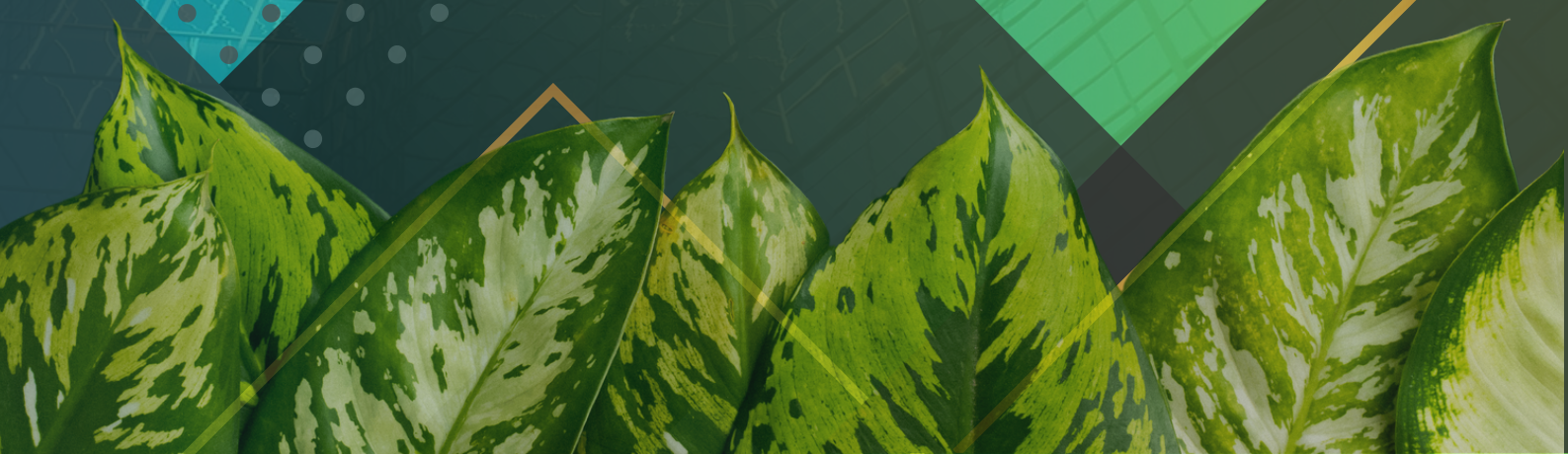
UNIVERSITI
MALAYSIA
KELANTAN

# E-PROCEEDING HOTWEC 7.0

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



# E-PROCEEDING HOTWEC 7.0

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

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# PREFACE

In the dynamic landscape of today's global economy, the fields of tourism, hospitality, and wellness are experiencing unprecedented growth and evolution. This compendium represents a convergence of innovation and academic rigor, providing a platform for students to showcase their scholarly contributions. E-proceedings encapsulate a collection of research projects, and insights that underscore the diverse dimensions of tourism, hospitality, and wellness. It is a testament to the curiosity, dedication, and intellectual prowess of our undergraduate scholars.In the pages that follow, readers will find a rich tapestry of research articles that reflect the tourism, hospitality, and wellness disciplines.

Students, lectures, and industry partners collaborative efforts signify a commitment to advancing knowledge and fostering a community of learners who are well-equipped to navigate the complexities of the modern tourism, hospitality, and wellness sectors. May this collection inspire further exploration, dialogue, and innovation among the next generation of leaders in these dynamic fields.

Therefore, this book summarizes the selected papers of student conference focused on the current issues in tourism, hospitality and wellness field. Presented papers deal with investigation of issues and challenges of tourism, hospitality and wellness to make the industries more sustainable and adapt with the changes in the environment. Presented paper bring a wide database of issues and challenges in the field which could be used in the future researcher and industries players in the future.

Ataul Karim Patwary, PhD

Muhamad Nasyat Muhamad Nasir, PhD

Nurul Aziah Binti Ahmad

Mohd Firdaus Bin Mohd Nasir

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It is our pleasure to present this volume consisting of selected papers based on presentations from the Hospitality, Tourism and Wellness Colloquium 7.0, held on May 28 and 29, 2023 at the Universiti Malaysia Kelantan. The main colloquium objective is to explore, within the generative framework, different acquisition contexts, across a variety and between different components of the Hospitality, Tourism and Wellness fields. The colloquium was organized and supported by the Faculty of Hospitality, Tourism and Wellness (FHPK), Universiti Malaysia Kelantan (UMK). We would also like to extend our gratitude to the excellent work of our colloquium organizing committee which comprised of the following:

Roslizawati Binti Che Aziz, PhD

Khairil Wahidin Bin Awang, PhD

Mohd Fadil Bin Mohd Yusof, PhD

Hasif Rafidee Bin Hasbollah, PhD

Ruzanifah Binti Kosnin, PhD

Ahmad Fahme Bin Mohd Ali, PhD

Nik Alif Amri Bin Nik Hashim, PhD

Nurul Hafizah Binti Mohd Yasin, PhD

Derweanna Binti Bah Simpong, PhD

Normaizatul Akma Binti Saidi, PhD

Nor Dalila Binti Marican, PhD

Marlisa Binti Abdul Rahim, PhD

Nur Hafizah Binti Muhammad, PhD

Siti Fatimah Binti Ab Ghaffar, PhD

Aifa Rozaini Binti Mohd Radzol, PhD

Suchi Binti Hassan, PhD

Siti Salina Binti Saidin, PhD

Aikal Liyani Binti Mohd Rasdi, PhD

Nur Dalila Binti Mat Yusoff, PhD

Nor Syuhada Binti Zulkefli, PhD

Muhamad Nasyat Bin Muhamad Nasir, PhD

Ataul Karim Patwary, PhD

Adeneye Yusuf Babatunde, PhD

Norizan Binti Musa, PhD

Mohd Hakam Bin Nazir, PhD

Nur Ida Fatihah Binti Che Shalifullizam, PhD

Norsyamlina Binti Che Abdul Rahim, PhD

Norsuriani Binti Samsudin, PhD

Nur Farihin Binti Abd Hadi Khan

Mohd Firdaus Bin Mohd Nasir

Mazne Binti Ibrahim

Raja Norliana Binti Raja Omar

Nurul Aziah Binti Ahmad

Hazzyati Binti Hashim

Mohd Hafzal Bin Abdul Halim

Nor Maizana Binti Mat Nawi

Zaimatul Binti Awang

Fauzan Hafiz Bin Muhammad Safri

Fadhilahanim Aryani Binti Abdullah

Abdullah Bin Muhamed Yusoff

Mohammed Ruqaimi Bin Remeli

Ahmad Faezi Bin Ab. Rashid

Nursalihah Binti Ahmad Raston

Harnidah Binti Samengon

Nor Amira Binti Mohd Razali

Siti Selihah Binti Che Hasan

Nurzehan Binti Abu Bakar

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We would also like to acknowledge the excellent work of our conference reviewers of the original abstracts and the papers submitted for consideration in this volume for having so generously shared their time and expertise. Along with these individuals, we wish to thank our local colleagues and students who contributed greatly to the organization and success of the colloquium.

# The Antecedent of Brand Love Toward Starbuck in Kuala Lumpur.

**Nur Aisahtul Batrisyia Binti Mohd Kasuhairi, Nur Al Aiman Bin Firidaus, Nur Alya Hidayah Binti Abdullah, Nur Alya Syahirah Binti Shazli & Nurashikin Binti A Ridzuan***

***Faculty Hospitality, Tourism and Wellness of Universiti Malaysia Kelantan***

*h20a1447@siswa.umk.edu.my, h20a1452@siswa.umk.edu.my, h2oa1456@siswa.umk.edu.my, h20a1457@siswa.umk.edu.my & nurashikin.ar@umk.edu.my**

## ABSTRACT

*This study uses Starbucks as a case study to look at how consumer preference and brand loyalty are impacted by coffee quality. Research is also done into the elements that influence how healthful coffee is. Convenience, price equity, flavour, and customizability are all indicators of food quality. Hygiene and nutrition disclosure were the determining aspects of food healthiness. The most prominent food quality traits were brand admiration and brand loyalty. The results demonstrated a positive correlation between wellbeing and cleanliness and nutritional openness. Brand loyalty is significantly influenced by factors including flavour, customization, fairness of price, and healthfulness. Furthermore, it was discovered that fairness in terms of taste and cost were crucial elements in determining Starbucks brand loyalty. This investigation on food quality in the context of the coffee market offered useful business-related information. The study's findings highlighted the qualities of high-quality coffee and the factors that influence them, as well as the close relationship between brand love and loyalty, brand quality, and coffee food quality.*

***Keywords**:*

*Healthiness, price fairness, nutrition disclosure, brand love*

## 1. INTRODUCTION

Coffee has long been a significant global commodity crop and a substantial export for a number of nations. Coffee culture has evolved into a trend and way of life in today's societies, regardless of age (Nurhasanah & Dewi, 2020). This is so that young people can interact with one another through such culture. Seattle's Pike Place Market served as the site of the first Starbucks opening in 1971. It began modestly by offering some of the greatest coffee beans in the world for sale. Starbucks Coffee Company and Berjaya Group Berhad have partnered to

manage Starbucks in Malaysia through Berjaya Starbucks Coffee Company Sdn Bhd. It was founded on December 17th, 1998 in Kuala Lumpur and has since started to spread to Sabah and Sarawak.

Espresso, latte, and cappuccino are just a few of the coffee-containing beverages that Starbucks is renowned for offering. Customers are able to select their own drink based on preferences thanks to this. Because Starbucks gives customers a lot of options, this circumstance will boost customer happiness. Because the brand evokes for consumers symbolic attributes including social feelings, beauty, and status, consumers will grow acclimated to it (Gajic et al., 2022). But excessive coffee consumption increases the chance of developing chronic illnesses like diabetes, obesity, heart disease, and other conditions. This is due to the high sugar content of the beverages sold at Starbucks and the detrimental effects of excessive caffeine use on health (Lacap & Sicat, 2022). Because the cost of each menu item or dish at the Starbucks café is incredibly high and unattainable, the price justice of this study is another important consideration. When compared to other coffee shops or cafés, the price of each menu item or dish at Starbucks is prohibitively expensive. The purpose of this study was to look into the nutritional transparency, pricing justice, and healthiness of Kuala Lumpur consumers' brand loyalty to Starbucks.

**Significance of The Study**

The researcher has examined the reaction on the dependent variable, which is brand love, by changes on the independent variables, which are the determinants consisting of the healthiness, price fairness, and nutrition disclosure of Starbucks in Kuala Lumpur, in accordance with the study's title, which examines the antecedents of brand love towards Starbucks in Kuala Lumpur. The researcher, the food and beverage industry, and potential customers now have a clear image of brand loyalty to Starbucks in Kuala Lumpur thanks to the research's findings.

## 2. LITERATURE REVIEW

### 2.1 The Antecedents of Brand Love Toward Starbucks in Kuala Lumpur.

The word "healthiness" is more frequently used as a synonym for health or wellness. From a range of scientific perspectives, including medical, nutritional, social, and psychological ones, health may be explored. Dietary factors and issues with food safety can be seen as the two main components of health. (Petrescu, Vermeir, & Petrescu-Mag, 2019).

Food health is also recognized as a crucial element in evaluating the calibre of food (Yoo, Lee, & Jeon, 2020). A healthy diet should be consumed by everyone. This is as a result of its ability to maintain a healthy heart. Heart disease is one of the leading causes of mortality for individuals in the US. A balanced diet can reduce your risk of getting heart disease, according to multiple studies. Oats and fruits are two examples of meals that are high in fibre and good for the heart. Studies claim that Starbucks coffee is nutritious and that they provide an environmentally friendly product. (Azriuddin, et al., 2020). In contrast, earlier research revealed that Starbucks-brand coffee had a low pH level, which suggests that it is acidic. The acidity in caffeine will cause tooth sensitivity (McDonagh, 2021). Healthy living has nothing to do with brand loyalty.

### 2.2 The Relationship Between Price Fairness and Brand Love of Starbucks in Kuala Lumpur.

There are several studies that look at how people perceive prices in social science disciplines like marketing and economics. The meaning of price fairness is the user's assessment and feelings regarding whether the disparity between the seller's pricing and the comparable price of other parties is reasonable or acceptable (Xia, Monroe, & Cox, 2004). Depending on how the customer feels about the price, client satisfaction may go up or down. customers recognize price unfairness when they pay prices that are higher than rivals (Ting, 2013). Price fairness promotes increased sales because a fair price is very important to convince customers. According to studies, providing more satisfaction to customers will lead to higher customer loyalty (Kaura, Prasad, & Sharma, 2015).

### 2.3 The Relationship Between Nutrition Disclosure and Brand Love of Starbucks in Kuala Lumpur.

Studies on the perception of pricing have been conducted in a variety of social science disciplines, including marketing and economics. The meaning of price fairness is the user's assessment and feelings regarding whether the disparity between the seller's pricing and the comparable price of other parties is reasonable or acceptable (Xia, Monroe, & Cox, 2004). Depending on how the customer feels about the price, client satisfaction may go up or down. customers recognize price unfairness when they pay prices that are higher than rivals (Ting, 2013). Fair pricing encourages improved sales since it's crucial to persuade buyers that a product is worth the price. According to studies, providing more satisfaction to customers will lead to higher customer loyalty (Kaura, Prasad, & Sharma, 2015). Everyone in the world is familiar with the Starbucks Coffee brand, including Malaysians. Although many individuals are willing to pay the high rates for the drinks, food, and merchandise offered at Starbucks, the demand for these items is always growing despite the perception that they are expensive. It is believed that fairness in terms of pricing is unimportant while making purchases of items.

However, given Starbucks brand loyalty in particular, this study and pricing fairness are closely related.

### 2.4 The Relationship Between Nutrition Disclosure and Brand Love of Starbucks in Kuala Lumpur.

The concept of "nutrition disclosure" describes the information provided or printed on each food and beverage package that details the numerous nutrients, calories, and food components that are present in the item. According to US Food and Drug Administration requirements, dietary information such as the amount of fat, calories, cholesterol, carbohydrates, sugar, protein, and vitamins present in each food package must be provided. It is also possible to think of nutrition disclosure as the labelling of inexpensive items that have the potential to encourage or support healthy eating habits. However, there are systematic variations that imply customers could not always use food labels while selecting foods. Given the poor dietary quality exhibited by many young adults, measuring the use of dietary facts among them is particularly important (Harris, Larsen, Chantala, & Udry, 2006). User traits, product type, and buying context are all related to how food labels are used. Users' capacity to interpret food labels may vary depending on where their nutritional education is at. Self-efficacy and trust are effective predictors of eating knowledge, attitudes towards food labels, and usage of food labels.

### Conceptual Framework

Figure 1 below has demonstrated how this study's conceptual framework worked. The dependent variable in this study was the factors influencing brand loyalty to Starbucks in Kuala Lumpur, while the independent variables were healthfulness, pricing fairness, and nutrition transparency. The relationship between the independent variables and the dependent variable was depicted in the image below.

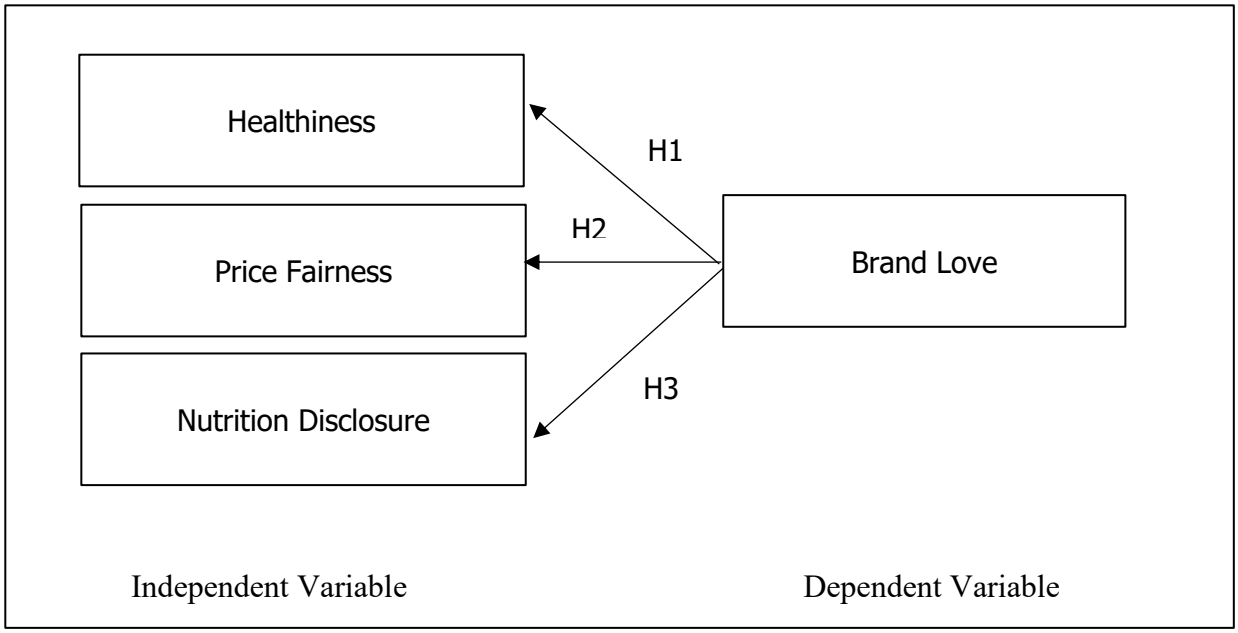


Figure 2.1: Conceptual Framework

Sources: Lee, Jung and Moon (2021)

## 3 METHODOLOGY

### Research Design

The overall framework and methods the researcher selects for doing market research make up the research design. The chosen layout will allow the researcher to use the most appropriate research methods. This study used quantitative research as its primary research strategy. Data will be gathered from a representative sample of Starbucks patrons in Kuala Lumpur. In order to investigate and quantify the link between the independent and dependent variables, a descriptive methodology was adopted in this study. The researcher uses questionnaires that were obtained from respondents to explain the data.

### Population

| Ethnic | Year<br>2020 ('000) |
|---|---|
| Bumiputera | 47.7% |
| Chinese | 41.6% |
| Indians | 10% |
| Others | 0.7% |

Table 3.1 Population by Ethnic Group in Malaysia

### Sampling Size and Sampling Technique

The Department of Statistics Malaysia (2020) estimates that the sample size for the Malaysian population will be 33 million based on the table above. However, 384 respondents in total were chosen for this study's respondents based on the hypothesis from Krejcie and Morgan (1970).

For this investigation, the researcher's choice of sampling strategy was the convenience sampling approach. Non-probability sampling technique called convenience sampling includes taking samples from a particular group.

### Instrument Development

### Instrumentation

The questionnaire is divided into three parts, which are part A, B and C. Part A includes questions related to demographics. In part B, the researcher asked questions related to the chosen topic. It is closely related to the relationship between Starbucks and the factors of healthiness, price fairness and nutrition disclosure. The questions in part C discuss how often customers visit Starbucks.

| Sections | Variables | Item | Authors |
|---|---|---|---|
| A | Demographic profile | 5 | Omar, Jamal & Nami (2017) |
| B | Healthiness | 5 | Lee, Jung & Moon (2021) |
| | Price Fairness | 5 | Lee, Jung & Moon (2021) |
| | Nutrition Disclosure | 5 | Lee, Jung & Moon (2021) |
| C | Frequency to Starbucks | 5 | Othman, Anuar, Izat & Fahmi (2019) |

Table 3.2 : Overview of Research Instrument

The questionnaire's structure for both the independent variable and the dependent variable was a 6-point Likert scale for the sake of simplicity. From "Disagree very strongly" to "Agree very strongly," the 6-point Likert scale will range.

**Data Collection and Data Analysis**

For this study, the researcher collected data using surveys and secondary sources. Malay and English-language questionnaires were distributed to respondents. The Statistics Package for Social Science (SPSS) will be used to analyse all of the data once data collecting is finished. The research's analytical process is broken down into two steps: preliminary data analysis and Pearson Correlation.

## 4 RESULT

Table 1

Demographic Analysis

| **Item** | **Frequency (n)** | **Percentage (%)** |
|---|---|---|
| **Gender** | | |
| *Male* | 177 | 46.1 |
| *Female* | 207 | 53.9 |
| | | |
| **Age Group** | | |
| *Below than 20years old* | 13 | 3.4 |
| *20-29 years old* | 319 | 83.1 |
| *30-39 years old* | 46 | 12.0 |
| *40-49 years old* | 3 | 0.8 |
| *50 years old and above* | 3 | 0.8 |
| | | |
| **Race** | | |
| *Malay* | 259 | 67.4 |
| *Chinese* | 63 | 16.4 |
| *Indian* | 37 | 9.6 |
| *Other* | 25 | 6.5 |
| | | |
| **Marital Status** | | |
| *Single* | 298 | 77.6 |
| *Married* | 46 | 12.0 |
| *Divorced* | 19 | 4.9 |
| *Prefer not to tell* | 21 | 5.5 |
| | | |
| **Monthly Income** | | |
| *Below RM 1,000* | 250 | 65.1 |
| *RM 1,001 - RM 2,999* | 87 | 22.7 |

| | | |
|---|---|---|
| *RM 3,000 - RM 3,999* | 32 | 8.3 |
| *RM 4,000 - RM 4,999* | 9 | 2.3 |
| *RM 5,000 - RM 5,999* | 3 | 0.8 |
| *RM 6,000 and above* | 3 | 0.8 |
| | | |
| **Times visiting Starbucks in a month** | | |
| *Once a month* | 178 | 46.4 |
| *2-3* | 173 | 45.1 |
| *4-5* | 32 | 8.3 |
| *6 times and above* | 1 | 0.3 |
| | | |
| **Total** | **384** | **100** |

Table 2

Descriptive Analysis

Table 4.6 : Mean Score for Each Variables

| Section | Dimension | n | Mean | SD |
|---|---|---|---|---|
| **B** | **Healthiness** | 384 | 4.0444 | 0.910 |
| | **Price Fairness** | 384 | 4.2052 | 0.846 |
| | **Nutrition Disclosure** | 384 | 4.1238 | 0.789 |
| **C** | **Brand Love toward Starbucks** | 384 | 4.2225 | 0.861 |

Table 3

Reliability Analysis

| Variables | Cronbach's Alpha | N of Items |
|---|---|---|
| **Healthiness** | **0.928** | **5** |
| **Price Fairness** | **0.929** | **5** |
| **Nutrition Disclosure** | **0.922** | **5** |
| **Brand Love** | **0.932** | **5** |

Table 4

Pearson Correlation Coefficient

| | | BRAND LOVE |
|---|---|---|
| Healthiness (IV1) | Pearson Correlation | .819** |
| | Sig. (2-tailed) | .000 |
| | N | 384 |
| Price Fairness (IV2) | Pearson Correlation | .893** |
| | Sig. (2-tailed) | .000 |
| | N | 384 |
| Nutrition Disclosure (IV3) | Pearson Correlation | .830** |
| | Sig. (2-tailed) | .000 |
| | N | 384 |
| Brand Love (DV) | Pearson Correlation | .830** |
| | Sig. (2-tailed) | .000 |
| | N | 384 |

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

## 5 DISCUSSION & RECOMMENDATIONS

This study looked into whether factors like price equity and nutrition information had an impact on how healthy a food was. According to this survey, food quality, flavour, and price equity were crucial components for consumers to enjoy the Starbucks brand. Customers may prefer a brand because it offers wholesome, delectable food and has prices that are reasonable for their means. This survey also showed that fair pricing and healthfulness were important motivators for Starbucks patronage. Customers at Starbucks were less likely to be loyal to the brand. In terms of fostering brand love and loyalty, competition and convenience are no longer relevant. Additionally, convenience might have less of an impact on market evaluation than other suggested criteria. Additionally, the findings indicated that healthiness was not essential for brand love, which may have been caused by the healthiness of Starbucks' products. Even though Starbucks goods listed their nutritional information and that they were made in a clean environment, they still contained dangerous substances like sugar and caffeine. Starbucks products were prepared in sanitary conditions and included nutrition information, but they still contained unhealthy ingredients like sugar and caffeine. Through the analysis of descriptive data for wellness, this can be concluded. The results supported previous finding that contentment had a positive effect on brand love. (Sallam's, 2015)

### Implication of The Study

First of all, this research study gave any new researcher or entrepreneur interested in this topic all the pertinent information, particularly regarding how healthiness, pricing fairness, and nutrition disclosure influence brand love of Starbucks in Kuala Lumpur. The researcher will be able to better investigate the causes of brand loyalty to Starbucks in Kuala Lumpur with the aid of this information. In addition, this study enabled the new researcher to identify crucial, understudied factors that may contribute to Kuala Lumpur consumers' love of Starbucks. From

here, this study may help upcoming researchers locate research findings with a higher likelihood of being effective in this research area. Additionally, by consulting this research article, a future researcher may develop the instinct necessary to carry out the research. In the meanwhile, our study can serve as a template for future literature reviews. Our study can now be used as a model for further literature reviews.

Second, this study is advantageous to the food and beverage sector since it sheds light on the causes of brand loyalty for Starbucks in Kuala Lumpur. The food and beverage sector can pinpoint consumer drivers of brand loyalty expectations on health, price equity, and nutrient disclosure. In order to fully satisfy customer purpose, the food and beverage business must do in-depth research into the causes of brand love for Starbucks in Kuala Lumpur. As a result, the food and beverage business can profit by making better decisions and gaining competitive advantages.

Third, this study will be useful to customers who want to go to the Kuala Lumpur Starbucks. Customers will be made aware of the availability of diet-friendly and nutritional food options. Before purchasing food and beverages at Starbucks Kuala Lumpur, customers can prepare their menu in advance. They are also aware that Starbucks charges a price commensurate with the quality of service it offers its consumers. Premium ingredients are used to prepare the meals and beverages at Starbucks. Customers will also be more aware of their right to know the nutritional information for every product they purchase. Customers can choose to love the Starbucks brand in this way. The customer will become a wise consumer of goods and services as a result of this study.

**Recommendation of The Study**

There are numerous suggestions for more consumer revisit intention research. Therefore, questions in future study should be intriguing and acceptable to everyone so that respondents will consent during the questionnaire. As a result, the researcher can give respondents to future studies questionnaires that are easier to understand and more engaging.

For every purpose, not every research methodology is adequate. For instance, it is important to carefully examine the type and length of interviews while conducting research with unique populations. The intended user group should be taken into consideration while creating the test tasks for a usability test. You must look at the group you are looking at, the objective of the research, and the likely result you want from it.

The researchers only looked at three criteria that could impact customers in this study. However, the researchers may have overlooked some crucial characteristics that play a vital role in defining the antecedents of brand love for Starbucks in Kuala Lumpur. As a result, future research is advised to undertake further research into other characteristics such as location, pricing, and amenities in order to improve the study's results.

## 6 CONCLUSION

In conclusion, there are still has some few steps to investigate the antecedents of brand love toward Starbucks in Kuala Lumpur. The selected independent variables are well suited to be combined with the dependent variable.

The study has effectively shown that the majority of respondents cited brand loyalty as the main reason they kept coming back to Starbucks. Since every Starbucks offers virtually the same food and service, business owners must concentrate on providing food that meets consumer demands and create remarketing plans to bring in new clients. Profits may also rise as a result of this.

People frequently go to cafes before work or to hang out with their closest friends. Starbucks coffee is always in demand. Starbucks should maintain growing their product line and keep a close eye on emerging technological developments because their target customer expects this. Starbucks must maintain the distinctive customer approach that makes their brand so recognised and encourages repeat business despite an expanding client base.

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