers incorporate information regarding the dependent variable, which is Malaysian consumers' desire to attend restaurants and bars, in this part.

Data Analysis

Data analysis involves modifying, processing, and cleaning raw data to yield useful and relevant information that supports economic decision-making. This process provides useful

insights and data that reduce the risk associated with decision-making, often displayed in charts, graphs, tables and graphs (Kelley, 2022). To analyze the collected data and interpret the results of research the researcher had used the spreadsheet to organize and analyzing the responses. To make things easier to organize, they used the features in Google Sheets. It has a few practical tools that may use to examine data. Calculations like addition and subtraction are performed using formulas, whereas averages and counts are handled using functions. The data analysis in this study comprised of descriptive analysis reliability test.

RESULTS

In this part, analysts talked about dependability examination, recurrence investigation, elucidating investigation, and Pearson connection coefficient investigation. Information results were acquired from 384 respondents. In this review, the analysts examined information gathered involving the Factual Bundle for the Sociologies (SPSS) adaptation 26.

Results of Reliability Analysis

Before conducting actual data collection, the researchers conducted a pilot test with 30 respondents before distributing the questionnaire to 384 respondents. The results of the pilot test show that the reliability test is used for validation of variables. Questionnaire reliability was measured using reliability analysis. Data were tested using Cronbach alpha analysis to ensure information reliability and internal reliability. The table below shows the rule of thumb (2007) for the size of the Cronbach alpha coefficient.

Alpha Coefficient Range	Strength of Association
< 0.6	Poor
0.6 to < 0.7	Moderate
0.7 to < 0.8	Good
0.8 to < 0.9	Very Good
0.9	Excellent

Table 1: Rules of Thumb of Cronbach's Alpha Coefficient Size (2007)

The table above shows the general consistency (pilot trial) of the reliant and autonomous factor. The credibility Cronbach alpha value of the questionnaire should not be less than 0.6 as it is considered unreliable. The nearer the worth is to 1, the more dependable the inward consistency of the component.

Variable	Number of Item	Cronbach Alpha Coefficient	Strength of Association
Customer Visit Intention Towards Food and Beverage Establishment in Malaysia	5	0.863	Very Good
Number Of Reviews	5	0.838	Very Good
Content Of Reviews	5	0.902	Excellent
Online Rating	5	0.712	Good

Table 2: Result of reliability coefficient Alpha for the Independent Variables and Dependent Variable

The summed Cronbach alpha coefficients for the independent and dependent variables in this study are displayed in the table above. We can infer from the table that every variable is more than 0.6. As a result, the results can be used in this study and are trustworthy.

Demographics Characteristic of Respondent

The fundamental examination of this study included recurrence investigation. Information in Segment An of the poll included inquiries regarding different segment factors of respondents, including orientation, age, race, conjugal status, and pay level.

The segment profiles of the 384 respondents are summed up in the table underneath.

Table 3:Demographics Characteristic of Respondent

Gender	Frequency	Percentage
<input type="checkbox"/> Male	163	42.4%
<input type="checkbox"/> Female	221	57.6%
Race		
<input type="checkbox"/> Malay	325	85%
<input type="checkbox"/> Chinese	23	6.0%
<input type="checkbox"/> India	15	3.9%
<input type="checkbox"/> Others	21	5.5%
Age		
<input type="checkbox"/> 18-20 years old	28	7.3%
<input type="checkbox"/> 21-30 years old	331	86.7%
<input type="checkbox"/> 31-41 years old		
<input type="checkbox"/> 41 years old and above	16	4.2%
	7	1.8%
Marital status		
<input type="checkbox"/> Single	251	91.4%
<input type="checkbox"/> Married	29	7.6%
<input type="checkbox"/> Others		
	4	1.0%
Income level		
<input type="checkbox"/> RM1,000RM2,000	330	85.9%

□ RM2,001RM3,001	28	7.3%
□ RM3,001RM4,001	11	2.9%
□ RM4,001RM5,000	10	2.6%
□ More than RM5,000	5	1.3%
TOTAL	384	100%

Descriptive analysis

This study has examined the mean and standard deviation for segment B, C and D of questionnaires.

Table 4 : Mean and Standard Deviation

VARIABLE	N	MEAN	STANDARD DEVIATION
Number Of Reviews	384	3.8891	0.56262
Content Of Reviews	384	4.4099	0.60907
Online Rating	384	4.0891	0.53268
Customer Visit Intention	384	3.9720	0.59493

Table 4 shows the number of respondents, the means and standard deviations of the independent and dependent variables. Among the independent variables, content of reviews had the highest average of 4.4099, followed by online reviews with 4.0891 for him and number of reviews with 3.8891. The mean of the dependent variable was 3.9720.

Result of Correlation Coefficient

An important analysis that measures the statistical correlation or relationship between a independent variable (IV) and a dependent variable (DV) is the Pearson correlation coefficient study. Researchers need to determine the degree and direction of association between variables before finding correlations. Pearson's correlation coefficient indicates the strength of the relationship between two variables. A popular correlation in linear regression is Pearson's correlation, usually referred to as Pearson's R correlation. The goal of this research was to see if there was any relationship between the dependent variable customer visit intention towards Malaysian food and beverage establishments and the independent variables review quantity, review quality, and online rating.

Table 5:Result of Correlation Coefficient

Correlations

		customer	Number	Content	Online Rating
customer	Pearson Correlation	1	.724**	.179**	.615**
	Sig. (2-tailed)		.000	.000	.000
	N	384	384	384	384
Number	Pearson Correlation	.724**	1	.345**	.682**
	Sig. (2-tailed)	.000		.000	.000
	N	384	384	384	384
Content	Pearson Correlation	.179**	.345**	1	.615**
	Sig. (2-tailed)	.000	.000		.000
	N	384	384	384	384
Online Rating	Pearson Correlation	.615**	.682**	.615**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	384	384	384	384

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

Data analysis showed that content of reviews had the highest average value of 4.4099 among other variables. The highest Pearson correlation coefficient between factors influencing customer visit intention towards food and beverage establishment in Malaysian was number of reviews with 0.724, followed by 0.615 for online rating, and finally 0.179 for content of reviews. In summary, significant relationship were found between the independent variables, number of reviews, content of reviews, online rating, and the dependent variable, which is the customer visit intention towards food and beverage establishment in Malaysia.

Finding and Discussion

30 respondents were used for reliability testing before the Google Forms online survey method used to collect a data from 384 respondents. A range of Cronbach alpha coefficients from 0.7 to 0.9 was tested, and good results were shown when the highest Cronbach alpha value was 0.902, followed by the customer visit intention towards food and beverage establishments in Malaysia with 0.863, followed by the number of reviews at 0.838, and lastly was online ratings at 0.712. Therefore, all variables met the minimum requirement as all Cronbach alpha coefficients were significantly greater than 0.6 for all variables.

In the descriptive analysis of the independent variables, content of reviews had the highest mean score of 4.4099, followed by online rating with the second highest mean score of 4.0981, followed by the dependent variable, customer visit intention towards food and beverage establishment in Malaysia with scored 3.9720. The lowest mean for the independent variable was the number of reviews at 3.8891. From this, we can conclude that content of reviews was the biggest factor influencing customers visit intention towards food and beverage establishment in Malaysia. The study's three objectives were three variables, and the researchers used a correlation analysis to determine the linear relationship between them. The correlation study is summarised in

Table 6, which reveals a strong association between the quantity, quality and intention of online reviews and consumer visits to Malaysian restaurants and bars.

Table 6: Summary of Correlation Analysis

Hypothesis	Significant Value	Conclusion	Correlation Value	Conclusion
1	0.000	Accepted	0.724	High positive correlation
2	0.000	Accepted	0.179	Negligible correlation
3	0.000	Accepted	0.615	Moderate positive correlation

Table 6: Summary of Correlation Analysis

Limitations

Like different examinations, this concentrate additionally had own limits made it challenging for analysts to finish this review. This study had a few limits, one of the impediments was factors. The review zeroed in just on three autonomous factors, number of surveys, content of audits, and web-based rating, and one ward variable, client visit aim towards food and refreshment foundation in Malaysia. This was on the grounds that analysis had restricted assets and references to concentrate on other free factors. The next limitation in this study is the data collection method. Only online surveys were employed by the researchers in this study to gather data. The fact that researchers cannot verify the accuracy of the data provided by respondents when utilizing online surveys presents a problem. Additionally, the number of respondents is one of the limitations of this study. Not all Malaysians can participate in this study by answering questions or receiving questionnaires from researchers and think if they answer will waste their time. The last limitation in this research is relying on the research design which employed quantitative approach. There is no study extension as this study focuses only on quantitative studies. Unless further research, especially qualitative research, is

conducted on this study, other researchers will not be able to know more about the influencing factors of online ratings for Malaysian food and beverage companies.

Recommendations

In conducting this research, the researchers discovered several things that could be improved through online ratings that influence customers visit intention towards food and beverage establishment in Malaysia. Recommendation for food and beverage establishment operator, restaurants can enhance their food rating system by adding a comment section to each menu item in their restaurant. The Chicken Chop menu, for example, has a comment section and Likert scale that customers can fill in after the meal and give help to other customer by reading their comment and can fulfil their desires. Additionally, restaurants can harness the power of virality to promote their restaurants on social media. Recommendation for future researcher the study suggests that further research could be conducted for those wishing to follow relevant studies focused on establishing specific food and beverage. For example, they can focus on the elements of online reviews for restaurants that only serve western food. Researchers can get more detailed answers about all kinds of food, whether it is western or traditional cuisines.

Conclusion

This study explores the relationships between the number of reviews, content of reviews and online rating variables that influence customer visit intention towards food and beverage establishment in Malaysia. There were 384 respondents had partaken in this study through a web-based overview technique. Information were gathered and investigated by involving the Measurable Bundle for the Sociologies (SPSS) adaptation 26 in view of graphic, dependability and connection examination. The aftereffects of the dependability examination showed that the outcomes introduced in this study were solid.

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